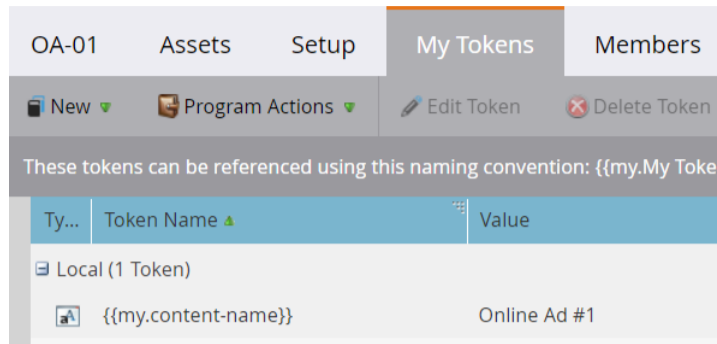




Online Ad Parent Program

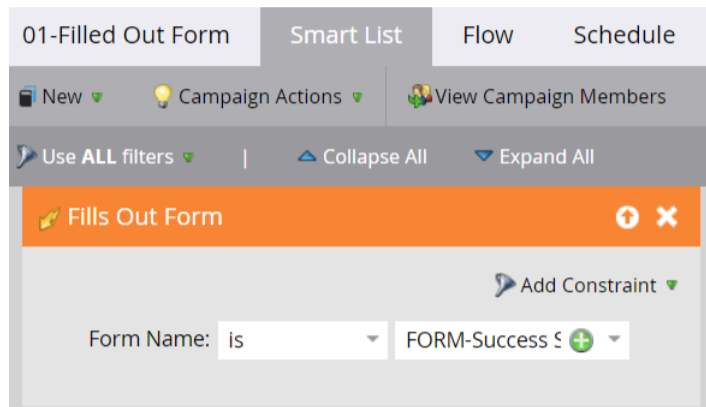
This Program will have a my.token value specific to it that we want to pass to a global campaign process, like an Interesting Moment for a content download.



Here we see an Online Ad Program, OA-01, where the My Token "{{my.content-name}}" is set to the name of the ad. In this case that is: Online Ad #1.

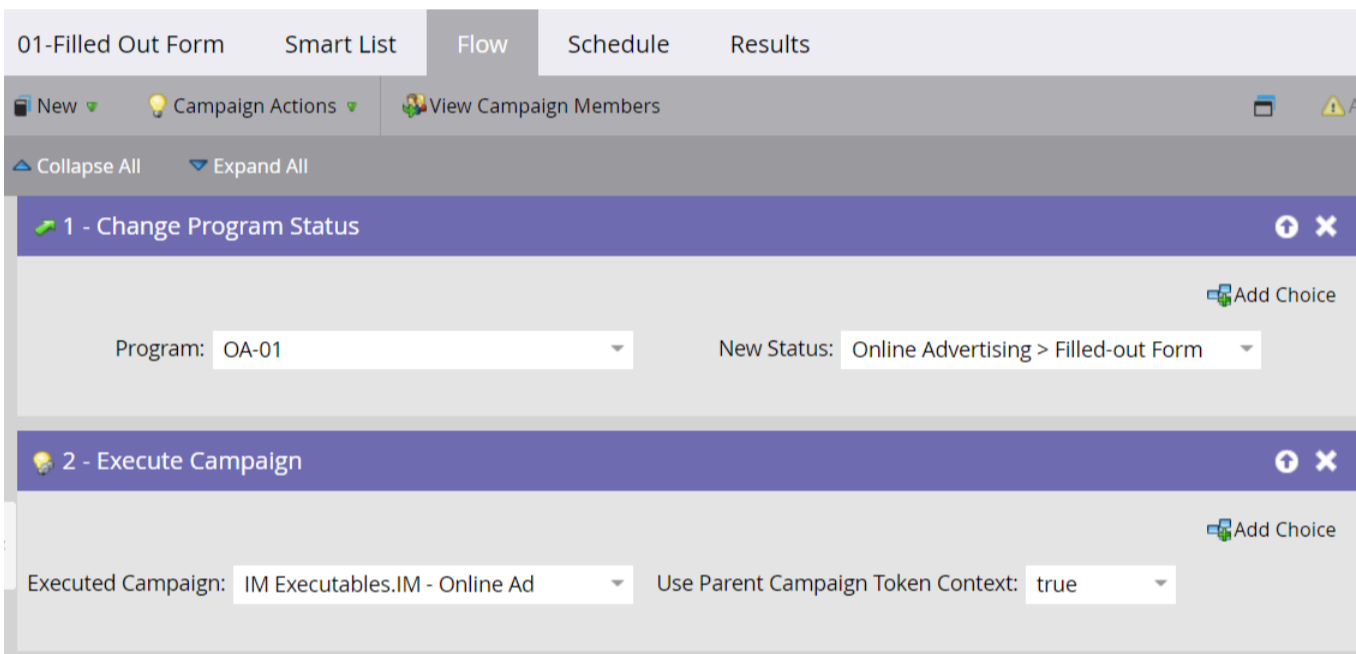
This token will be used later on by the Interesting Moment executable campaign.

Online Ad Parent Program: 'Filled Out Form' status change Campaign



The Program Member Statuses are being updated by Smart Campaigns within this Online Ad program.

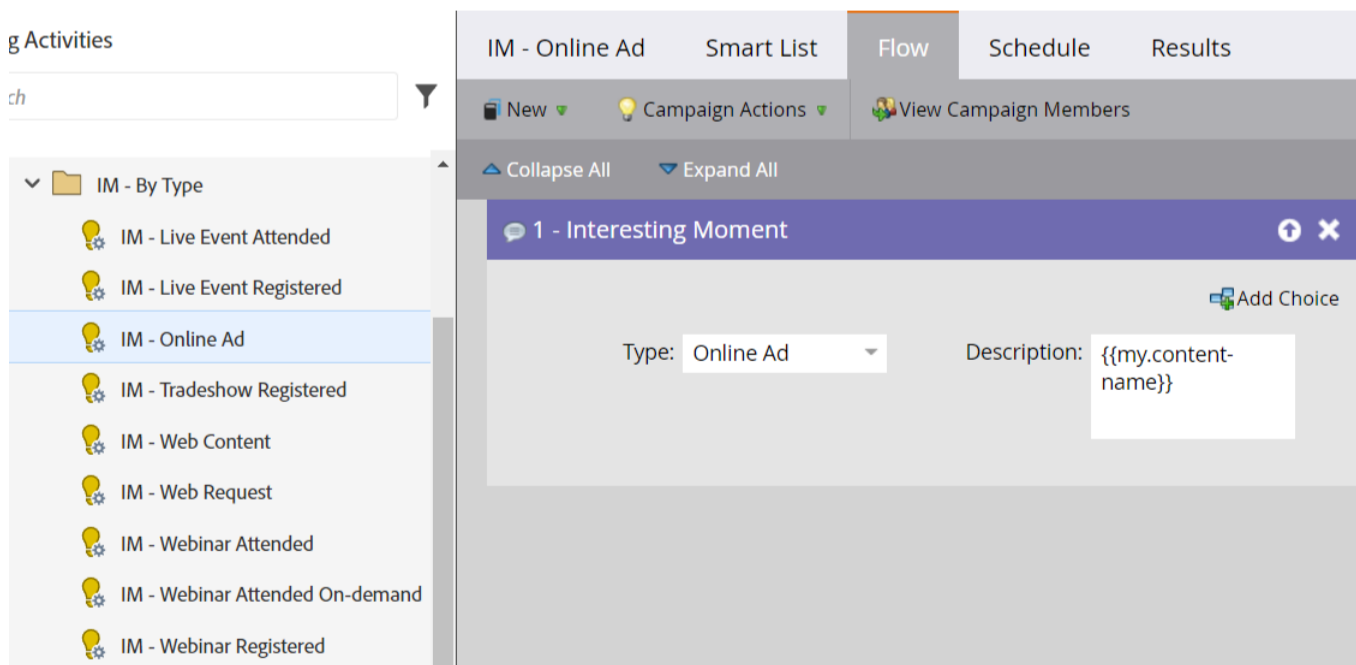
Here we see the Smart List 'Fills Out Form' Trigger for the Success Status of "Filled Out Form".



Next is the Flow for this Campaign where 1) the Program Status will be updated to "Filled Out Form" and 2) the Interesting Moment executable for this type of Interesting Moment is called.

Be sure to set "Use Parent Campaign Token Context" to 'true'. This is the setting that leverages the {{my.content-name}} program-level token in the Interesting Moment.

Online Ad Interesting Moment Executable



Here we see the Flow for the Online Ad Executable Interesting Moment, called from an Online Ad Program Status change campaign, with {{my.content-name}} in the Description.

The Executables for these Interesting Moments must be created for each individual Type. For example, you would create 2 separate campaigns, one for each Interesting Moment Type, to stamp a Webinar Registered and Webinar Attended.

Each Program Status change campaign in a Program that needs an Interesting Moment will have a flow step of "Execute Campaign" as shown above, with "Use Parent Campaign Token Content" set to 'true'. The value set at that Program's My Token will be populated in the Interesting Moment by the Executable Campaign.

Request complete

Activity Type	Detail
Interesting Moment	Online Ad: Online Ad #1
Execute Campaign	IM Executables.IM - Online Ad

The result is an Interesting Moment that pulled in the {{my.content-name}} value from the Online Ad Program that initiated this Interesting Moment executable campaign.