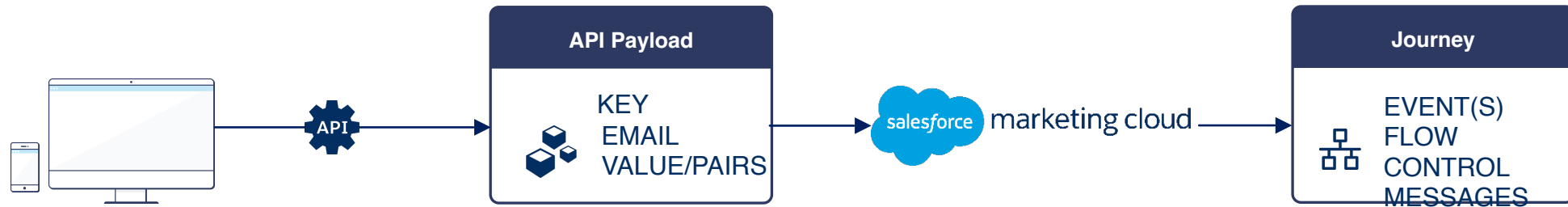# Journey Messaging Flows
Real time journey trigger events

1 Real-time Triggered Journeys (Notifications, Confirmations, Service Alerts etc.)

API

API Payload

KEY
EMAIL
VALUE/PAIRS

salesforce marketing cloud

Journey

EVENT(S)
FLOW
CONTROL
MESSAGES

2 Marketing Cloud Triggered Journeys (Welcome Series, On-boarding, Re-engagement etc.)

Service Event

Lead or Contact
Created/Updated

Automation

salesforce marketing cloud

Journey

EVENT(S)
FLOW
CONTROL
MESSAGES