

Marketing enhancements

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What this exercise is about

In this tutorial, you will use the Management Center Promotions and Marketing tools to define a new coupon promotion and a new dialog activity to issue the coupon to shoppers who match the targeted behavior.

Your task as a marketing manager is to increase sales of coffee tables by converting wish list entries to sales. To achieve this, you're going to define a dialog activity using the new **Wait For Event** trigger to issue a coffee table coupon to shoppers when they add a coffee table to their wish list.

This tutorial should take approximately 45 min to complete.

What you should be able to do

After completing this exercise, you should be able to:

- Define a coupon promotion
- Use the Wait For Event trigger to recognize and react to a WebSphere Commerce store command

Introduction

The following naming conventions are used in the exercises:

Reference Variable	Description
<WCDE_INSTALL_DIR>	C:\IBM\WCDE_ENT70
<WCDE_HOST>	Hostname for WebSphere Commerce Developer

Note: If you are accessing an image hosted on VIE, all passwords and other lab system notes can be found in the Readme.pdf file on the desktop.

Requirements

Before beginning this lab, ensure you have:

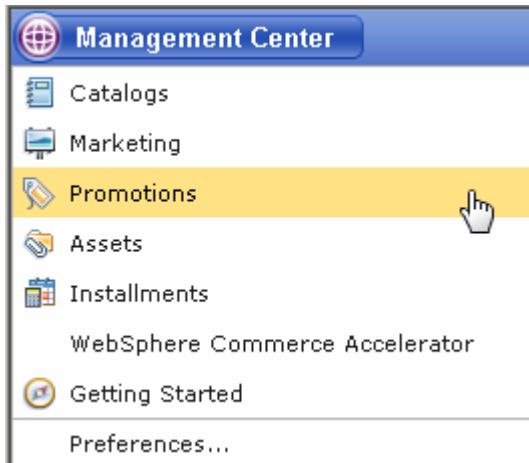
- Installed WebSphere Commerce V7 fix pack 1
- Installed WebSphere Commerce V7 feature pack 1
- Completed feature enablement

Note: If you are using the VIE image these steps have been completed for you.


Part 1: Create a coupon promotion

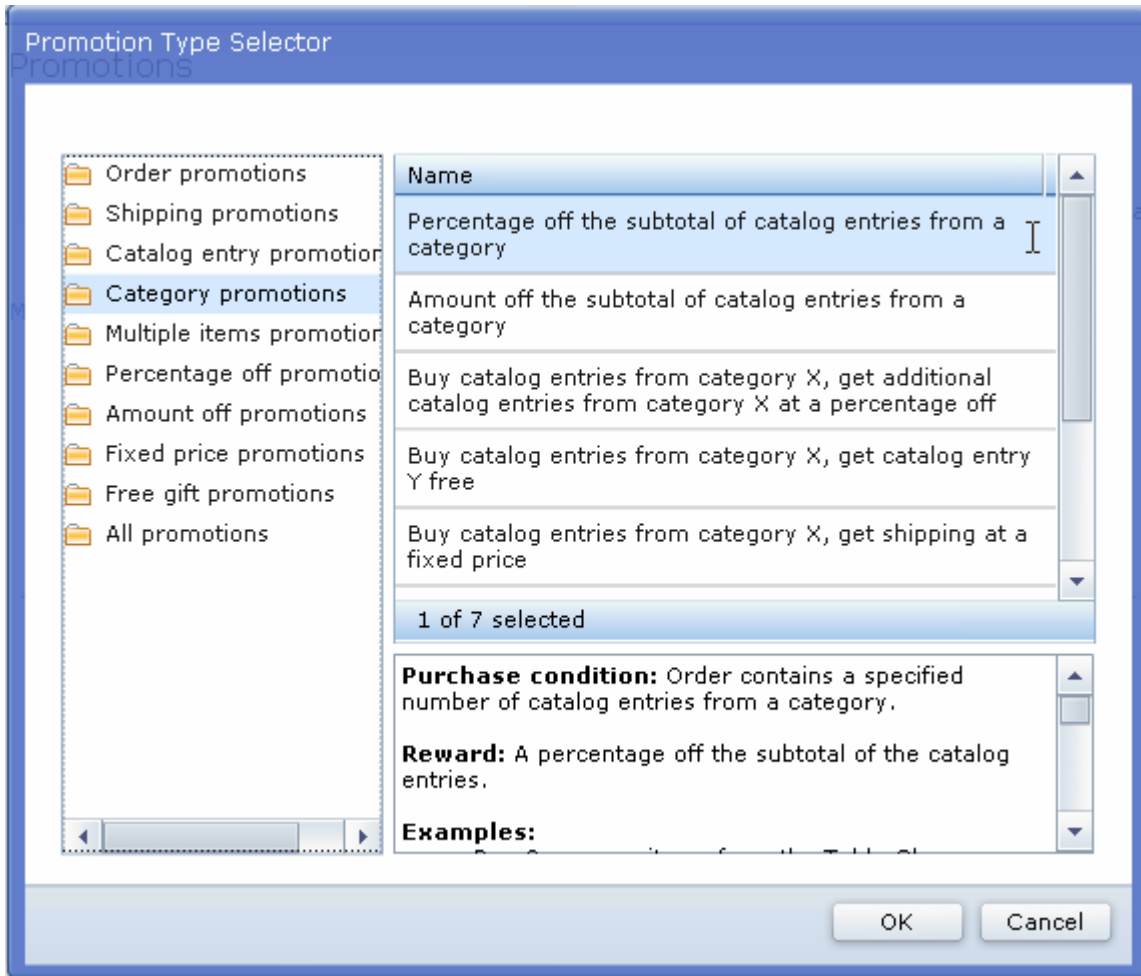
In this part of the lab, you will define a new coupon promotion that is used in a later part.

- ___ 1. Open WebSphere Commerce Developer and start your test server.
- ___ 2. Open the hints and tips page at `<WCDE_INSTALL_DIR>\hintsandtips.html`.
- ___ 3. Launch Management Center using the link provided in the **Useful URLs** section and login.
- ___ 4. Open the **Promotions** tool.



- ___ 5. Select the **Madisons** store.

6. Use the Create New toolbar button  to create a new promotion. Select **Category promotions** from the promotion type selector. Select **Percentage off the subtotal of catalog entries from a category**. Select **OK**.



7. Complete the promotion fields as outlined below.
- a. In the **Promotion Properties** section, enter the values specified in the table below. All other fields can be left as the default values

Field name	Value
Administrative name	Coffee table coupon
Redemption method	Coupon promotion
Number of days until coupon expires	90
Priority	100

- ___ b. In the **Purchase Condition and Reward** section, enter the values specified in the table below. All other fields can be left as the default values. You can specify category names by typing the name in the text box and clicking **Find and Add**.

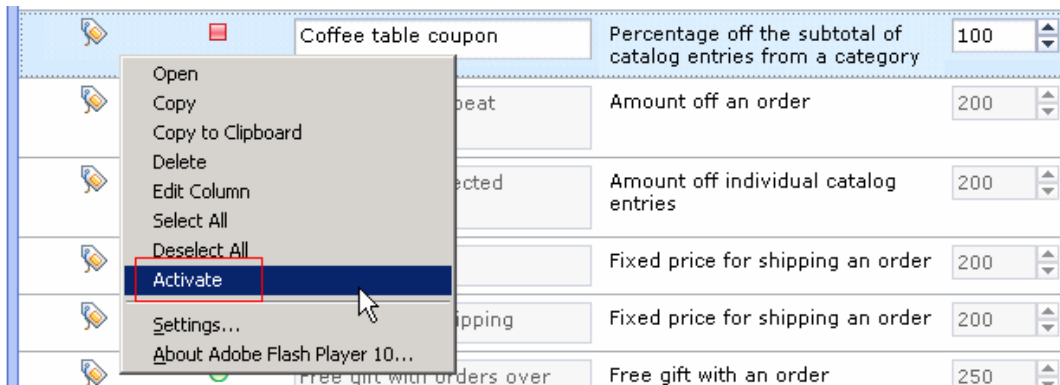
Field name	Value
Categories	Coffee Tables
Minimum purchase condition	
• Quantity	1
• Percent off	25

- ___ c. Click the **Descriptions** tab. Enter the values below:

Field name	Value
Customer viewable short description	25% off coffee tables
Customer viewable long description	Purchase a coffee table in the next 90 days and save 25%

- ___ 8. **Save and activate** the promotion.

- ___ a. Select **Save and Close**.
- ___ b. Select the **Promotions** tab in the Explorer View.
- ___ c. Find the Coffee promotion you just created, right click and choose **Activate**.



- ___ d. You should now see a green circle in the Status column.

Part 2: Lookup the coffee table IDs

In this part of the lab, you will look up the IDs of the items in the Coffee Tables category to use in the next part.

- ___ 1. Open a browser window and go to **https://localhost/webapp/wcs/admin/servlet/db.jsp**
- ___ 2. Find the catalog entry IDs.
 - ___ a. Enter the SQL below to lookup the IDs of the items in the Coffee Tables category. The part numbers can be found using the Management Center Catalogs tool.

```
select catentry_id from catentry where partnumber in ('FUCO-0101', 'FUCO-0201', 'FUCO-0301');
```
 - ___ b. Click **Submit Query**.

Enter SQL statements then click **Submit Query**. Terminate all SQL statements with a semi-colon (;)

```
select catentry_id from catentry where partnumber in ('FUCO-0101','FUCO-0201','FUCO-0301');
```

Submit Query

Clear All

Query: select catentry_id from catentry where partnumber in ('FUCO-0101','FUCO-0201','FUCO-0301')

CATENTRY_ID
10226
10228
10230

- ___ c. Record the results for the next part.

Part 3: Create a new dialog activity

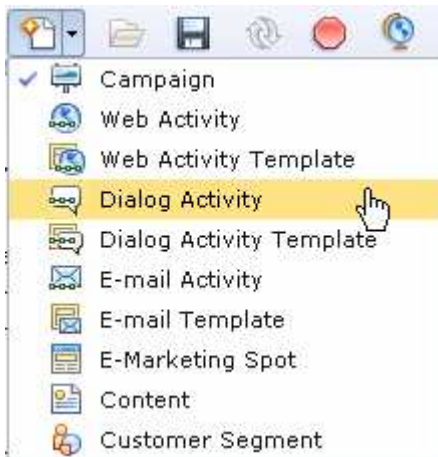
In this part of the lab, you will create a dialog activity. The dialog tracks when customers add a coffee table to their wish list and issues a 25% off coupon.

- ___ 1. Open the **Marketing** tool.



- ___ 2. Select the **Madisons** store.

- ___ 3. Select **Dialog Activity** from the **Create New** toolbar button.



- ___ 4. On the New Activity From Template panel choose the **Blank Dialog Activity** template and **OK**.


- ___ 5. Name the dialog activity **Issue coffee table coupon**.

- ___ 6. Drag and drop the **Wait For Event** trigger onto the activity...



7. Click the Wait for Event element and in the properties panel enter the values shown in the table. All other fields can be left as the default values

Field name	Value
Event name	AjaxInterestItemAdd (If you are using the default wish list) AjaxGiftListServiceAddItem (If you have enabled multiple wish lists)
Parameter name	catEntryId
Parameter values	Use values recorded in Part 2 above



Wait for Event

***Event name** ⓘ

Number of event parameters ⓘ

***Parameter name** ⓘ

***Parameter value matching rule**

***Parameter values** ⓘ

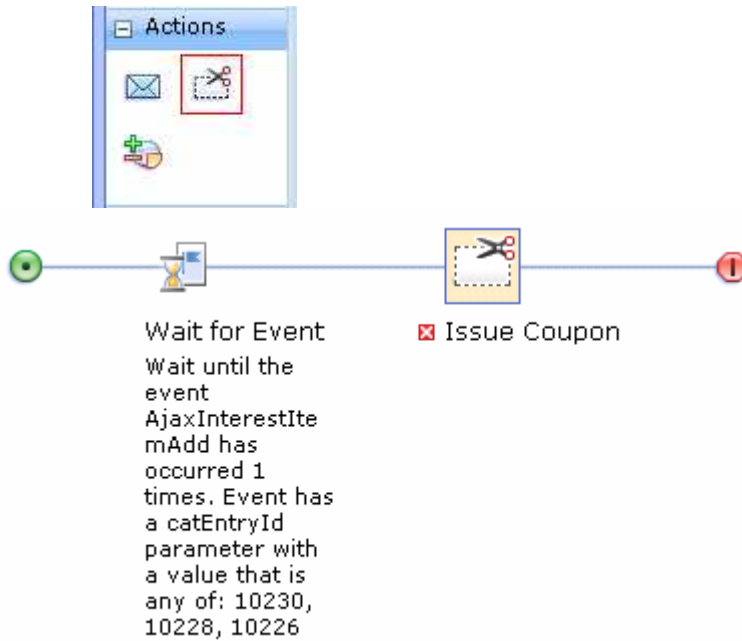
*** Value**

0 of 3 selected

***Times** ⓘ

Time frame ⓘ

- ___ 8. Add the **Issue Coupon** action following the **Wait For Event** trigger.

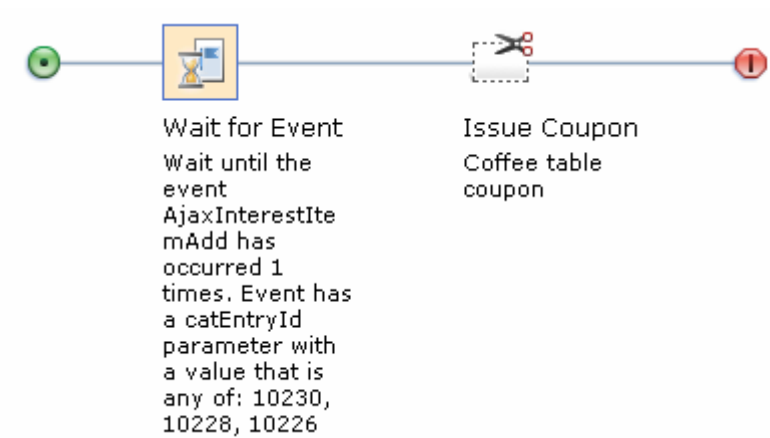


- ___ 9. Select the Issue Coupon element and in the properties panel and add the Coffee table coupon promotion you created in Part 1. Enter **Coffee table coupon** in the Find and Add field and select the **Find and Add button**.

The screenshot shows the 'Issue Coupon' element selected in the workflow. Below it is the 'Find and Add' button. A table below the button shows the results of the search:

* Type	* Administrative Name
	Coffee table coupon
0 of 1 selected	

___ 10. The completed activity looks like this.



___ 11. Save and close your dialog activity and then activate it.

- ___ a. Select **Save and Close**.
- ___ b. Select the **Activities** tab in the Explorer View.
- ___ c. Find the Issue coffee table coupon you just created, right click and choose **Activate**.
- ___ d. You should now see a green circle in the Status column.

Part 4: Configure the server to track online behavior

In this section, you will configure your WebSphere Commerce test environment to track online behavior of shoppers. This step is necessary for the **Wait For Event** trigger to work. If you have previously completed these steps you can move on to Part 5.

- ___ 1. Open **WebSphere Commerce Developer** and expand the **WC** project.



- ___ 2. Expand the **xml** and **config** folders and open the file **wc-server.xml**.
 - ___ a. Switch to the **Source** view of the file. Enable the SensorEventListener by setting its enable attribute to true.

```
<component
  compClassName="com.ibm.commerce.marketing.dialog.trigger.SensorEventListener"
  enable="true" name="SensorEventListener">
  <property display="false">
    <start enabled="true"/>
  </property>
</component>
```

- ___ 3. **Save** the file and **Restart** your WebSphere Commerce test server.

Part 5: Test your dialog activity

In this part of the lab, you will try out the new dialog activity and view the changes made to the My Account coupon wallet.


- ___ 1. Launch the Madisons store using the hintsandtips.html page at `<WCDE_INSTALL_DIR>\hintsandtips.html` using the link provided in the **Useful URLs** section.
- ___ 2. **Login** with an existing shopper account or register a new shopper.
- ___ 3. Navigate to the **Furniture > Coffee Tables** category page.
- ___ 4. Use the Quick Info panel to add one of the coffee tables to your wish list


[close](#)

Sleek Occasional Table

FUCO-0101

\$179.99 **Quantity:** **Add to Cart**



Add to Wish List 

Add to Compare

The sleek styling makes this occasional table a perfect addition to your home. Made of oak wood with a tempered glass top. Forest green-finish wood frame. Measures 48" in width, 24" in length, and 19" in height. Some assembly required.

[more info](#)

Purchase a coffee table in the next 90 days and save 25%

- ___ 5. Navigate to **My Account > My Coupons** and verify that the coffee table coupon has been issued.

My Coupons

COUPON	EXPIRATION DATE	
25% off coffee tables	Jul 25, 2010	Remove

Part 6: What you did in this exercise

In this tutorial you learned how to use the newest marketing trigger, Wait For Event.

You should now understand how to complete these tasks:

- Define a coupon promotion
- Use the Wait For Event trigger to recognize and react to a WebSphere Commerce store command