

Create Personalized Links In SAP Qualtrics



Content

1 Prerequisites	4
2 Documentation	9
3 Configuration steps on SAP Cloud Integration	17
3.1 Creating personalized link in SAP Qualtrics	17
3.2 Send Response From SAP Qualtrics To SAP Emarsys	18
4 Resources	20

This guide illustrates the necessary steps for setting up an SAP Emarsys System user and configuring an integration flow to create contacts and personalized links via SAP Qualtrics API and trigger an external event via SAP Emarsys API for sending an email.

1 Prerequisites

SAP Emarsys Setup

1. Login to <https://suite0.emarsys.net/bootstrap.php?r=customer/Login>

The screenshot shows the SAP Emarsys login interface. At the top, it says "Mit Emarsys anmelden". Below that, a message reads: "Es sieht so aus, als ob Sie keine aktive Session haben; um auf die Seite zuzugreifen, müssen Sie sich anmelden." There are three input fields: "Account-Name" with a briefcase icon, "Benutzername" with a user icon, and "Kennwort" with a key icon. Below these fields is a link "Haben Sie Ihr Kennwort vergessen?". There is a checkbox labeled "Merken" and two buttons at the bottom: a blue "Anmeldung" button and a white "Anmelden mit SSO" button.

Mit Emarsys anmelden

Es sieht so aus, als ob Sie keine aktive Session haben; um auf die Seite zuzugreifen, müssen Sie sich anmelden.

Account-Name

Benutzername

Kennwort

Haben Sie Ihr Kennwort vergessen?

Merken

Anmeldung Anmelden mit SSO

2. Navigate to Management -> Security Settings (you need to have Administrator or Account Owner right)

 **Featured**

 **Analytics**

 **Automation**

 **Content**

 **Channels**

 **Contacts**

 **Management**

 **Add-ons**

Management

ACCOUNT MANAGEMENT

User Management

Single Sign-On Setup

Security Settings



DATA MANAGEMENT

Field Editor

External Event

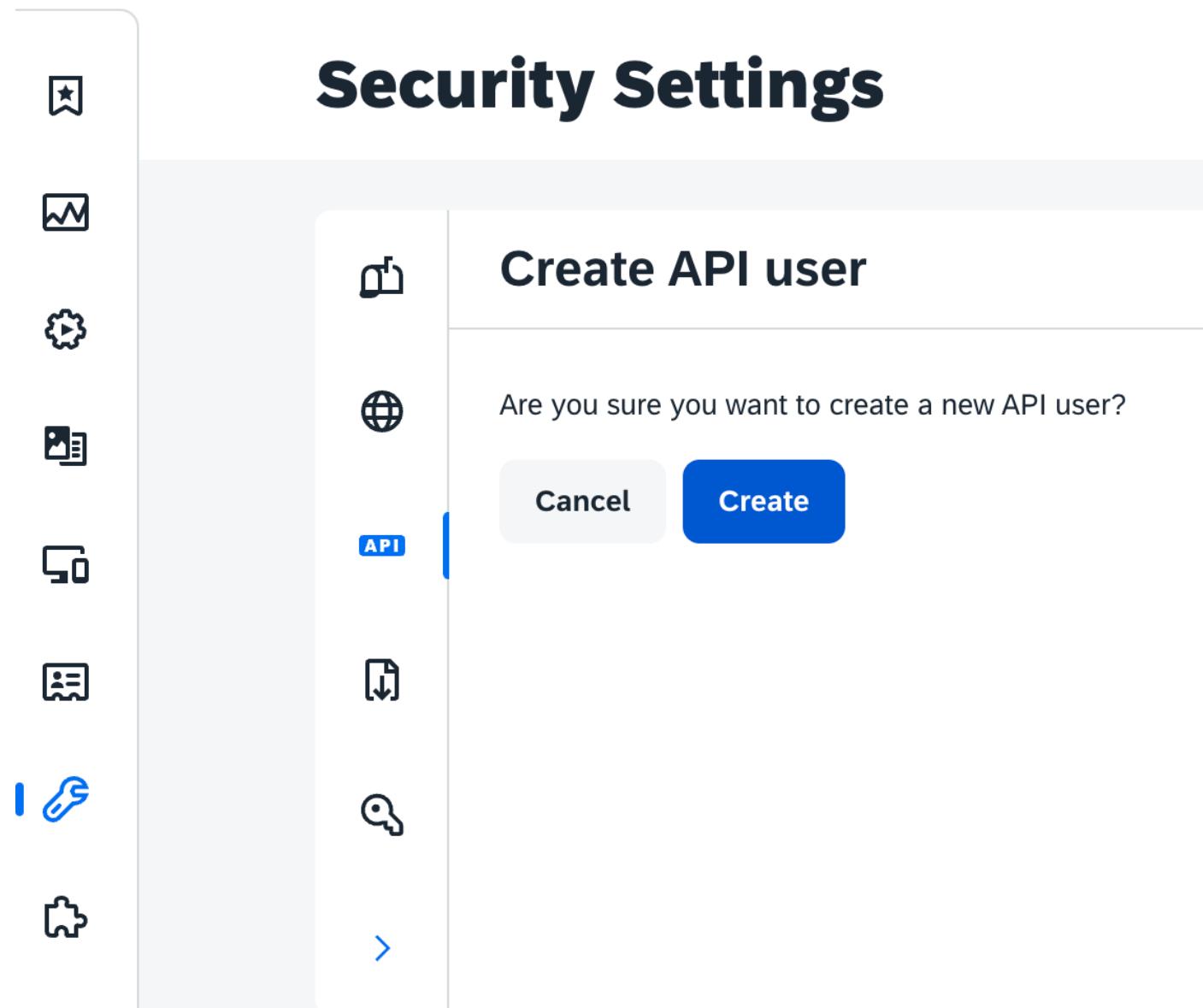
Form Settings

Link Categories

Revenue Attribution

SMS Settings

3. From Security Settings list choose API users



4. After pressing Create, the API user will be created.

IMPORTANT: Please note down the Username and Secret as the secret will not be visible in the future.



Security Settings



Create API user



The API user has been successfully created.

User name

sap_internal_sandbox001

Secret



Attention: This is the only time your secret key wil

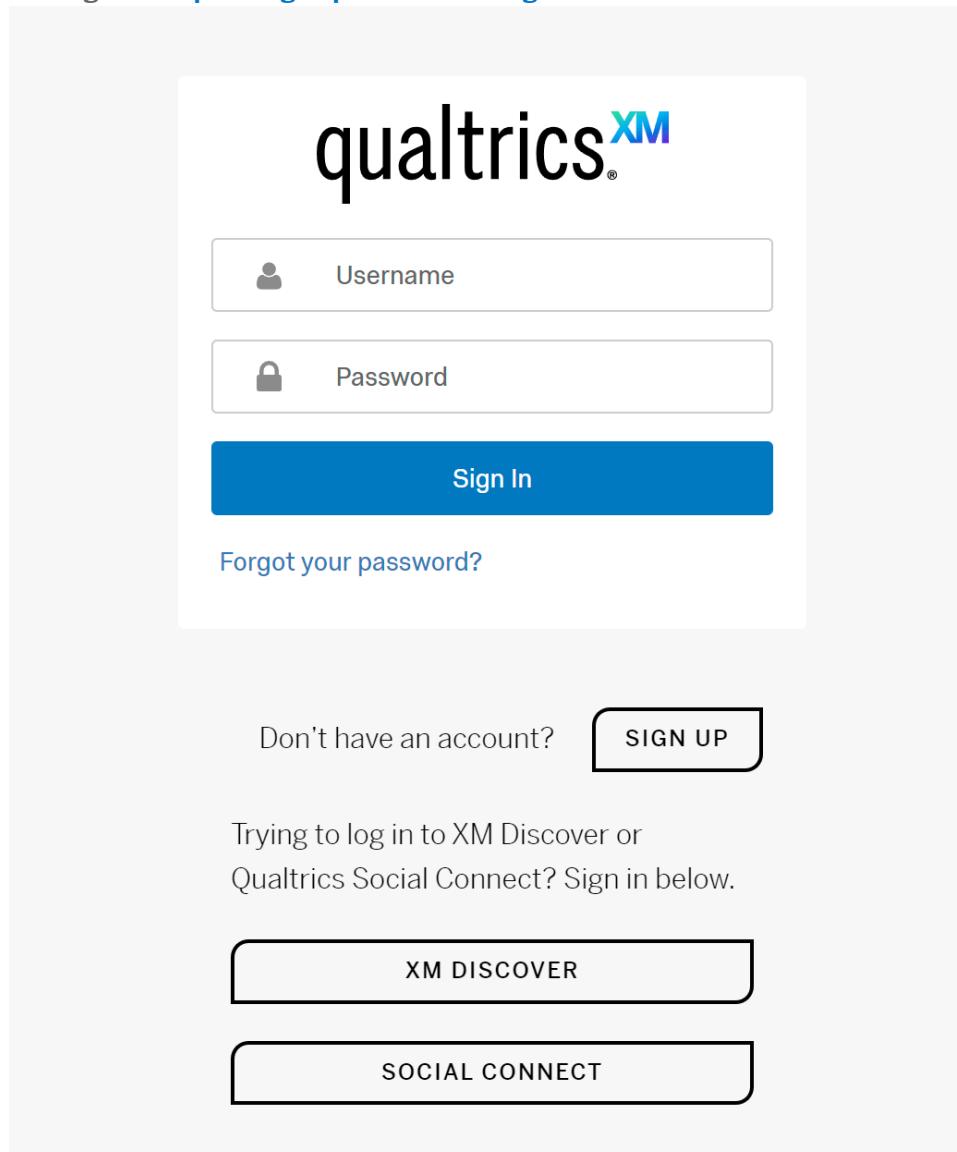


Our API can be reached at api.emarsys.net. It may

OK

SAP Qualtrics Setup

1. Login to <https://login.qualtrics.com/login>



2. Navigate to Account Settings -> Qualtrics IDs (you need to have Administrator or Account Owner right)

A screenshot of the Qualtrics Account Settings page, specifically the 'Qualtrics IDs' tab. The page has a navigation bar with 'User Settings', 'Upgrade Account', 'Account Usage', and 'Qualtrics IDs' selected. Below the navigation is a sub-navigation with 'IDs' (selected) and 'OAuth Client Manager'. On the right, a user profile for 'Rafael Creutz' is shown with options for 'Account Settings', 'Refresh Account', and 'Logout'. The main content area contains several sections: 'Surveys' (with a list of surveys like 'Emars Brand Survey', 'First Survey', etc.), 'Employee Experience Projects' (listing 'None'), 'Directories' (listing 'BestRun Fashion Directory'), 'User' (listing 'User ID', 'Organization ID', 'Datacenter ID'), 'Marketo' (listing 'Client ID', 'Client Secret', 'API URL'), and 'Libraries' (listing 'My Library: Rafael Creutz', 'Global Library: Qualtrics Library', 'Organization Library: Qualtrics XM for Suppliers', 'Organization Library: SAP Global'). A red box highlights the 'API' section under 'Employee Experience Projects', which includes 'Token' (redacted), 'Link', 'API Documentation', and a 'Generate Token' button. At the bottom is a 'Mailing Lists' section with 'Unassigned' and a 'Brand Survey' entry.

3. From Qualtrics IDs choose API Token

2 Documentation

The Integration Flow is triggered by a Webhook Node from Emarsys and creates a contact with a personalized link for a specific survey and triggers an external event in SAP Emarsys.

Setup Emarsys

1. Create a Webhook Node in Emarsys

The screenshot shows the SAP Emarsys interface. At the top left is the SAP logo and the word "Emarsys". Below this is a navigation bar with several categories: "Featured" (with a star icon), "Analytics" (with a chart icon), "Automation" (with a play/cog icon, highlighted with a blue background), "Content" (with a document icon), and "Channels" (with a channel icon). To the right of the navigation bar is a large section titled "Automation". This section contains two main sections: "TURNKEY" (underlined) and "CONFIGURATION" (underlined). Under "TURNKEY" is the text "Automation Programs". Under "CONFIGURATION" is the text "Tactics". In the "CONFIGURATION" section, there is a red-bordered box containing the text "Webhook Node Presets".

Provide the following information:

The API endpoint is the endpoint of the deployed IFlow 'Create Personalized Links In Qualtrics'.

Edit Webhook Node Preset

 This Webhook Node Preset has dependencies. It is being used in 2 places (2 blocker). [View dependencies.](#)

Appearance

Preset name 

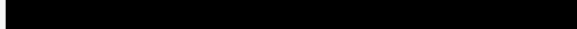
Trigger Survey - SurveyID parameter

Node icon 

Select...

Connection

API endpoint URL

 /http/qualtrics/createLink

In case of failed requests, the program will automatically retry 6 times, using exponential backoff. 

Authentication

Method

- HTTP basic authentication
- JWT authentication
- OAuth2

Password



Data

The Webhook node can send data of the triggering event to the API endpoint, as well as values of contact data fields and additional data with static values.

Event data

Send triggering event data

Contact data

Define the key-value pairs to send values of contact data fields.

Key	Value
firstName	First Name
lastName	Last Name
email	Email
surveyId	Brand Survey ID

[+ Add Field](#)

The user should have access rights for calling SAP Cloud Integration IFlows (see Link).

Define the following key-value pairs:

Key	Value
firstName	First Name
lastName	Last Name
email	Email
surveyId	Brand Survey ID (should contain the Qualtrics Survey ID)

2. Create an External Event

The screenshot shows the Qualtrics Management interface. On the left, there's a sidebar with various icons and labels: Featured, Analytics, Automation, Content, Channels, Contacts, Management (which is highlighted with a blue background), and Add-ons. The main area is titled "Management" and contains two sections: "ACCOUNT MANAGEMENT" and "DATA MANAGEMENT". Under "ACCOUNT MANAGEMENT", there are links to "Content Access Management" and "Email Domain Settings". Under "DATA MANAGEMENT", there are links to "Field Editor", "External Event" (which is also highlighted with a blue background), "Form Settings", "Link Categories", and "Revenue Attribution".

	Management
ACCOUNT MANAGEMENT	Content Access Management Email Domain Settings
DATA MANAGEMENT	Field Editor External Event Form Settings Link Categories Revenue Attribution

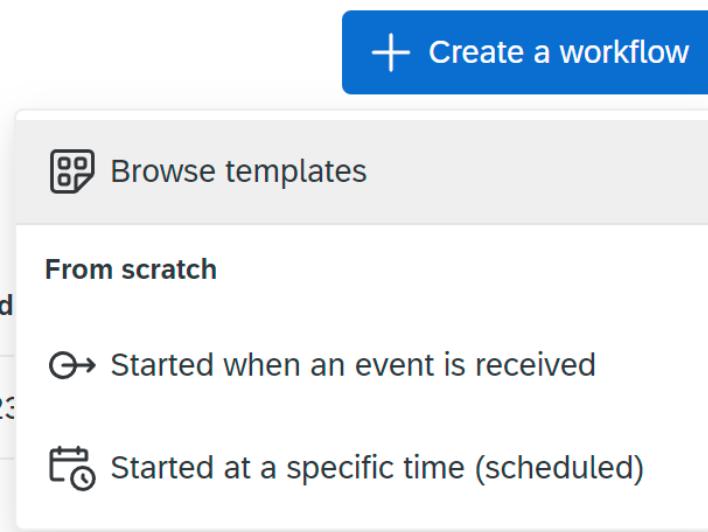
This event is needed for triggering the email with the personalized link from Qualtrics.

Setup SAP Qualtrics

1. Open the survey and navigate to Workflows -> click on create a workflow

The screenshot shows the SAP Qualtrics interface for a survey titled "Emarsys Brand Survey". The "Workflows" tab is selected in the navigation bar. At the top right, there is a blue button with a plus sign and the text "+ Create a workflow". Below the navigation bar, there are filters for "On/off status" (set to "All workflows") and a search bar with the placeholder "Search workflows".

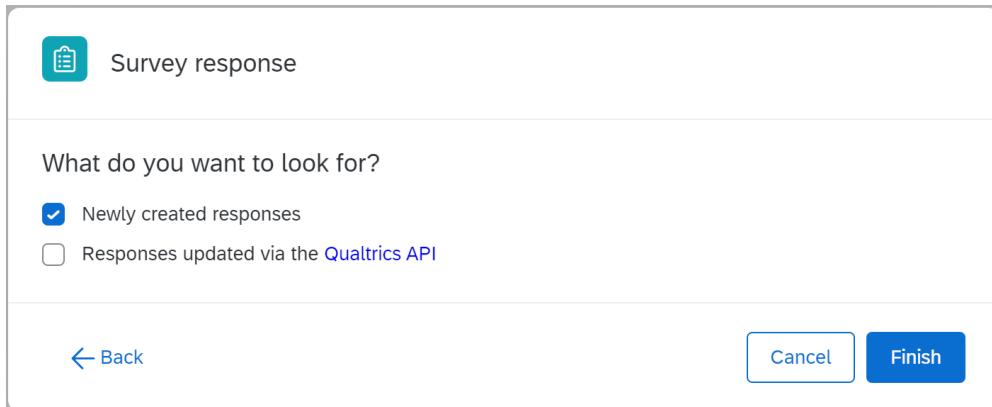
2. Select the option 'Started when an event is received'



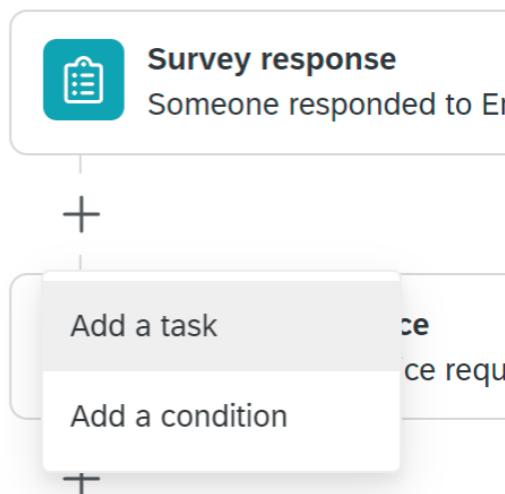
3. Select Survey Response as trigger

The screenshot shows a dialog box titled "Select an extension that matches what you want to do". It contains a search bar and a list of triggers. The "Survey response" trigger, which is highlighted with a blue background, is described as "When a response is received or updated". Other triggers listed include "Jira", "JSON Event", "Salesforce workflow rule", "ServiceNow", "Survey Definition Event", "Ticket event", "Twilio Segment", and "Zendesk".

4. Select 'Newly created response'



5. Add a Task



6. Choose Webservice

Select an extension that matches what you want to do

Search

Slack By Qualtrics Send a Slack message to a list of channels	Tango Card By Qualtrics Give a gratuity from your Tango Card program	Tickets By Qualtrics Create a ticket in Qualtrics	Twilio Segment By Qualtrics Connect your Qualtrics Account with your Segment workspace
Update Ticket Task By Qualtrics Update an existing ticket.	Vaccination Document Screener By Qualtrics Checks for the presence of expected text from standard vaccination documents	WebService By Qualtrics Make a request to an external API.	XM Directory By Qualtrics Add contact info or distribute a survey.
Zendesk By Qualtrics Create Zendesk tickets to act on responses.			

7. Choose Authenticated Webservice

WebService

Authenticated web service
Create a WebService request that requires authentication

Non-authenticated web service
Create a WebService request that doesn't require authentication

8. Create SAP BTP Credentials

WebService - Authenticated web service

Choose account

+ Add a user account

Account name	Connection type	Owner	...
SAP BTP Client Credentials	Basic	Me	...

9. Provide the endpoint of the IFlow 'Send Response From Qualtrics To Emarsys'

WebService

Task summary (optional)
Create a WebService request that requires authentication

Provide a summary description of what this task will do

Request
Specify the type of request and URL.

Auth
SAP BTP Client Credentials

Request URL
POST [REDACTED] /http/survey/response/emarsys {a}

Headers
Specify headers that contain metadata related to this request.

Key	Value
Authorization	{a} Basic {a}
Content-Type	{a} application/json

+ Add header

Cancel Back Save

10. As body provide the following key-value pairs

WebService

Body
Specify the data that will be sent with this request.

JSON Key-value pairs

Key	Value	Data type
NPS	{a} \${q://QID7?SelectedChoicesRecode}	{a} Number
email	{a} \${e://Field/id}	{a} String

+ Add key-value pair

If the data type cannot be cast
Do not cast a data type, and flag as an error

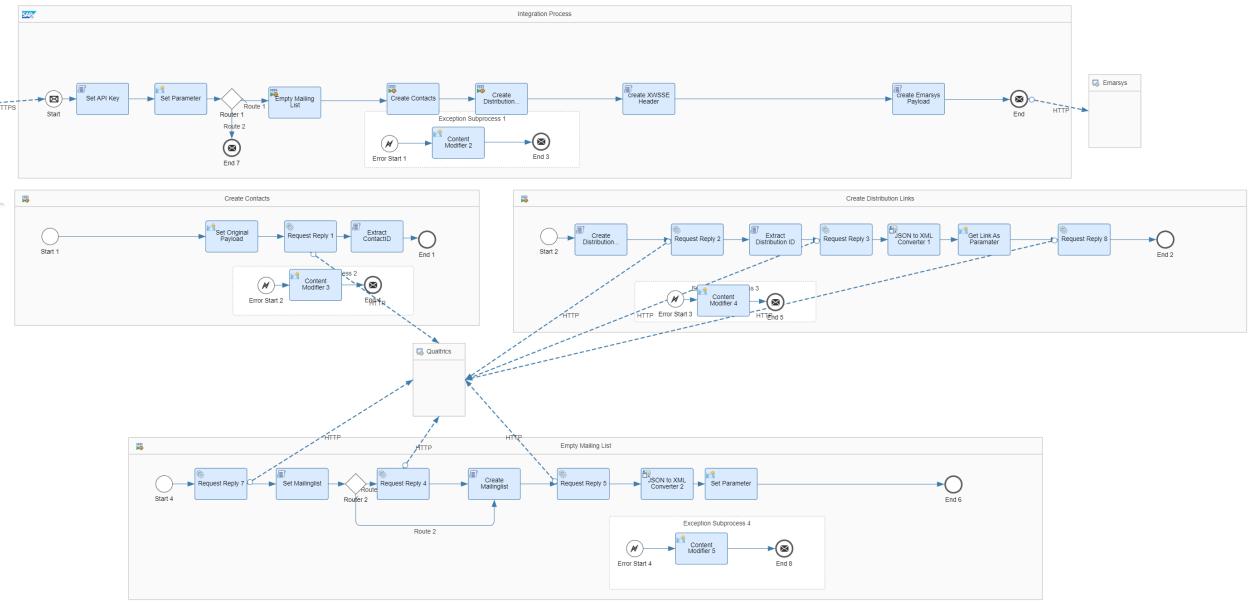
This screenshot shows the configuration interface for a WebService. The 'Body' tab is selected, displaying a table of key-value pairs. The first entry, 'NPS', has a value of \${q://QID7?SelectedChoicesRecode} and a data type of Number. The second entry, 'email', has a value of \${e://Field/id} and a data type of String. There is also a note at the bottom about casting data types.

This data field NPS will be stored in Emarsys as a custom field. Make sure to create this field before deploying the IFlows.

3 Configuration steps on SAP Cloud Integration

3.1 Creating personalized link in SAP Qualtrics

After receiving the call from SAP Emarsys Webhook node a contact is created in SAP Qualtrics together with a mailing list. In a next step the distribution is created which creates the personalized link in SAP Qualtrics. After receiving the personalized link from SAP Qualtrics an external event is triggered in Emarsys for sending the personalized link to the customer by an triggered email.



The following variables needs to be configured:

Provide the host for SAP Qualtrics.

Configure "Create Personalized Links In Qualtrics"

Receiver

Receiver: Qualtrics

Adapter Type: HTTP

Connection

Address: {{Qualtrics Host}}directories/\${property.XMDirectory}/mailinglists/\${property.Mailing...

Qualtrics Host:

Configure "Create Personalized Links In Qualtrics"

Receiver More

Type:	All Parameters
Emarsys Credentials:	[REDACTED]
External Event ID:	[REDACTED]
Mailinglist Owner:	[REDACTED]
Qualtrics XM Directory:	POOL
Survey ID:	SV_

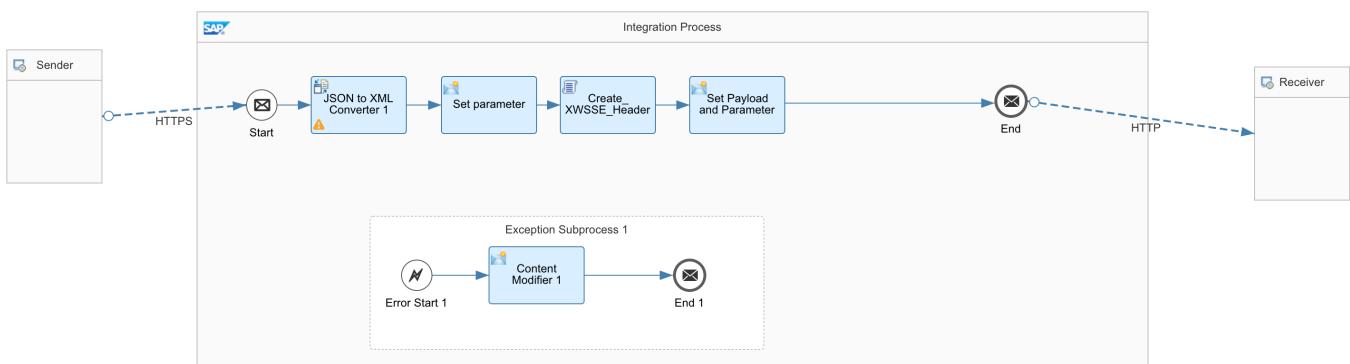
The following security parameters needs to be created:

Security Material (2)

Name	Type
QualtricsIntegrationToken	Secure Parameter
Emarsys_Credentials_[REDACTED]	User Credentials

3.2 Send Response From SAP Qualtrics To SAP Emarsys

This IFlow is needed for sending the NPS Score of the response back from SAP Qualtrics to SAP Emarsys. The information will be stored on the contact profile in SAP Emarsys.



The following variables needs to be configured.

Configure "Send Response From Qualtrics To Emarsys"

Receiver

More

Type:

All Parameters



Emarsys Credentials:

Emarsys_Credentials

Emarsys NPS ID:

If you want to send other variables from SAP Qualtrics to SAP Emarsys, you need to enhance the IFlow.

4 Resources

[Authentication guide](#)

[Emarsys API Documentation](#)

[Qualtrics API Documentation](#)