



When AppExchange is right

and what to do when it's wrong



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When AppExchange is right and what to do when it's wrong



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Let's talk

1. SFMC Solutioning 101
2. Cloud Page App 101
3. AppExchange Menu Magic
4. Cloud Page App SSO
5. Simple Cloud Page App
6. Complex Cloud Page App
7. Materials & Inspiration
8. Q&A



SFMC Solutioning 101

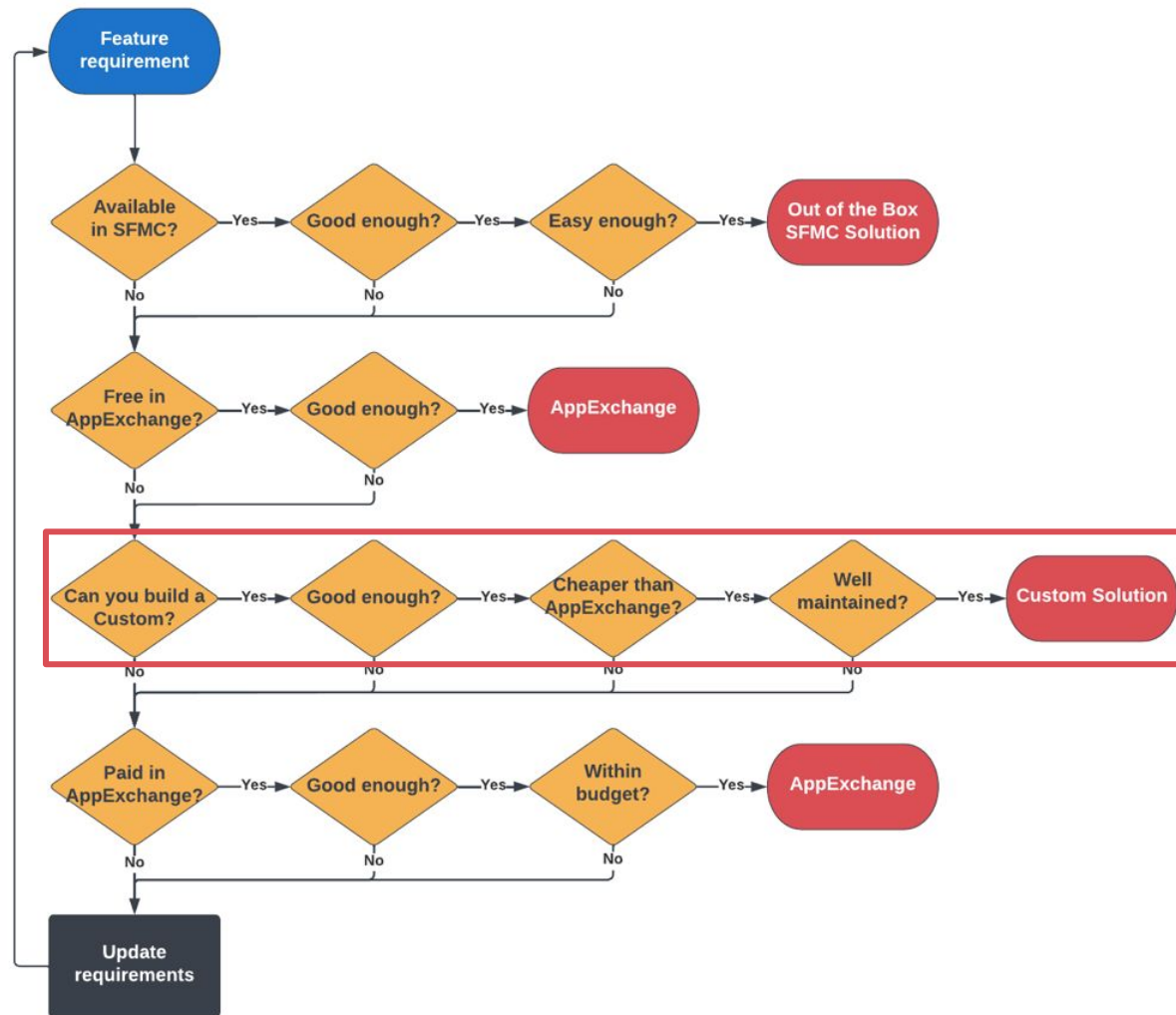


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SFMC Solutioning

Key questions

- **WHAT** it needs to do?
- **HOW** it needs to do?
- **WHERE** it needs to do?
- **WHO** needs to do it?
- What is the **BUDGET**?



Cloud Page App 101



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Cloud Page App - What is it?

The Cloud Page Part

- Cloud Page
- Cloud Page + Code Resource
- Modern Front-End
- SSJS & AMPScript Back-End

The App Part

- Build for internal Users
- Available in AppExchange Menu
- Secured access

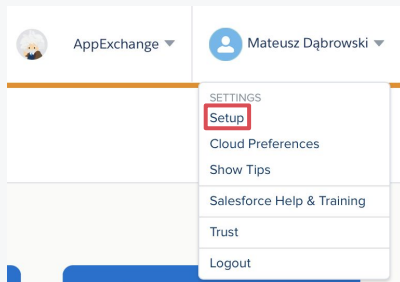
AppExchange Menu Magic



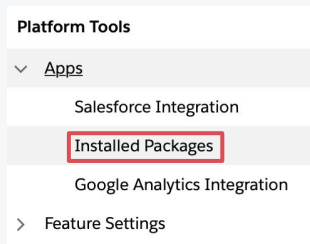
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AppExchange Menu Magic - Step-by-step

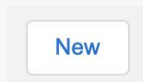
1



2



3



4

New Package Details

* Name

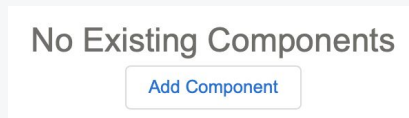
My First App

Description

BusinessUnitName BU Context

Cancel Save

5



6

Choose Your Component Type

NAME	DESCRIPTION
<input type="radio"/> API Integration	Integrate Marketing Cloud APIs into your app. Learn More
<input checked="" type="radio"/> Marketing Cloud App	Integrate an externally hosted app via iframe. Learn More
<input type="radio"/> Journey Builder Activity	Create a custom activity for Journey Builder. Learn More
<input type="radio"/> Journey Builder Entry Source	Create a custom entry source for Journey Builder. Learn More
<input type="radio"/> Custom Content Block	Create a custom content block for Content Builder. Learn More
<input type="radio"/> Solution Package	Create a custom solution for Package Manager. Learn More

Cancel Next

7

Set Marketing Cloud App Properties

* Name

My First App

Description

* Login Endpoint

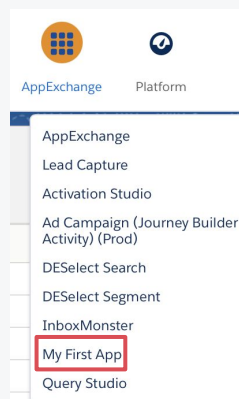
https://mateuszdabrowski.pl/search/

* Logout Endpoint

https://mateuszdabrowski.pl/search/

Back Save

8



Cloud Page **App Security**



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Cloud Page App - Security

1. "Security by obscurity"

- Server-side character of AMPScript & SSJS
- Logic based on payload, query parameters with switch or if/else
- Method scoping with `Platform.Request.Method()`

2. Referrer Allowlist

- SSJS:
`Platform.Request.ReferrerURL()`
- AMPScript:
`HTTPRequestHeader('Referer')`

3. IP Allowlist

- SSJS: `Platform.Request.ClientIP()`
- AMPScript:
`HTTPRequestHeader('X-Forwarded-For')`

4. Cookies with

`Platform.Request.GetCookieValue('CookieName')`

5. Verification with GUID() and Data Extension

6. SSO

Cloud Page App - SSO Pre-Work

1

SETUP > INSTALLED PACKAGES
My First App

2

Add Component

3

Choose Your Component Type

NAME	DESCRIPTION
<input checked="" type="radio"/> API Integration	Integrate Marketing Cloud APIs into your app. Learn More
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<input type="radio"/> Solution Package	Create a custom solution for Package Manager. Learn More

4

Choose Your Integration Type

Your integration type determines the OAuth grant type.

INTEGRATION TYPE	CLIENT ID	CLIENT SECRET	OAUTH GRANT TYPE
<input checked="" type="radio"/> Web App ¹	✓	✓	Authorization Code
<input type="radio"/> Public App ¹	✓		Authorization Code
<input type="radio"/> Server-to-Server ¹	✓	✓	Client Credentials

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Set Web App Properties

Redirect URIs

* URIs ¹

https://cloudpage.url

[Add URI](#)

Scope

☐ Offline Access ¹

CHANNELS

Email	OTT	Push	SMS	Social
<input type="checkbox"/> Read	<input type="checkbox"/> Read	<input type="checkbox"/> Read	<input type="checkbox"/> Read	<input type="checkbox"/> Read
<input type="checkbox"/> Write	<input type="checkbox"/> Send	<input type="checkbox"/> Write	<input type="checkbox"/> Write	<input type="checkbox"/> Write

6

API Integration

Client Id

clientIDValue

Client Secret

clientSecretValue

Integration Type ¹

Web App

Authentication Base URI ¹

https://client-base-identifier.auth.marketingcloudapis.com/

REST Base URI ¹

https://client-base-identifier.rest.marketingcloudapis.com/

SOAP Base URI ¹

https://client-base-identifier.soap.marketingcloudapis.com/

Scope

No scope selected



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And now it is time for code!

Simple Cloud Page App



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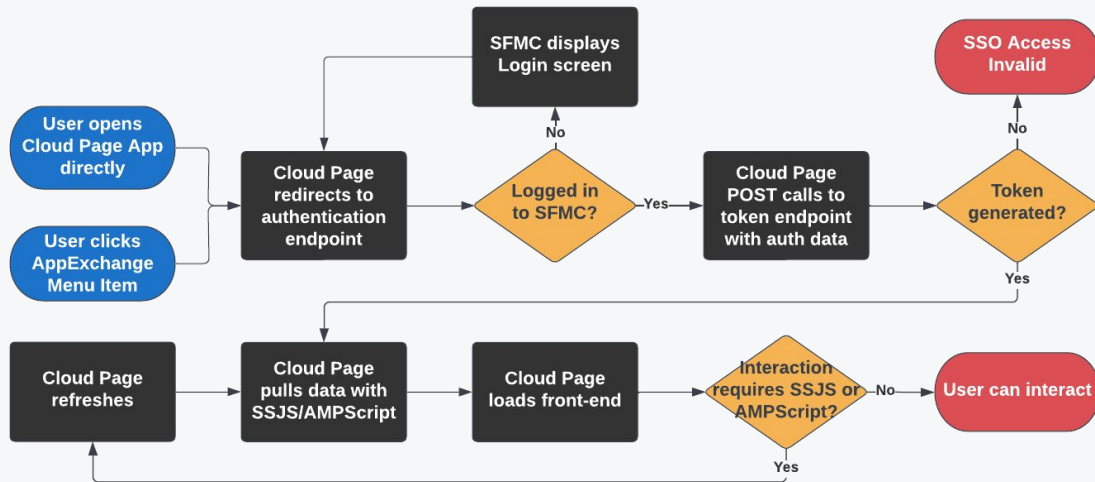
Cloud Page App - Simple

The Good Part

- Easy to implement
- Single asset (Cloud Page)
- Interactions with JS

The Bad Part

- New SSJS/AMPScript calls = reload
- 2+ Super Messages
- Becomes slow with more data
- All-in-one architecture



Complex Cloud Page App



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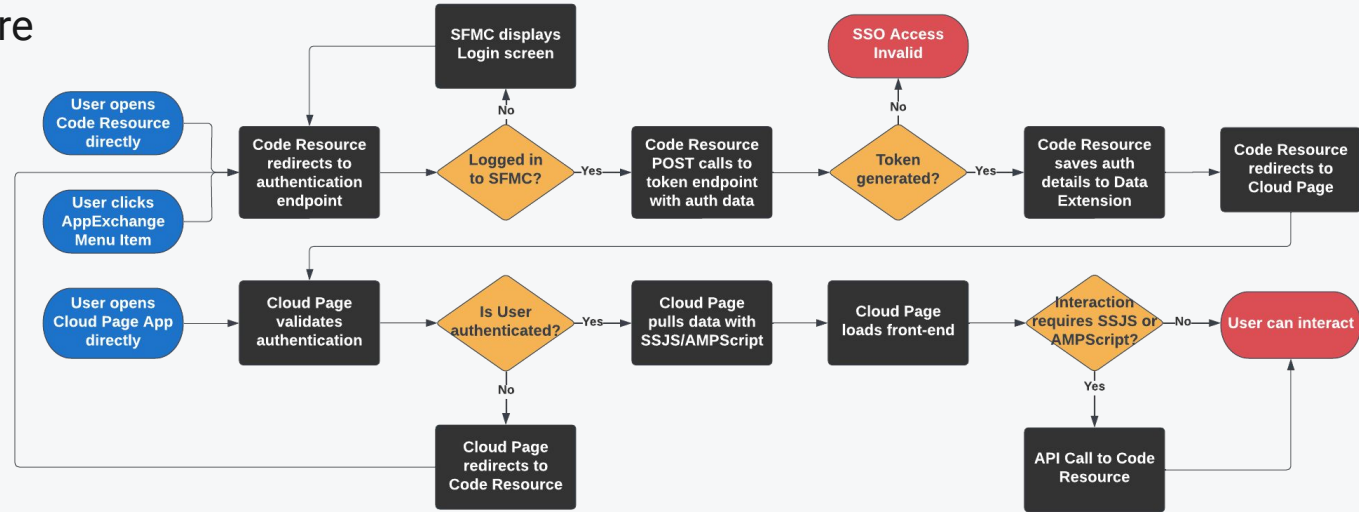
Cloud Page App - Complex

The Good Part

- New SSJS/AMPScript calls are async
- 1 Super Message
- Pulls more data on demand
- Interactions with JS
- Clean architecture

The Bad Part

- Complex to implement
- Multiple assets (Cloud Page + Code Resource + Data Extension)



Materials & Inspiration



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Cloud Page App - Give me more!

My materials:

- Article on Cloud Page Apps:
<https://mateuszdabrowski.pl/docs/usecase/sfmc-cloud-page-apps/>
- Article on Code Resources:
<https://mateuszdabrowski.pl/docs/usecase/sfmc-code-resource/>
- GitHub Repo with Cloud Page Apps templates:
<https://github.com/MateuszDabrowski/sfmc-cloud-page-app-template>

More inspiration:

- Data Extension Pathfinder app by Zuzanna Jarczyńska:
<https://sfmarketing.cloud/2020/04/15/simple-marketing-cloud-app-hosted-on-a-cloudpage/>
- Custom Journey Builder activity on Cloud Page by Sascha Huwald:
<https://www.linkedin.com/pulse/ssjs-journey-builder-sascha-huwald/>
- Custom Search Engine for your browser by Marcin Rzepka:
<https://sfmr.dev/ideas/sfmc/tools/data-extension-search-engine> (not SSO-secured - but it can and should be ;))
- Salesforce Lightning Design System:
<https://www.lightningdesignsystem.com/>

Q&A

Let's Connect



SCAN ME

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mateusz-dabrowski-marketing/](https://www.linkedin.com/in/mateusz-dabrowski-marketing/)