



Personalized Messaging for Enhanced Customer Engagement and Sales on LINE with Salesforce

A cloud-hosted, custom application that extends Salesforce Marketing Cloud (SFMC) capabilities, enabling a global luxury brand to deploy personalized Flex Messages and Rich Menus on the LINE app, driving customer loyalty and sales.

Overview

A custom white-labeled application that bridges the gap between Salesforce Marketing Cloud and the LINE API, unlocking new engagement possibilities.

- **Extended Capabilities:** Enabled the client to utilize advanced LINE features (Flex Messages, Rich Menus) which were previously unsupported by SFMC.
- **Personalized Campaigns:** The solution facilitates the creation of visually rich, custom-templated messaging campaigns tailored to specific user journeys.
- **Performance Tracking:** Implemented unique URL tracking for messages, providing the client with crucial data-driven insights into campaign effectiveness.



Client

One of the world's most valuable luxury brands, the Paris-based client operates in over 50 countries with more than 460 stores worldwide, selling retail luxury goods and jewelry.

Challenges

- **Unsupported LINE Functionality:** SFMC did not natively support key LINE features (Flex Messages and Rich Menus) necessary for creating premium, high-impact interactive messaging.
- **Lack of Personalization at Scale:** The inability to dynamically generate customized, visually rich messages hindered the brand's ability to deliver personalized marketing campaigns.
- **Limited Performance Tracking:** The client could not effectively track the performance of custom interactive messages, restricting their ability to optimize marketing spend based on accurate data.

- **Integration Complexity:** The custom application needed to be hosted on Azure or GCP and maintain compatibility with SFMC and other marketing automation platforms.

QBurst Solution: LINE Messaging Engagement

We developed a cloud-hosted, custom white-labeled application that serves as an essential middleware, integrating LINE and Salesforce Marketing Cloud. The solution serves as an easy-to-use platform for creating and deploying advanced interactive messages.

Key Solution Features

- **Flex Message Builder:** Provides users with an intuitive interface to create complex, visually dynamic messages by combining modules (images, text, carousels) and adding calls-to-action. Users can also import JSON data directly.
- **Rich Menu Configuration:** Offers a library of predefined rich menu layouts. Users can configure specific tap zones, associate URLs, and set message titles, controlling menu visibility based on start/end dates.
- **Seamless SFMC Integration:** Messages and Rich Menus are created and saved in the custom application's database, then passed to SFMC to be used directly within Journey Builder for targeted execution.
- **Journey Builder Enhancement:** Utilized data binding to share LINE_UID and personalization data with the web application, ensuring Flex Messages and Rich Menus are delivered to specific, segmented users.

Technical Highlights

- **Cross-Cloud Architecture:** The custom application is hosted on Azure/GCP, ensuring scalability and reliability, while maintaining seamless integration with the Salesforce ecosystem.
- **Performance Tracking:** For Flex Messages, the solution generates unique shortened URLs with tracking parameters for each user, providing granular data logged in the SFMC Data Extension for reporting.

- **Message Delivery:** The custom application performs LINE delivery through the LINE API, incorporating necessary queuing and retry mechanisms to ensure message reliability.
- **Interactive Design:** Implemented features like Image Maps, allowing customers to click on specific product areas and be redirected to a product page or receive detailed information.

Impact: Enhanced Customer Engagement and Sales

- **Increased Sales and Engagement:** The use of visually rich and interactive Flex Messages and Rich Menus increased customer engagement and is projected to boost sales conversions by 55%.
- **Optimized Campaign Performance:** The built-in performance tracking for custom messages provides data-driven insights, allowing the client to optimize campaigns and achieve a 40% improvement in marketing ROI.
- **Enhanced Customer Loyalty:** Personalized, high-quality messaging increased customer loyalty and repeat purchases, strengthening the brand's emotional connection with its high-value clientele.
- **Operational Efficiency:** The solution makes it easier to create and manage complex campaigns, without requiring technical expertise, saving time and resources.
- **Future Flexibility:** The application's design and cloud portability provide flexibility for integration with future marketing solutions, ensuring a durable strategic asset.