Contact Database Optimization in Marketing cloud
Purpose:
This document describes about how to maintain Marketing cloud database sanity by cleansing the unengaged contacts.

Reason For Exceeding Database Limit:
- Every Marketing Cloud account have different limits based on their business use case. When the contact database crosses the limit, database can be optimized by removing the unengaged prospects as a priority.
- The unsubscribed contacts, hard bounced contacts, and contacts who has not opened their emails for more than 270 days are considered as unengaged. These unengaged contacts can be removed which will help in optimizing the contact database.

Solution:
DemandBlue has created a reusable package. This package can be deployed in Marketing Cloud via Package Manager. While the automation is running the unengaged contacts are stored in separate nonsendable data extension as a backup. The unengaged contacts will be updated in sendable data extension. The unengaged contacts present in sendable data extension will be deleted while running SSJS package. In case, if any contacts are to be restored can be verified from nonsendable data extension.

How to deploy the Package:

Steps:

1. Login to the Marketing Cloud, go to platform and select package Manager.
2. In Package manager click Deployment feature.

3. Click Deploy Option and Upload file.

4. It is not mandatory. If you want to identify the package details, to give name in Create in Folder, Or Prepend to Name, Or Append to Name. Then click Next.

5. Click Deploy and click Done option.
6. Once Deployed the package, automatically creates the Data extension, SQL Query, Script, and Automation.

7. The following details has to be updated or checked before triggering the package:

- The unengaged contacts have to be stored in data extension using this package
- Set the automation running me.
- The Client ID, Client Secret, MID, and Domain URL should be changed to server-side java script in the installed package and also DataExtension ExternalKey should be changed. (Screenshot below shows the details to be updated in query)