

Marketing Portal To Create ESB Route

Embedded App in Marketing Cloud

salesforce



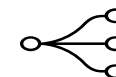
1 Transactional Send Portal

An external portal that Marketing can access within Marketing Cloud would allow for details of the new send definition to be added to the ESB through a GUI interface.



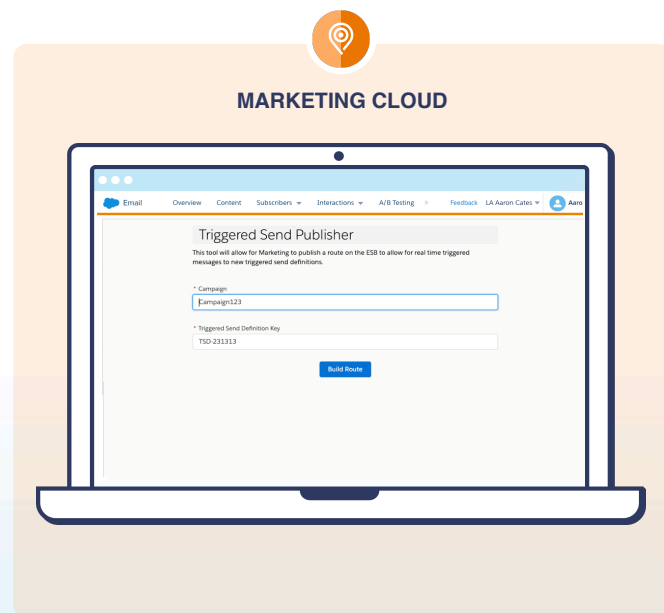
2 Topic/Subscription Created On ESB

Upon publish by Marketing, an API call would be made to the <customer-hosted> ESB to add a new topic/subscription.



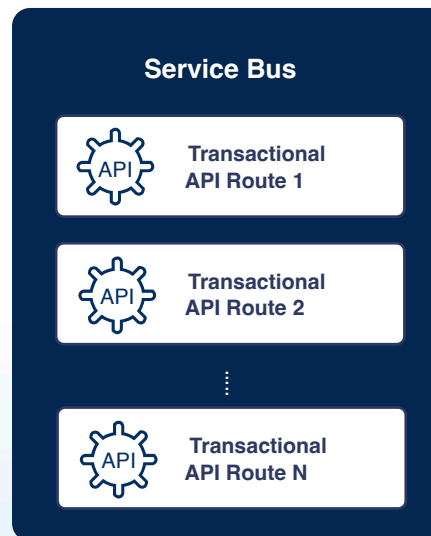
3 Request Received

As events are handled by the ESB, the appropriate transactional send API would be invoked. Marketing Cloud would receive the request, assemble the message, and deliver to the recipient.



Example Payload:

```
{
  "definitionKey": "tapi-survey",
  "campaign": "Campaign-123",
  "...": "..."
}
```



Example Payload:

```
{
  "definitionKey": "tapi-survey",
  "recipient": {
    "contactKey": "123",
    "to": "email@example.com",
    "attributes": {
      "key1": "value1"
    }
  }
}
```

