

Create Personalized Links In Qualtrics

Content

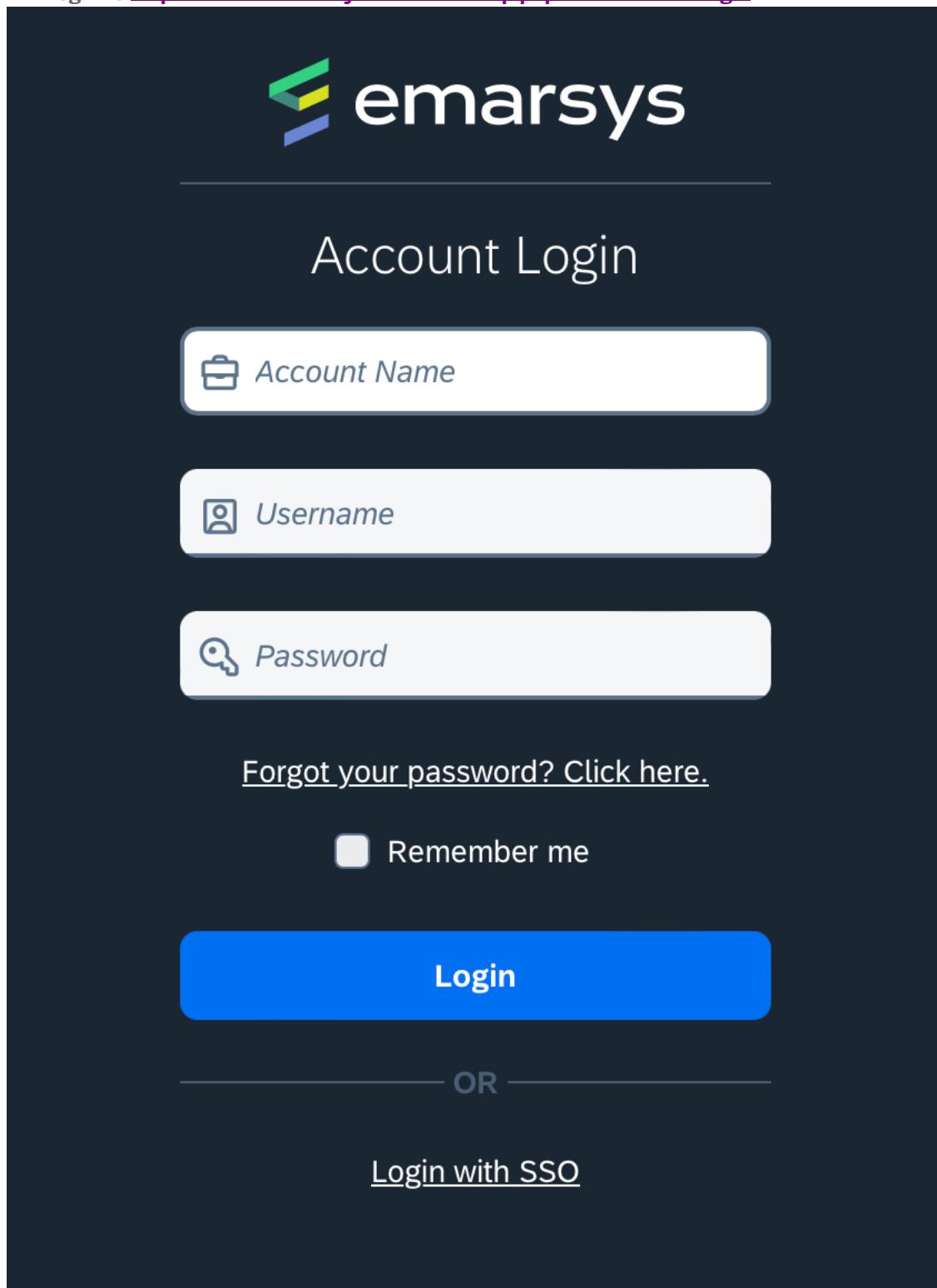
1 Prerequisites	4
2 Documentation	9
3 Configuration steps on SAP Cloud Integration	17
3.1 Creating personalized link in SAP Qualtrics	17
3.2 Send Response From SAP Qualtrics To SAP Emarsys	18
4 Resources	20

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 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>



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

 Featured

Management

ACCOUNT MANAGEMENT

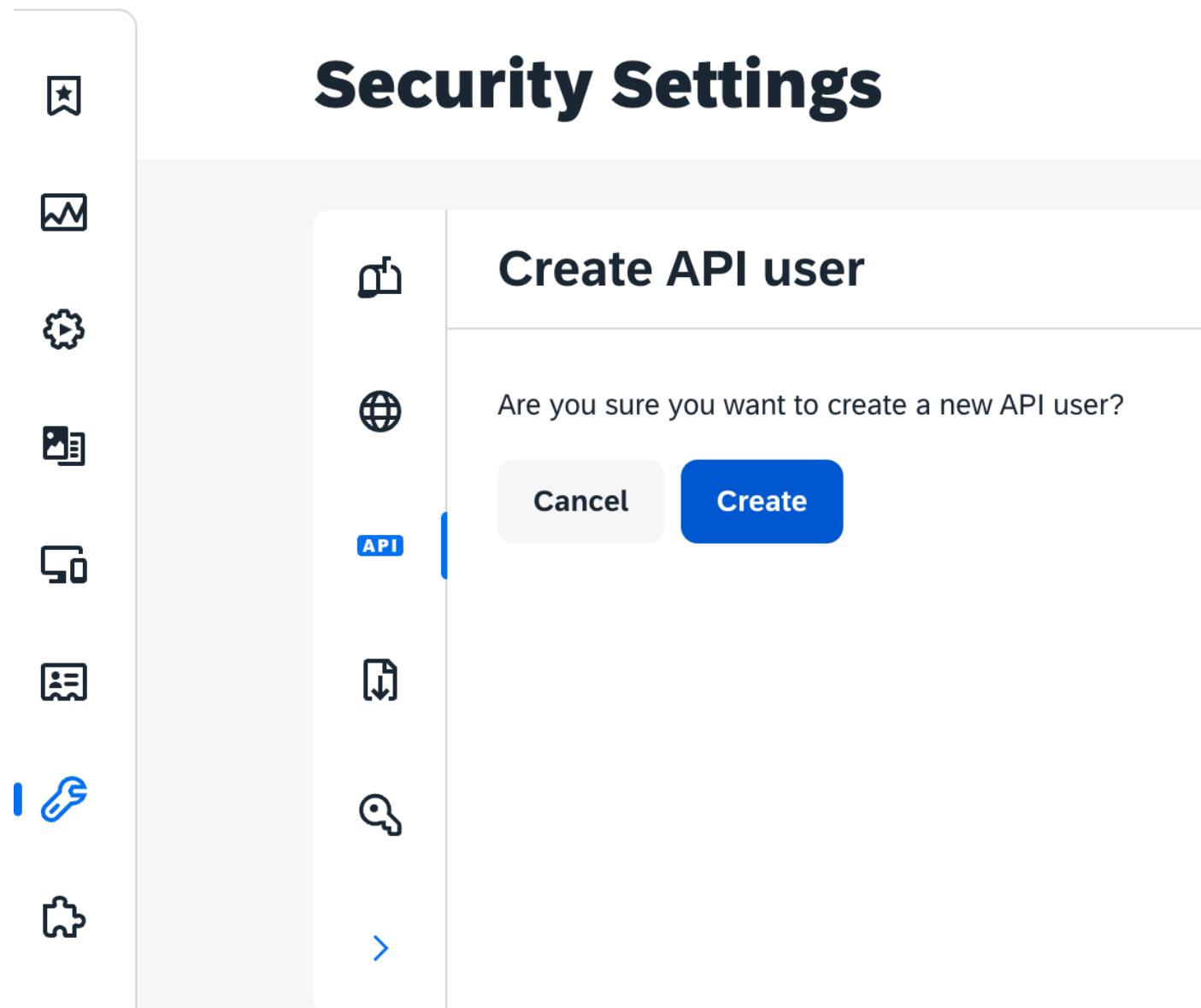
 Analytics[User Management](#) Automation[Single Sign-On Setup](#) Content[Security Settings](#) Channels[Email Domain Settings](#)

API

 Contacts[Field Editor](#) Management[External Event](#) Add-ons[Form Settings](#)[Link Categories](#)[Revenue Attribution](#)[SMS Settings](#)

DATA MANAGEMENT

- 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

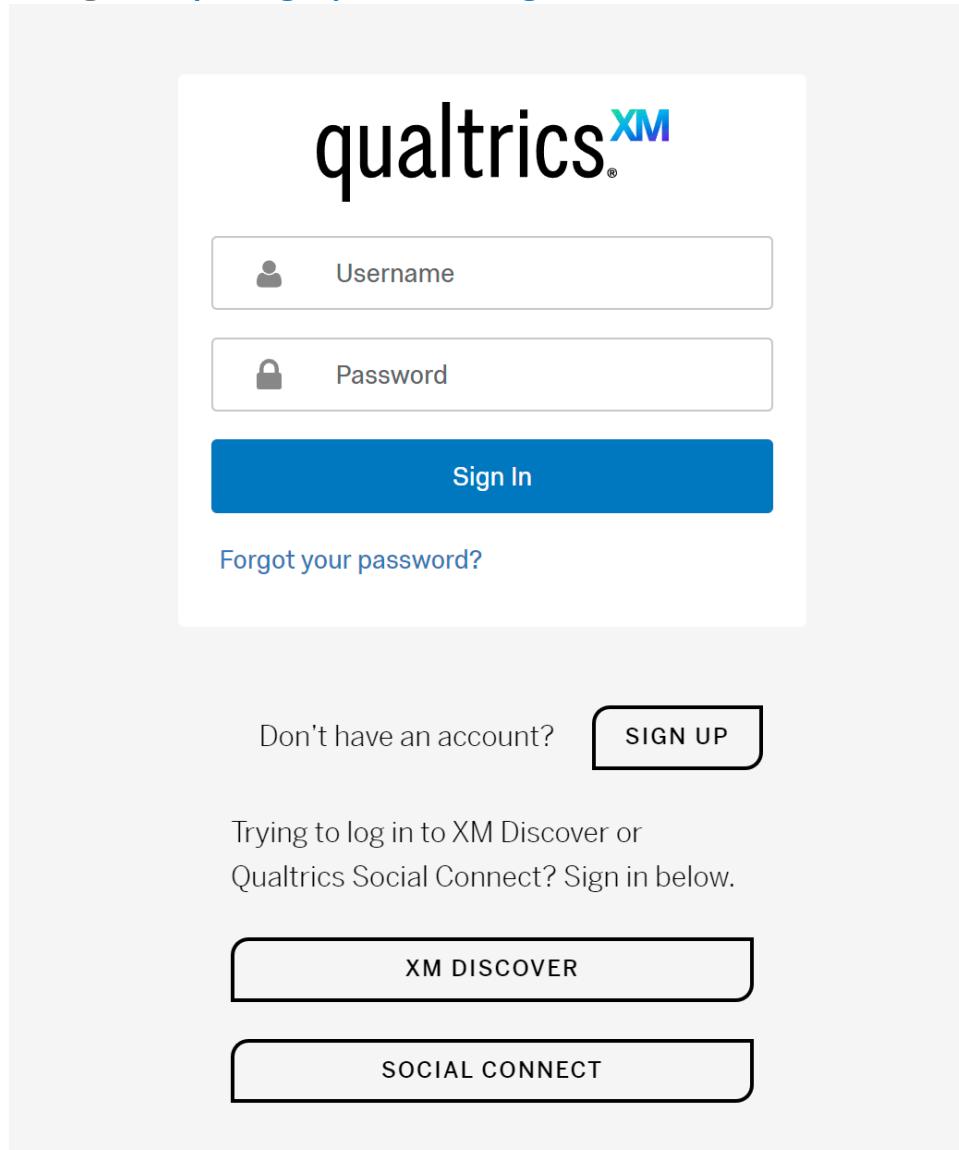


Our API can be reached at api.emarsys.net. It may

OK

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 shows various sections: Surveys, Employee Experience Projects, Directories, User, API, Libraries, Marketo, Mailing Lists, and Unassigned. The 'API' section is highlighted with a red border. On the right side, a user profile for 'Rafael Creutz' is shown with options like 'Account Settings', 'Refresh Account', and 'Logout'. A dropdown menu is open over the 'Account Settings' option.

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 items: "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 "Tactics" section. Under "CONFIGURATION" is the "Webhook Node Presets" section, which is highlighted with a red rectangular border.

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

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 icons and labels: Featured (bookmark), Analytics (chart), Automation (gear), Content (document), Channels (monitor), Contacts (people), Management (key icon, highlighted with a blue box), and Add-ons (gear). 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 highlighted with a blue box), "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

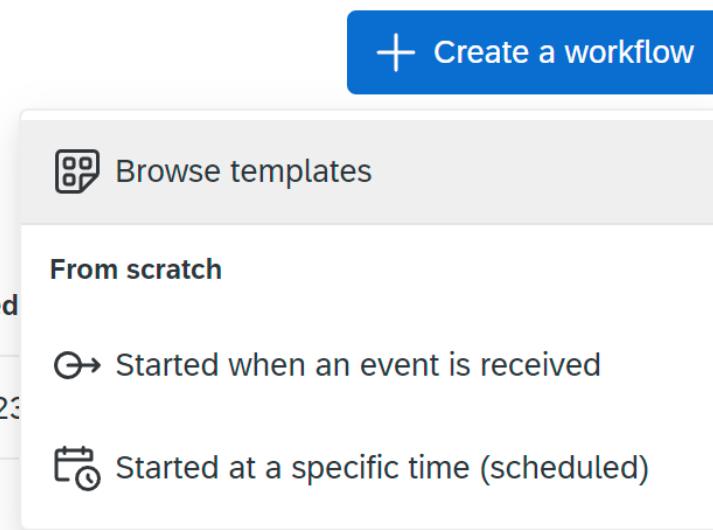
This event is needed for triggering the email with the personalized link from Qualtrics.

Setup Qualtrics

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

The screenshot shows the Qualtrics Survey interface. At the top, there's a navigation bar with tabs for Survey, Workflows, Distributions, Data & Analysis, Results, and Reports. The 'Workflows' tab is currently selected. Below the navigation bar, there's a search bar with the placeholder 'Search workflows' and a dropdown menu set to 'All workflows'. On the far right of the header, there are three small icons: a question mark, a bell, and a user profile. At the bottom left, it says '1 Workflow'. In the center, there's a large blue button with a white plus sign and the text '+ Create a workflow'.

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

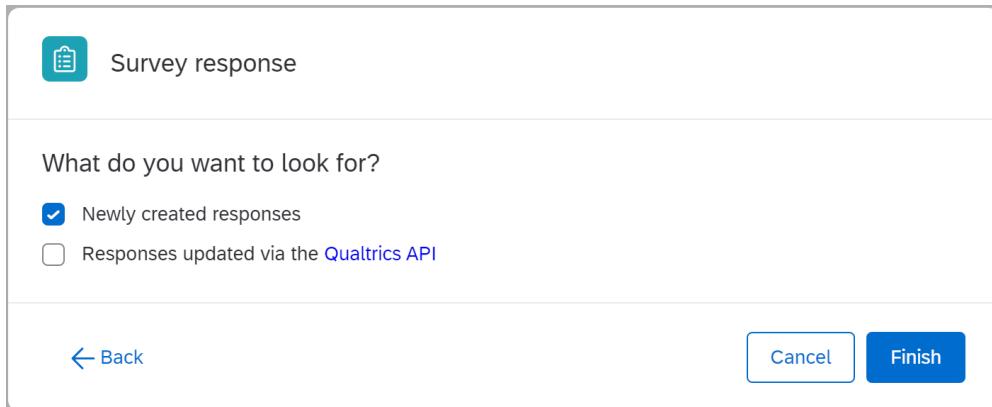


3. Select Survey Response as trigger

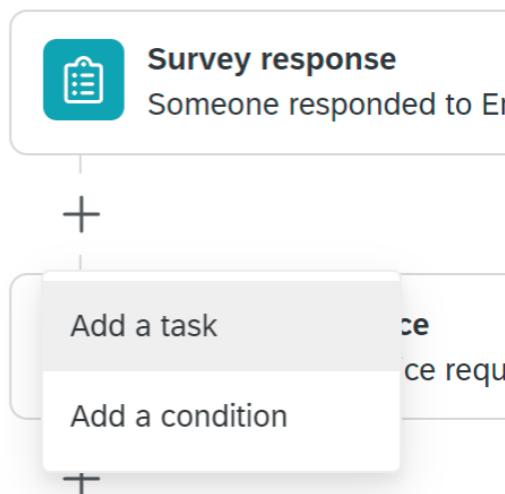
A screenshot of a modal window titled 'Select an extension that matches what you want to do'. It contains a search bar with the placeholder 'Search' and a list of triggers. The 'Survey response' trigger is highlighted with a blue background. Other triggers listed include Jira, JSON Event, Salesforce workflow rule, ServiceNow, Survey Definition Event, Ticket event, Twilio Segment, and Zendesk.

Trigger	Description
Jira	By Qualtrics Connect your JIRA and Qualtrics workstreams
JSON Event	By Qualtrics POST JSON data to a Qualtrics endpoint
Salesforce workflow rule	By Qualtrics When a workflow rule is triggered
ServiceNow	By Qualtrics Create or update records in your ServiceNow instance.
Survey Definition Event	By Qualtrics When a survey is activated, closed, or published
Survey response	By Qualtrics When a response is received or updated
Ticket event	By Qualtrics When a ticket is updated, deleted, and more
Twilio Segment	By Qualtrics Connect your Qualtrics Account with your Segment workspace
Zendesk	By Qualtrics Create Zendesk tickets to act on responses.

4. Select 'Newly created response'



5. Add a Task



6. Choose Webservice

The screenshot shows a list of available webservices. A search bar at the top says 'Select an extension that matches what you want to do'. Below it, a search field contains 'Search'. The list includes the following items:

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

The 'WeService' card is highlighted with a red border, indicating it is selected.

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-{auth://id/CRED_UZJ6K10jKHO2Q} {a}
Content-Type	{a} application/json {a}

+ 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

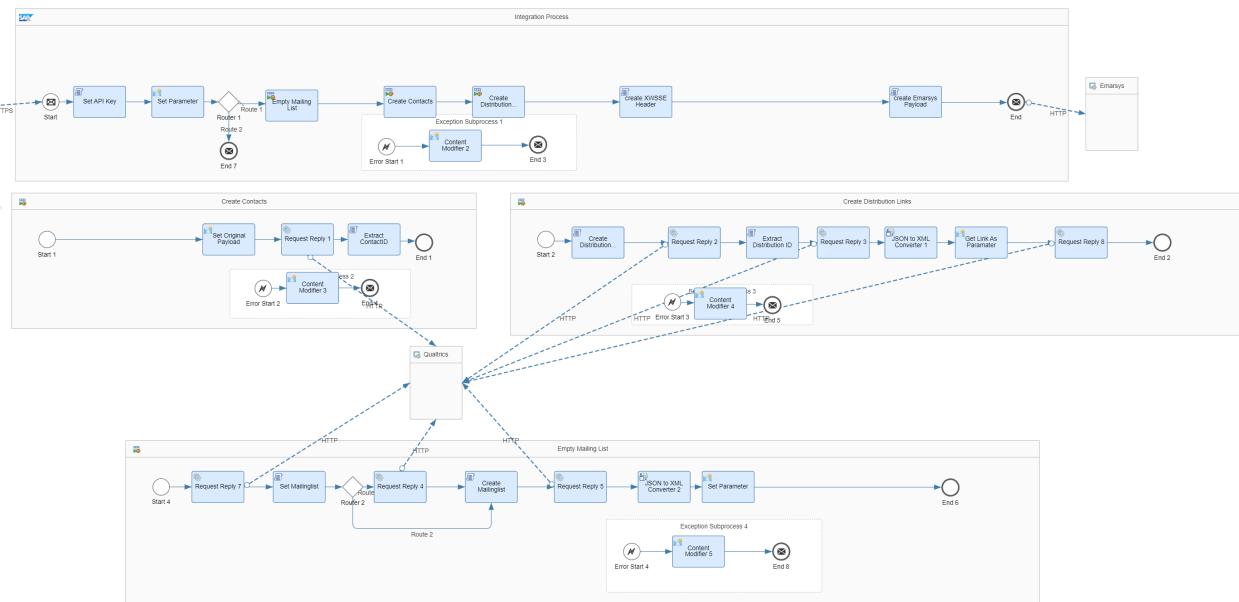
This screenshot shows the configuration interface for a WebService. The 'Body' section is selected, displaying a table of key-value pairs. The first entry is 'NPS' with a value of \${q://QID7?SelectedChoicesRecode} and a data type of Number. The second entry is 'email' with a value of \${e://Field[id]} 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 Qualtrics

After receiving the call from SAP Emarsys Webhook node a contact is created in Qualtrics together with a mailing list. In a next step the distribution is created which creates the personalized link in Qualtrics. After receiving the personalized link from 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 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_

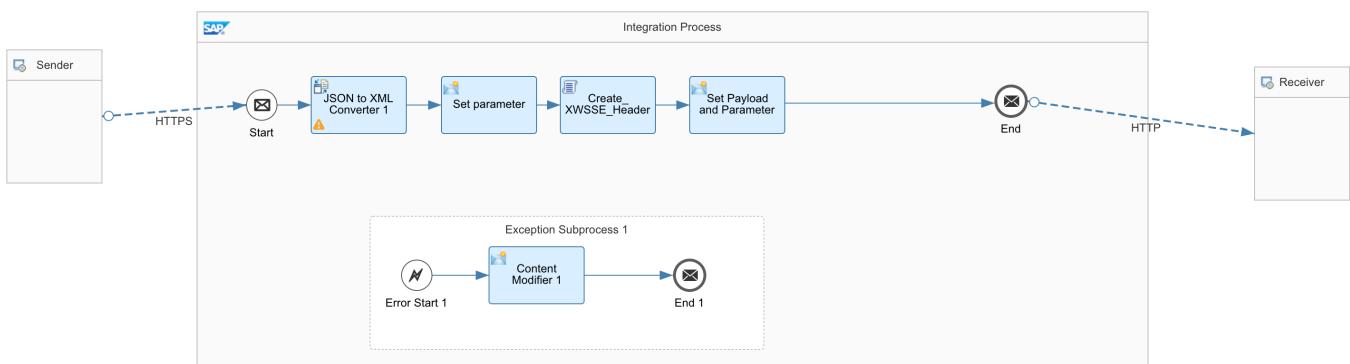
The following security parameters needs to be created:

Security Material (2)

Name	Type
QualtricsIntegrationToken	Secure Parameter
Emarsys_Credentials_[REDACTED]	User Credentials

3.2 Send Response From Qualtrics To SAP Emarsys

This IFlow is needed for sending the NPS Score of the response back from 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 Qualtrics to SAP Emarsys, you need to enhance the IFlow.

4 Resources

[Authentication guide](#)

[Emarsys API Documentation](#)

[Qualtrics API Documentation](#)