Integrate with Cartful

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Cartful is a recommendations engine that leverages on-site surveys to determine which products will best suit a customer's needs. As a customer, you answer a few questions about your lifestyle, preferences, or use cases, and Cartful's engine delivers a personalized list of recommended products.

For more information about this feature, contact your Customer Success Manager (CSM).

Customer requirements

- Bluecore Integration available on-site.
- Customer's Cartful team enables the data layer to enable custom events: CompletedSurvey.

Bluecore provides

Technical Services to capture Cartful identification and product data from site.

Partner workflow

Create Cartful surveys and determine customer progressive profiling data enrichment strategy.

Bluecore workflow

- Update Javascript integration to bring in Cartful events and data.
- Enable code blocks to add this content in email.

Use cases

Increase identification

• Increase email identification as a part of answering survey questions.

Customer Data Enrichment

· Add more CRM level information related to the customer as a part of answering survey questions and use that data for segmentation and personalization.

Product-Level Cartful Content

 Retrieve Cartful product recommendations and show them as additional content marketing to complement existing product promotions and recommendations.

Setting up campaigns

Integration set up

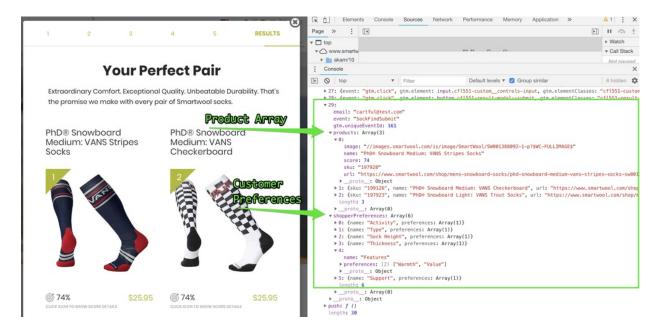
This step requires Cartful and Bluecore Technical Services. Please contact your Bluecore Customer Success Manager to enable this setup.

When a customer completes a survey, Cartful adds a dataLayer containing two sets of data:

• An array of the resulting product recommendations, including product IDs.

• An array of the preferences the customer input into the survey.

Bluecore can pick up the product data with an integration function that fires a custom "CompletedSurvey" event, and update customer info with a patch to incorporate the newly revealed preferences into our customer model.



Create a campaign

- 1. Navigate to Campaigns > Automated Campaigns or One-Time Campaigns.
- 2. Click on Create New Campaign or create a draft for an existing campaign.
- 3. Select the channel Email.
- 4. **Audience Selection**: Leverage the Cartful events within audience builder to segment based on customers completing the survey
- 5. **Template Content**: Navigate to a template in VTE. Select the Product Renderer Widget. Under *Product Attributes*, select *Add Other Attributes* and check attributes like score to show it in the email template

Proof and publish

Run a proof of the content. You should now be able to see the Cartful content in the updated product blocks.

Click Save and Publish to launch the campaign