

Build your own Journey Builder Activities

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Agenda

Journey Builder overview

What is a custom Journey Builder Activity?

Prerequisites

Anatomy of a Journey Builder Activity

Live Examples

Getting Started

Useful resources

Journey Builder

1-to-1 Customer Journeys



Listen



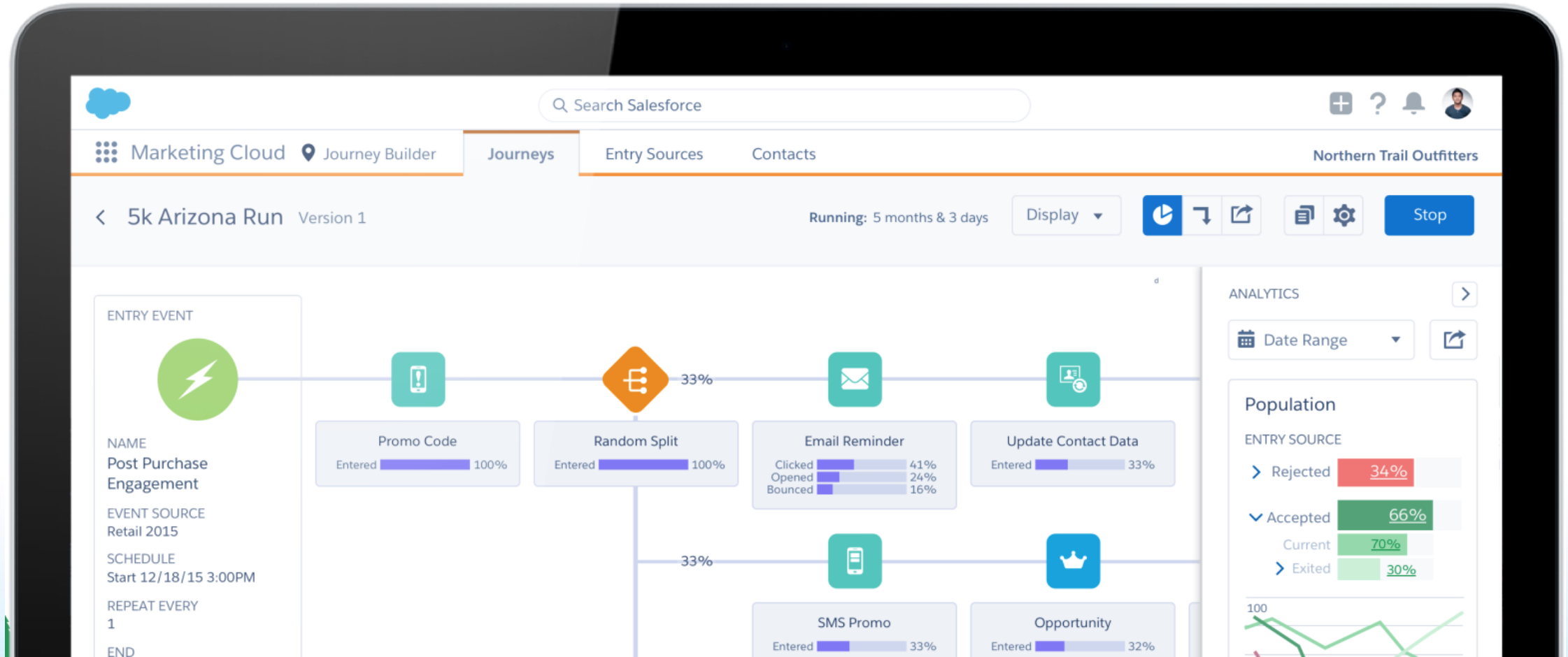
Connect



Automate



Analyze



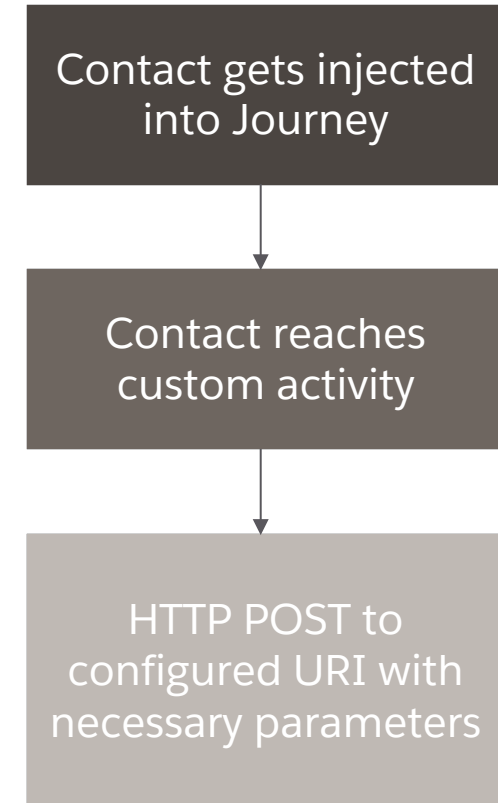
What is a custom Journey Builder Activity?



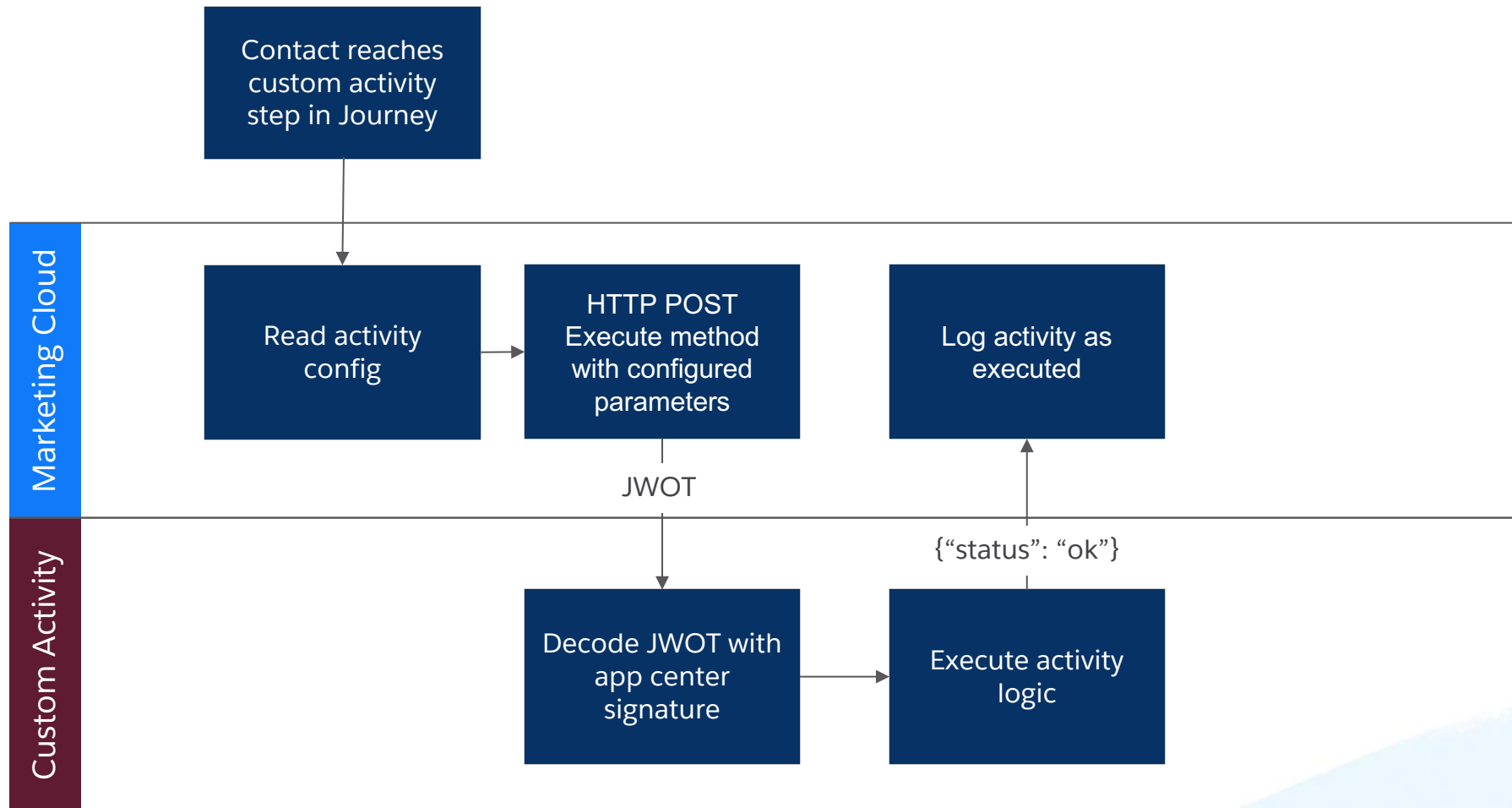
A custom activity is a web application that can be integrated with MC and invoked by Journey Builder during execution time.

Every time Journey Builder runs for a contact and falls in your activity step, it will do an HTTP Post to your site with the parameters you've defined for the activity.

Journey Builder Activities are ideal to extend functionality or provide an extra level of integration with external systems.



Journey Builder activity lifecycle



Prerequisites

Before building your Journey Builder activity you will need:

1. Advanced knowledge in building web applications (NodeJS, .NET, PHP, etc)
2. A Marketing Cloud Account
3. Understand how Journey Builder works
4. A web hosting platform that can support SSL



Anatomy of a Journey Builder activity

A Journey Builder activity website **must** have the following file structure:

- **index.html**: has to live in the root of the site, used to load the screen used to configure the activity.
- **config.json**: main config files that define metadata and other options about the activity.
- **js (folder)**: folder containing the following files:
 - **CustomActivity.js**: js file with main functionality for index.html
 - **require.js**: use to load modules like postmonger.js
 - **postmonger.js**: js plugin to make it easier to interact between iframes in two different domains
 - **jquery.min.js**
- **images (folder)**: folder with images: icon.png & iconSmall.png

Live Examples



Getting Started

salesforce



Useful resources

JB activity template

<https://github.com/devsutd/journey-builder-activity-template>

Custom JB activity documentation

<https://developer.salesforce.com/docs/atlas.en-us.mc-app-development.meta/mc-app-development/creating-activities.htm>

Postmonger.js doc

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-app-development.meta/mc-app-development/using-postmonger.htm>

How data binding works

<https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/how-data-binding-works.htm>

Contact us to learn more about JB Activities!

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Integrations with custom SMS Providers:

- Calixta
- Yunpian
- Twilio

Integration with IPTV provider

Integration with custom Call Center platform

Direct Mail Integration:

- Lob.com

Logger

Custom HTTP Request



Thank You

