

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud shape.

salesforce

# Marketing Cloud APIs

Integrating Marketing Cloud with  
third party platforms

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# Background

## About Me

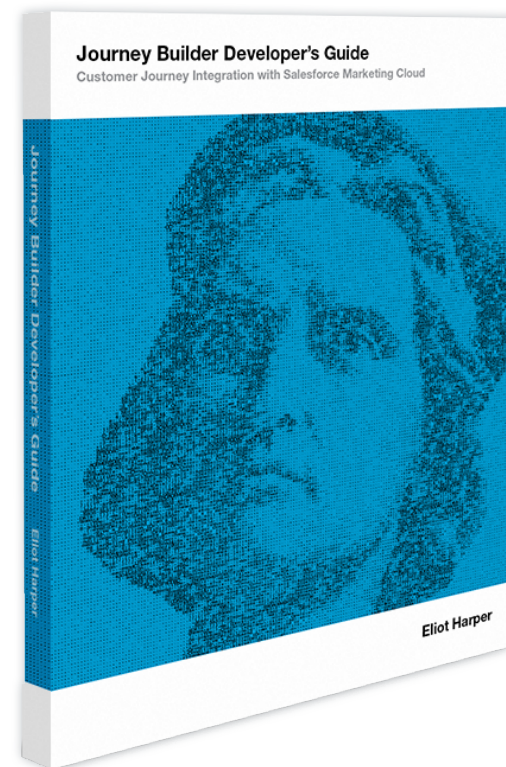
Marketing Cloud Consultant

4+ years experience in Salesforce Marketing Cloud

Salesforce StackExchange participant

Marketing Cloud Developer User Group Organiser

Author of Journey Builder Developer's Guide



# Agenda

What you will learn

- 1 Marketing Cloud APIs  
Overview
- 2 APIs and SDKs  
Overview and development timeline
- 3 Authentication  
Creating Apps in App Center
- 4 API Testing  
Using Postman for Rapid Development
- 5 Useful Methods  
Undocumented and other helpful methods

# Marketing Cloud APIs

Marketing Cloud provides a family of tools (formerly named 'Fuel')

Enables developers to build, extend and integrate Salesforce Marketing Cloud to other platforms

Has evolved over a number of years to include several APIs and SDKs



# SOAP API

Introduced in 2007, replaced XML API

Simple Object Access Protocol (SOAP) Web Service API is the most extensive API

Provides a service-oriented architecture (SOA)

Enables a series of different methods to be used with WSDL objects to:

- Create and manage accounts
- Automation activities
- email and SMS sends
- Data Extensions and Subscribers
- Other Marketing Cloud Features

Maintained, but not extended



# REST API

Introduced in 2012

Provides a client-server REST architectural style for integrating with external platforms

Focuses on supporting multi-channel use cases and Contact model, continually being extended

# SDKs

Introduced in 2013

Provide wrappers around Fuel API native language constructs for:

- C#
- PHP
- Java
- Ruby
- Node
- Python

Provide protocol autonomous interfaces for using Fuel SOAP and REST APIs

Automated token management and other features designed to reduce development time.

Include common patterns and best-practice implementations, in addition to different working examples to assist in facilitating rapid application development.

# Journey Builder For Apps

Introduced in 2014

Formerly named MobilePush SDK,

Extends the in-app messaging capabilities provided by MobilePush SDK (launched in 2012)

Provides a framework for sending push messages to mobile apps.

Push messages can include:

- a simple text alert
- a mobile-optimized landing page
- a combination of text alert and mobile-optimized landing page

Supports iOS and Android platforms, including new Amazon devices

Facilitates the analytics information back to the MobilePush app





# Authentication Service

Uses the OAuth 2.0 protocol for authentication and authorisation

Credentials are obtained by creating apps in Marketing Cloud App Center

Support for non-session based Authentication through refreshTokens, valid for 700 days

Provides separation of concerns through permission based model

Has been extended to support the SOAP API as alternative to username/password basic authentication.



# Postman

Convenient tool for rapid prototyping and API testing

Take advantage of environment variables to maintain different accounts

Download Marketing Cloud Postman Collection from GitHub

Test Runner useful for automating unit tests

# Undocumented Methods

Useful methods

[Retrieve All Subscriber Attributes](#) 

[Send Triggered Send Email to Multiple Contacts](#) 

[Preview Emails using REST API](#) 

Discovery Method: `https://www.exacttargetapis.com/[route]/v1/rest`

# Contact Methods

## Interacting with the Contact Model

Create Contacts

Search Contacts

Delete Contacts 

Thank You