

A MARKETER IS INJECTING NEW CUSTOMERS FROM A DATA EXTENSION INTO JOURNEY BUILDER TO SEND AN UPDATED WELCOME

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IN TODAY'S COMPETITIVE DIGITAL LANDSCAPE, DELIVERING PERSONALIZED AND TIMELY COMMUNICATION IS ESSENTIAL FOR FOSTERING CUSTOMER ENGAGEMENT AND LOYALTY. ONE EFFECTIVE STRATEGY EMPLOYED BY MARKETERS IS DYNAMICALLY INJECTING NEW CUSTOMER DATA FROM A DATA EXTENSION INTO JOURNEY BUILDER TO SEND AN UPDATED WELCOME MESSAGE. THIS APPROACH ENSURES THAT NEW CUSTOMERS RECEIVE RELEVANT, PERSONALIZED ONBOARDING EXPERIENCES THAT REFLECT THE LATEST INFORMATION. IN THIS ARTICLE, WE WILL EXPLORE THE PROCESS, BENEFITS, BEST PRACTICES, AND TOOLS INVOLVED IN INJECTING NEW CUSTOMERS INTO JOURNEY BUILDER FOR AN OPTIMIZED WELCOME JOURNEY.

UNDERSTANDING THE ROLE OF DATA EXTENSIONS IN MARKETING AUTOMATION

WHAT ARE DATA EXTENSIONS?

DATA EXTENSIONS ARE TABLES WITHIN MARKETING CLOUD THAT STORE CUSTOMER DATA. THEY ARE CUSTOMIZABLE AND CAN HOLD VARIOUS TYPES OF INFORMATION SUCH AS CONTACT DETAILS, PURCHASE HISTORY, PREFERENCES, AND BEHAVIORAL DATA. UNLIKE LISTS, DATA EXTENSIONS ALLOW FOR COMPLEX DATA RELATIONSHIPS AND ARE IDEAL FOR SEGMENTING AUDIENCES AND PERSONALIZING MESSAGING.

THE IMPORTANCE OF DATA EXTENSIONS FOR PERSONALIZED MARKETING

USING DATA EXTENSIONS ALLOWS MARKETERS TO:

- MAINTAIN A CENTRALIZED REPOSITORY OF CUSTOMER DATA
- SEGMENT AUDIENCES BASED ON DETAILED CRITERIA
- AUTOMATE PERSONALIZED COMMUNICATIONS
- UPDATE CUSTOMER INFORMATION DYNAMICALLY

BY LEVERAGING DATA EXTENSIONS, MARKETERS CAN INJECT FRESH DATA INTO JOURNEY BUILDER, ENSURING THAT COMMUNICATIONS ARE ALWAYS RELEVANT AND UP-TO-DATE.

INTEGRATING DATA EXTENSIONS INTO JOURNEY BUILDER

SETTING UP DATA EXTENSIONS FOR CUSTOMER INJECTION

BEFORE INJECTING NEW CUSTOMERS, ENSURE THAT DATA EXTENSIONS ARE PROPERLY CONFIGURED:

- DEFINE FIELDS: INCLUDE NECESSARY FIELDS SUCH AS EMAIL ADDRESS, NAME, SIGNUP DATE, PREFERENCES, ETC.
- CONFIGURE PERMISSIONS: SET APPROPRIATE PERMISSIONS FOR DATA ACCESS AND UPDATES.
- ENSURE DATA QUALITY: VALIDATE DATA ACCURACY AND COMPLETENESS.

CREATING THE ENTRY EVENT IN JOURNEY BUILDER

THE ENTRY EVENT DETERMINES HOW CONTACTS ENTER THE JOURNEY:

- DATA EXTENSION ENTRY: CONFIGURE JOURNEY BUILDER TO LISTEN FOR NEW RECORDS IN A SPECIFIC DATA EXTENSION.
- AUTOMATION TRIGGER: USE AUTOMATION STUDIO TO DETECT WHEN NEW RECORDS ARE ADDED AND TRIGGER THE JOURNEY ACCORDINGLY.
- REAL-TIME INJECTION: ENSURE THE JOURNEY IS SET TO PROCESS RECORDS AS THEY ARE INSERTED OR UPDATED.

INJECTING NEW CUSTOMERS

TO INJECT NEW CUSTOMERS:

1. ADD RECORDS TO DATA EXTENSION: USE FORMS, INTEGRATIONS, OR MANUAL UPLOADS.
2. AUTOMATE THE PROCESS: SCHEDULE AUTOMATIONS TO DETECT NEW DATA ENTRIES.
3. TRIGGER THE JOURNEY: AS NEW DATA IS DETECTED, CONTACTS ARE AUTOMATICALLY INJECTED INTO THE JOURNEY.

THIS SEAMLESS PROCESS ENSURES THAT EACH NEW CUSTOMER RECEIVES THE LATEST ONBOARDING COMMUNICATION WITHOUT MANUAL INTERVENTION.

DESIGNING THE UPDATED WELCOME JOURNEY

KEY COMPONENTS OF AN EFFECTIVE WELCOME JOURNEY

AN UPDATED WELCOME JOURNEY SHOULD INCLUDE:

- PERSONALIZED GREETINGS: USE CUSTOMER DATA TO PERSONALIZE MESSAGES.
- RELEVANT CONTENT: SHARE INFORMATION ABOUT PRODUCTS, SERVICES, OR RESOURCES ALIGNED WITH CUSTOMER INTERESTS.
- CLEAR CALL-TO-ACTION (CTA): GUIDE CUSTOMERS TO NEXT STEPS.
- TIMING AND FREQUENCY: SPACE OUT MESSAGES TO AVOID OVERWHELMING THE CUSTOMER.

BEST PRACTICES FOR SENDING UPDATED WELCOME MESSAGES

- USE DYNAMIC CONTENT: TAILOR MESSAGES BASED ON CUSTOMER DATA.
- TEST AND OPTIMIZE: REGULARLY A/B TEST SUBJECT LINES, CONTENT, AND TIMING.
- INCLUDE INCENTIVES: OFFER DISCOUNTS, FREEBIES, OR EXCLUSIVE ACCESS TO ENCOURAGE ENGAGEMENT.
- ENSURE DATA PRIVACY COMPLIANCE: RESPECT GDPR, CCPA, AND OTHER REGULATIONS.

SAMPLE JOURNEY FLOW FOR INJECTED CUSTOMERS

1. ENTRY POINT: NEW CUSTOMER DATA INJECTED FROM DATA EXTENSION.
2. INITIAL WELCOME EMAIL: PERSONALIZED GREETING WITH RELEVANT CONTENT.
3. FOLLOW-UP MESSAGES: ADDITIONAL TIPS, RESOURCES, OR INCENTIVES.
4. ENGAGEMENT CHECK: MEASURE INTERACTIONS AND ADJUST MESSAGING ACCORDINGLY.
5. CONVERSION OR NEXT STEP: ENCOURAGE FURTHER ENGAGEMENT OR PURCHASE.

TOOLS AND TECHNOLOGIES FACILITATING DATA INJECTION AND JOURNEY

CUSTOMIZATION

AUTOMATION STUDIO

- AUTOMATES THE DETECTION OF NEW RECORDS IN DATA EXTENSIONS.
- TRIGGERS ENTRY EVENTS IN JOURNEY BUILDER AUTOMATICALLY.

JOURNEY BUILDER

- ORCHESTRATES MULTI-STEP CUSTOMER JOURNEYS.
- SUPPORTS REAL-TIME DATA INJECTION AND DYNAMIC CONTENT.

API INTEGRATIONS

- ENABLE REAL-TIME DATA SYNCHRONIZATION FROM CRM, eCommerce, OR OTHER SYSTEMS.
- AUTOMATE CUSTOMER DATA UPDATES TO KEEP INFORMATION CURRENT.

DATA FEED MANAGEMENT

- AUTOMATE THE PROCESS OF IMPORTING LARGE DATASETS.
- MAINTAIN DATA HYGIENE AND CONSISTENCY.

BENEFITS OF INJECTING NEW CUSTOMERS INTO JOURNEY BUILDER FOR UPDATED WELCOME COMMUNICATIONS

ENHANCED PERSONALIZATION AND RELEVANCE

INJECTING FRESH DATA ENSURES THAT EACH CUSTOMER RECEIVES TAILORED MESSAGES BASED ON THEIR LATEST INTERACTIONS AND PREFERENCES.

INCREASED ENGAGEMENT RATES

PERSONALIZED, TIMELY COMMUNICATION LEADS TO HIGHER OPEN, CLICK-THROUGH, AND CONVERSION RATES.

IMPROVED CUSTOMER EXPERIENCE

A SEAMLESS AND RELEVANT ONBOARDING EXPERIENCE BUILDS TRUST AND FOSTERS LOYALTY.

OPERATIONAL EFFICIENCY

AUTOMATION REDUCES MANUAL WORKLOAD AND MINIMIZES THE RISK OF MISSED OR DELAYED COMMUNICATIONS.

REAL-TIME DATA UTILIZATION

LEVERAGES CURRENT CUSTOMER INFORMATION, ENABLING AGILE MARKETING RESPONSES.

CHALLENGES AND SOLUTIONS IN INJECTING DATA INTO JOURNEY BUILDER

DATA QUALITY AND CONSISTENCY

CHALLENGE: INACCURATE OR OUTDATED DATA CAN LEAD TO IRRELEVANT MESSAGING.

SOLUTION: IMPLEMENT VALIDATION RULES, REGULAR DATA CLEANSING, AND DEPLICATION PROCESSES.

TIMING AND SYNCHRONIZATION

CHALLENGE: DELAYS IN DATA UPDATES CAN CAUSE TIMING ISSUES.

SOLUTION: USE REAL-TIME TRIGGERS AND AUTOMATE DATA IMPORTS FOR PROMPT UPDATES.

COMPLIANCE AND PRIVACY CONCERNS

CHALLENGE: HANDLING SENSITIVE DATA RESPONSIBLY.

SOLUTION: FOLLOW BEST PRACTICES FOR DATA SECURITY, OBTAIN NECESSARY CONSENTS, AND ADHERE TO REGULATIONS.

TECHNICAL COMPLEXITY

CHALLENGE: SETTING UP AUTOMATION AND INTEGRATIONS CAN BE COMPLEX.

SOLUTION: LEVERAGE EXPERT CONSULTANTS OR TRAINING, AND UTILIZE PLATFORM DOCUMENTATION.

CONCLUSION

INJECTING NEW CUSTOMER DATA FROM A DATA EXTENSION INTO JOURNEY BUILDER TO SEND AN UPDATED WELCOME MESSAGE EXEMPLIFIES MODERN, DATA-DRIVEN MARKETING. THIS APPROACH ENABLES BRANDS TO DELIVER HIGHLY PERSONALIZED, TIMELY, AND RELEVANT ONBOARDING EXPERIENCES, ULTIMATELY FOSTERING STRONGER CUSTOMER RELATIONSHIPS AND DRIVING BUSINESS GROWTH. BY CAREFULLY CONFIGURING DATA EXTENSIONS, AUTOMATING DATA DETECTION, AND DESIGNING ENGAGING JOURNEYS, MARKETERS CAN MAXIMIZE THE IMPACT OF THEIR ONBOARDING STRATEGIES. EMBRACING THESE PRACTICES ENSURES THAT EVERY NEW CUSTOMER FEELS VALUED FROM THE VERY FIRST INTERACTION, SETTING THE STAGE FOR LONG-TERM LOYALTY AND ADVOCACY.

KEYWORDS: JOURNEY BUILDER, DATA EXTENSION, CUSTOMER INJECTION, WELCOME JOURNEY, MARKETING AUTOMATION, PERSONALIZATION, REAL-TIME DATA, CUSTOMER ENGAGEMENT, AUTOMATION STUDIO, DATA-DRIVEN MARKETING

FREQUENTLY ASKED QUESTIONS

How can I efficiently inject new customers from a Data Extension into Journey Builder for an updated welcome series?

You can use the 'Update Contact' or 'Add Contact' activities within Journey Builder to dynamically inject new customers from your Data Extension. Setting up a filter or segmentation ensures only new or specific customers are added, allowing for personalized and timely welcome messages.

What are the best practices for ensuring data accuracy when injecting new customers into a journey?

Validate your Data Extension regularly to prevent duplicates and errors. Use data filters to select only relevant and updated records, and implement error handling activities in Journey Builder to manage failed injections. Automating data synchronization from your source systems also helps maintain accuracy.

Can I automate the injection of new customers into the welcome journey based on real-time data updates?

Yes, by integrating your Data Extension with automation tools like Automation Studio or using API triggers, you can automate the injection process. This ensures new customers are immediately added to the journey as soon as their data is available, enabling real-time personalization.

How do I update an existing customer's journey path when their data changes in the Data Extension?

Implement Contact Updates or Decision Splits within Journey Builder to dynamically adjust a customer's journey based on data changes. Using Data Filters or Event Data allows you to modify their path, ensuring the journey remains relevant to their current status.

What are common challenges when injecting new customers into Journey Builder, and how can I overcome them?

Common challenges include data duplication, delays in data sync, and segmentation errors. Overcome these by establishing robust data validation, automating data imports, and testing segments thoroughly before deployment. Monitoring injection logs also helps identify and resolve issues promptly.

How can I measure the effectiveness of injecting new customers into the updated welcome journey?

Use tracking and reporting tools within Marketing Cloud to monitor key metrics such as open rates, click-through rates, and conversion rates for the journey. Analyzing these metrics helps determine the impact of your injection strategy and allows for continuous optimization.

Additional Resources

A Marketer Is Injecting New Customers From A Data Extension Into Journey Builder To Send An Updated Welcome: A Strategic Guide To Personalization And Automation

In today's competitive digital landscape, marketers are constantly seeking innovative ways to engage new customers and foster brand loyalty. One of the most effective strategies involves injecting new customers from a Data Extension into Journey Builder to send an updated welcome message. This approach ensures that every new subscriber receives a personalized, timely, and relevant introduction to your brand, setting the stage for a positive customer experience and long-term engagement.

UNDERSTANDING THE POWER OF DATA EXTENSIONS AND JOURNEY BUILDER

WHAT ARE DATA EXTENSIONS?

DATA EXTENSIONS ARE CUSTOM TABLES WITHIN SALESFORCE MARKETING CLOUD (OR SIMILAR PLATFORMS) THAT STORE CUSTOMER DATA. UNLIKE STANDARD DATA MODELS, DATA EXTENSIONS OFFER FLEXIBILITY, ALLOWING MARKETERS TO DEFINE AND MANAGE CUSTOMER INFORMATION, PREFERENCES, AND BEHAVIORS IN A STRUCTURED WAY. TYPICALLY, DATA EXTENSIONS ARE USED TO:

- STORE SUBSCRIBER OR CUSTOMER INFORMATION
- TRACK ENGAGEMENT METRICS
- SEGMENT AUDIENCES DYNAMICALLY

WHAT IS JOURNEY BUILDER?

JOURNEY BUILDER IS A VISUAL AUTOMATION TOOL WITHIN SALESFORCE MARKETING CLOUD THAT ENABLES MARKETERS TO DESIGN MULTI-STEP, PERSONALIZED CUSTOMER JOURNEYS. IT ALLOWS FOR THE ORCHESTRATION OF COMMUNICATIONS ACROSS VARIOUS CHANNELS — EMAIL, SMS, PUSH NOTIFICATIONS, AND MORE — BASED ON CUSTOMER BEHAVIORS, DATA, AND TIMING.

WHY INJECTING NEW CUSTOMERS INTO JOURNEY BUILDER MATTERS

CUSTOMIZING WELCOME EXPERIENCES FOR NEW CUSTOMERS IS CRUCIAL BECAUSE:

- IT INCREASES ENGAGEMENT RATES
- IT IMPROVES BRAND PERCEPTION
- IT ENHANCES THE CHANCES OF CONVERSION
- IT ALLOWS FOR TIMELY, RELEVANT MESSAGING THAT RESONATES

INJECTING NEW CUSTOMERS FROM A DATA EXTENSION INTO JOURNEY BUILDER ENSURES THAT EACH NEW SUBSCRIBER RECEIVES AN UPDATED, TAILORED WELCOME MESSAGE, WHICH CAN BE AUTOMATICALLY TRIGGERED AS SOON AS THEY ARE ADDED TO YOUR DATA EXTENSION.

STEP-BY-STEP GUIDE TO INJECTING NEW CUSTOMERS INTO JOURNEY BUILDER

1. PREPARE YOUR DATA EXTENSION

BEFORE INTEGRATING WITH JOURNEY BUILDER, ENSURE YOUR DATA EXTENSION IS PROPERLY CONFIGURED:

- CREATE OR IDENTIFY THE DATA EXTENSION THAT STORES NEW CUSTOMER DATA.
- INCLUDE RELEVANT FIELDS SUCH AS EMAIL ADDRESS, NAME, SIGNUP DATE, PREFERENCES, AND OTHER PERSONALIZATION VARIABLES.
- SET UP AUTOMATION TO ADD NEW SUBSCRIBERS EITHER MANUALLY, VIA API, OR THROUGH INTEGRATIONS WITH YOUR WEBSITE OR APP.

2. SET UP THE ENTRY SOURCE IN JOURNEY BUILDER

YOUR JOURNEY'S ENTRY SOURCE DETERMINES HOW CONTACTS ARE INJECTED INTO THE JOURNEY:

- CHOOSE 'DATA EXTENSION ENTRY EVENT': THIS ALLOWS YOU TO SELECT YOUR SPECIFIC DATA EXTENSION.
- CONFIGURE THE ENTRY CRITERIA: DECIDE WHETHER ALL NEW RECORDS ARE INJECTED OR ONLY THOSE MEETING CERTAIN CONDITIONS (E.G., SIGNUP DATE WITHIN THE LAST 24 HOURS).

3. AUTOMATE THE INJECTION PROCESS

TO ENSURE NEW CUSTOMERS ARE AUTOMATICALLY ADDED TO THE JOURNEY:

- USE AUTOMATION STUDIO TO RUN SCHEDULED OR EVENT-BASED AUTOMATIONS THAT UPDATE YOUR DATA EXTENSION.
- SET UP API CALLS IF YOUR DATA SOURCE IS EXTERNAL, ENABLING REAL-TIME UPDATES.
- LEVERAGE SALESFORCE INTEGRATIONS WITH YOUR WEBSITE OR CRM TO AUTOMATICALLY ADD NEW CUSTOMERS TO THE DATA EXTENSION UPON SIGNUP.

4. DESIGN AN UPDATED WELCOME JOURNEY

CREATE A PERSONALIZED, ENGAGING WELCOME EXPERIENCE:

- INITIAL EMAIL: A WARM, PERSONALIZED GREETING THAT THANKS THE CUSTOMER FOR JOINING.
- FOLLOW-UP MESSAGES: HIGHLIGHT KEY BENEFITS, PROVIDE ONBOARDING TIPS, OR INTRODUCE POPULAR PRODUCTS/SERVICES.
- CONDITIONAL LOGIC: TAILOR CONTENT BASED ON CUSTOMER PREFERENCES OR BEHAVIORS COLLECTED DURING SIGNUP.

5. SEND THE UPDATED WELCOME MESSAGE

ONCE THE CUSTOMER IS INJECTED INTO THE JOURNEY:

- THE JOURNEY'S EMAIL ACTIVITY TRIGGERS BASED ON THE ENTRY EVENT.
- ENSURE YOUR EMAIL CONTENT IS DYNAMIC, PULLING DATA FROM THE DATA EXTENSION FOR PERSONALIZATION.
- USE PERSONALIZATION STRINGS OR AMPSCRIPT TO CUSTOMIZE MESSAGING.

BEST PRACTICES FOR EFFECTIVE CUSTOMER INJECTION AND WELCOME AUTOMATION

SEGMENT YOUR DATA FOR BETTER PERSONALIZATION

- USE SEGMENTATION TO TARGET SPECIFIC GROUPS WITHIN YOUR DATA EXTENSION.
- INCORPORATE BEHAVIORAL DATA TO TAILOR MESSAGES FURTHER.

KEEP DATA CLEAN AND UP-TO-DATE

- REGULARLY UPDATE YOUR DATA EXTENSION TO REMOVE OUTDATED ENTRIES.
- VALIDATE EMAIL ADDRESSES AND CONTACT DATA TO REDUCE BOUNCE RATES.

TEST YOUR JOURNEY

- USE TEST CONTACTS TO ENSURE THE JOURNEY TRIGGERS CORRECTLY.
- PREVIEW EMAILS WITH DYNAMIC CONTENT TO VERIFY PERSONALIZATION.

MONITOR AND OPTIMIZE

- TRACK KEY METRICS SUCH AS OPEN RATES, CLICK-THROUGH RATES, AND CONVERSIONS.
- USE INSIGHTS TO REFINE YOUR MESSAGING AND FLOW.

COMMON CHALLENGES AND HOW TO OVERCOME THEM

CHALLENGE: DELAYED INJECTION OF NEW CUSTOMERS

SOLUTION: AUTOMATE THE PROCESS WITH REAL-TIME API INTEGRATIONS OR TRIGGER-BASED AUTOMATIONS IN AUTOMATION STUDIO TO MINIMIZE LATENCY.

CHALLENGE: DATA DISCREPANCIES

SOLUTION: IMPLEMENT VALIDATION RULES AND REGULAR DATA AUDITS TO MAINTAIN DATA INTEGRITY.

CHALLENGE: PERSONALIZATION LIMITATIONS

SOLUTION: USE AMPSCRIPT AND DYNAMIC CONTENT BLOCKS TO CREATE HIGHLY PERSONALIZED EXPERIENCES, LEVERAGING ALL AVAILABLE DATA FIELDS.

ADVANCED TIPS FOR MARKETERS

USE API-TRIGGERED JOURNEYS

- LEVERAGE SALESFORCE MARKETING CLOUD'S API CAPABILITIES TO TRIGGER JOURNEYS INSTANTLY UPON CUSTOMER REGISTRATION.

INCORPORATE BEHAVIORAL TRIGGERS

- INJECT CUSTOMERS INTO FOLLOW-UP JOURNEYS BASED ON ACTIONS LIKE WEBSITE VISITS, CART ABANDONMENT, OR PREVIOUS INTERACTIONS.

EMPLOY MULTI-CHANNEL STRATEGIES

- COMBINE EMAILS WITH SMS, PUSH NOTIFICATIONS, OR SOCIAL MEDIA MESSAGING FOR A COHESIVE ONBOARDING EXPERIENCE.

AUTOMATE DATA UPDATES

- SET UP ONGOING AUTOMATION TO KEEP DATA EXTENSIONS CURRENT, ENSURING THAT YOUR MESSAGING REMAINS RELEVANT OVER TIME.

FINAL THOUGHTS

A MARKETER IS INJECTING NEW CUSTOMERS FROM A DATA EXTENSION INTO JOURNEY BUILDER TO SEND AN UPDATED WELCOME REPRESENTS A STRATEGIC MOVE TOWARDS MORE PERSONALIZED, TIMELY, AND AUTOMATED CUSTOMER ENGAGEMENT. BY METICULOUSLY PREPARING YOUR DATA, AUTOMATING THE INJECTION PROCESS, AND DESIGNING DYNAMIC JOURNEY CONTENT, YOU CAN SIGNIFICANTLY ENHANCE THE ONBOARDING EXPERIENCE FOR NEW CUSTOMERS. EMBRACING THESE BEST PRACTICES NOT ONLY BOOSTS IMMEDIATE ENGAGEMENT METRICS BUT ALSO LAYS A SOLID FOUNDATION FOR LONG-TERM CUSTOMER LOYALTY AND BRAND ADVOCACY.

IN AN ERA WHERE PERSONALIZATION AND AUTOMATION ARE KEY DIFFERENTIATORS, MASTERING THE ART OF INJECTING NEW DATA INTO JOURNEY BUILDER IS ESSENTIAL FOR ANY FORWARD-THINKING MARKETER. START LEVERAGING DATA-DRIVEN JOURNEYS TODAY TO CREATE MEANINGFUL FIRST IMPRESSIONS AND FOSTER LASTING CUSTOMER RELATIONSHIPS.

[A Marketer Is Injecting New Customers From A Data Extension Into Journey Builder To Send An Updated Welcome](#)

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