

CUSTOMER

SAP Qualtrics Transaction-Based Survey Integration with SAP Marketing Cloud

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	Purpose	

1. OPEN CHANNEL MARKETING INTEGRATION

1.1 Purpose

This IFlow is used to trigger the IFlow "Transaction-related Survey Link Creation" asynchronously. There are some prerequisites which have to be done in SAP Marketing Cloud and Qualtrics. For detailed steps visit CX Works article 'Send Out SAP Qualtrics Transactional Survey Links by SAP Marketing Cloud Campaign Execution' (<u>Link</u>) and the official documentation on the standard integration between SAP Marketing Cloud and Qualtrics (<u>Link</u>).

1.1. Integration Specification

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Type of Integration	Outbound (SAP Marketing Cloud)	
Average Number of Records	1 or more	
Job Schedule	Daily	
Data Description	JSON	
Target Location	Triggers second IFlow in SAP CI	

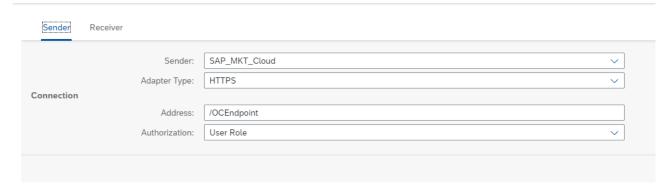
1.2. Scripting

Name	Description
CreateDatastoreKey.groovy	Concatenates the contactID and
	AdditionalSourceObjectID to receive a unique key
	to save the entries in a Datastore

1.3. Endpoint Configuration

Marketing Cloud - Open Channel Campaign

Configure "Open Channel Marketing Integration"



SOAP Connection to CPI IFlow that creates the distribution links of the general purpose Surveys

Configure "Open Channel Marketing Integration"

Receiver:	TransactionSurvey	
Adapter Type:	SOAP	
	MUDI CHARLES BY A STEEN OF THE WORLD STEEL	
Address:	{{URL of distribution link creation iFlow}}/CreateDistributionLink	
URL of distribution link creation iFlow:	link creation iFlow: https://sapcihost.hana.ondemand.com	
Credential Name:	YourSAPCICredentials	

2. TRANSACTION-RELATED SURVEY LINK CREATION

2.1. Purpose

This integration flow is triggered by an open channel campaign in the SAP Marketing Cloud and creates Contact and Transaction data in Qualtrics. Based on this data an individual link is created in Qualtrics and replicated to the SAP Marketing Cloud.

2.2. Integration Specification

Type of Integration	Outbound (Marketing Cloud)
Average Number of Records	1 or more
Job Schedule	Triggered by Open Channel IFlow
Data Description	XML
Target Location	Qualtrics and SAP Marketing Cloud

2.3. Parameter Usage Guide

Configure "Transaction-related Survey Link Creation"

Sender Receiver More	
Туре:	All Parameters V
Data Quality Buffer:	LowDataQualityDetection
MailingListID:	YourQualtricsMailinglist
Name of Buffer Datastore:	QualtricsCampaignBuffer
XMDirectoryID:	YourQualtricsDirectory

2.4. Scripting

Name	Description
SetAPIToken.groovy	Catch API Token from CPI Credentials and set to
	Header
ExtractSurveyParameters.groovy	Extract Parameters from external Parameters and
	create DataMaps
CreateDataStoreKey.groovy	Concatenates the contactID and
	AdditionalSourceObjectID to receive a unique key
	to save the entries in a Datastore
ConvertUUIDToGUID.groovy	Convert ContactKey UUID into a GUID format
CreateContact.groovy	Create ContactPayload to send to the Qualtrics
	System
CreateSubscriptionPayload.groovy	Create Request Paylad to create Marketing
	Subscription in SAP MARKETING CLOUD
ExtractContactId.js	Extract ContactID from created Contact in Qualtrics
CreateContactIDMap.groovy	Enter ContactID and OutboundId into
	ContactIDMap
CreateTransaction.groovy	Create Transaction Payload to send to Qualtrics
	System

CreateTransactionBatch.groovy	Create Payload to create and receive Transaction
	Batch in Qualtrics
CreateDistributionLinks.groovy	Create Payload for the distribution link creation in
	Qualtrics using the Transaction Batch
ExtractDistributionId.js	Extract Distribution Link from Qualtrics message
ExtractXcsrfToken.groovy	Extract fetched x-csrf token from SAP Marketing
	Cloud
CreateInteractionsInMKT	Create 'SURVEY_LINK_CREATED' in SAP
	Marketing Cloud

2.5. Endpoint Configuration

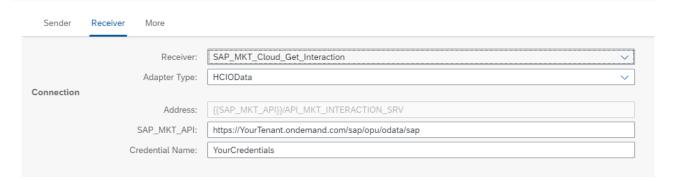
SOAP Connection triggered by Open Channel IFlow

Configure "Transaction-related Survey Link Creation"



OData Looping Call to SAP Marketing Cloud to check whether Interaction 'Survey_Distribution' already created

Configure "Transaction-related Survey Link Creation"

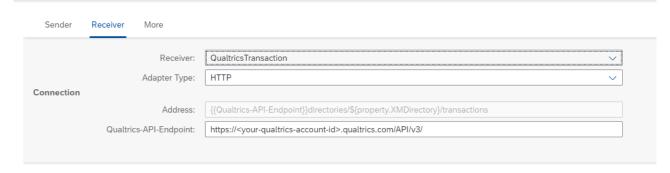


HTTP Connection to create Contacts in Qualtrics



HTTP Connection to create Transactions in Qualtrics

Configure "Transaction-related Survey Link Creation"

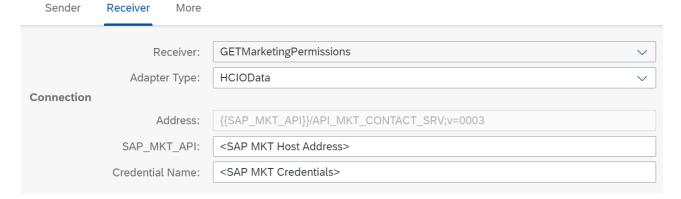


HTTP Connection to create Distribution Links of Qualtrics Survey

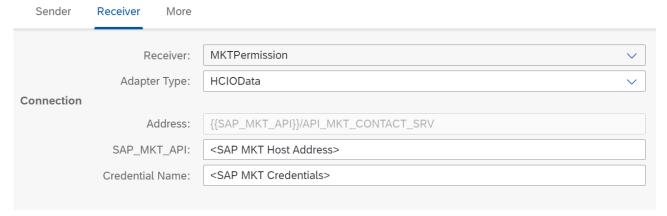
Configure "Transaction-related Survey Link Creation"



OData Connection to check whether Marketing Permission in SAP Marketing Cloud exists

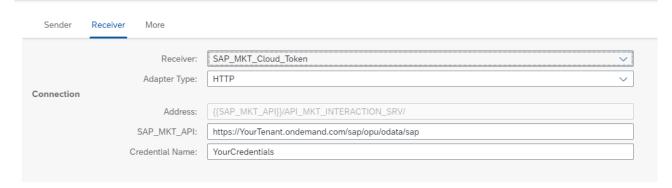


OData Connection to create Marketing Permission in SAP Marketing Cloud if it doesn't exist



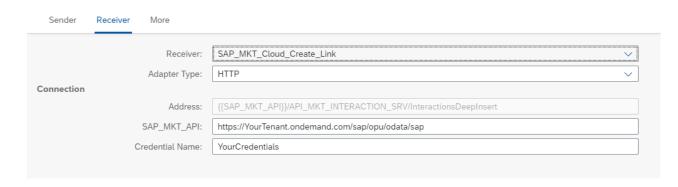
HTTP Connection fetch X-CSRF Token from SAP Marketing Cloud

Configure "Transaction-related Survey Link Creation"



HTTP Connection to create Interaction in SAP Marketing Cloud containing the distribution link

Configure "Transaction-related Survey Link Creation"

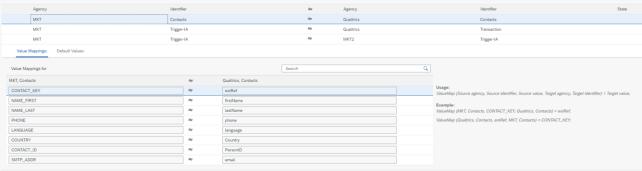


3. VALUE MAPPING FOR SAP CLOUD FOR CUSTOMER AND SAP MARKETING INTEGRATION

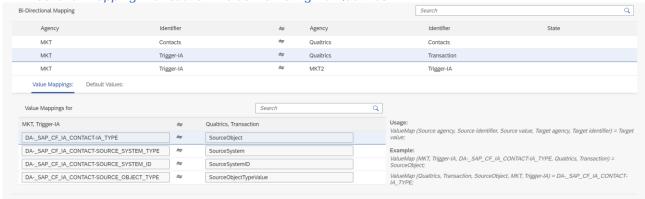
3.1 Purpose

Value Mapping for Qualtrics and SAP Marketing Integration.

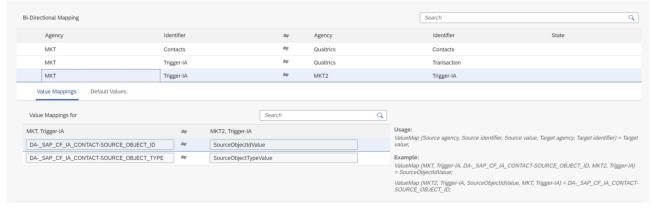




Bi-Directional Mapping Transaction Fields Marketing To Qualtrics



Bi-Directional Mapping Trigger-Based Interaction in SAP Marketing Cloud



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