

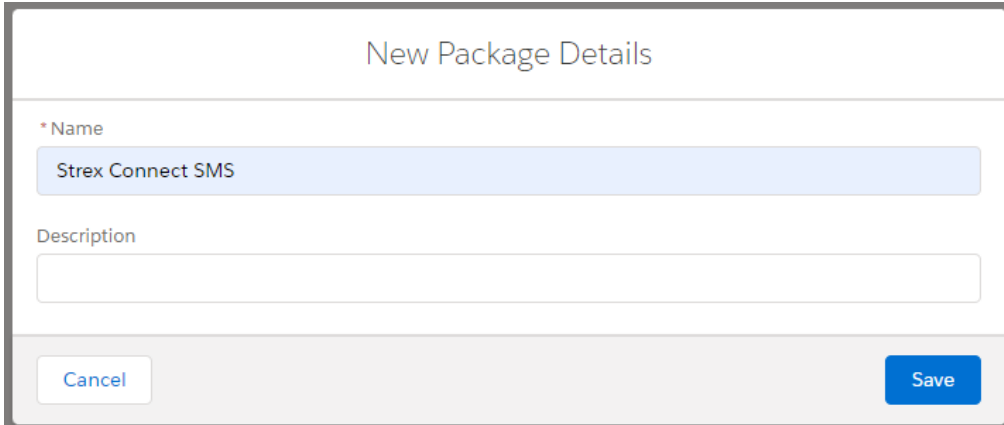
Strex Marketing Cloud activity

This is a message activity that can be installed in Salesforce Marketing Cloud to send SMS via Strex Connect.

Installation

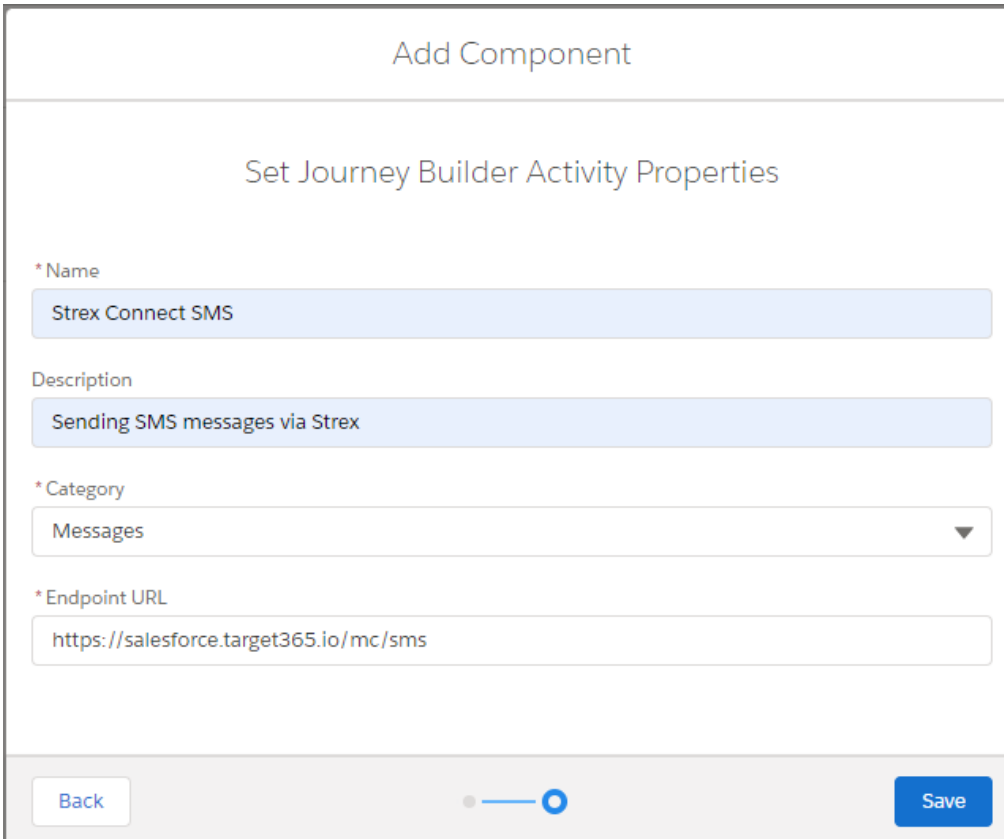
To install it, go to setup in Marketing Cloud -> Platform Tools -> Apps -> Installed Packages.

- Click “New” and add a fitting Name like “Strex Connect SMS” and an optional Description.



The form titled "New Package Details" has a light gray header. Below the header, there are two input fields: "Name" with a red asterisk and "Description". The "Name" field contains the text "Strex Connect SMS". At the bottom of the form, there are two buttons: "Cancel" on the left and "Save" on the right.

- Click “Add Component” and select “Journey Builder Activity”. Click “Next” and you will see this form.



The form titled "Add Component" has a light gray header. Below the header, there is a sub-header "Set Journey Builder Activity Properties". There are four input fields: "Name" with a red asterisk, "Description", "Category" with a red asterisk, and "Endpoint URL" with a red asterisk. The "Name" field contains "Strex Connect SMS", the "Description" field contains "Sending SMS messages via Strex", the "Category" dropdown menu is set to "Messages", and the "Endpoint URL" field contains "https://salesforce.target365.io/mc/sms". At the bottom, there are three elements: a "Back" button on the left, a progress indicator in the center (a blue circle with a line to its left), and a "Save" button on the right.

- Again, enter a Name and an optional Description.
- Select “Messages” as category.

- Enter this endpoint URL: <https://salesforce.target365.io/mc/sms>
- Click "Save"
- Again, click "Add Component". This time select "API Integration" and click "Next".
- Then select "Server-to-server" and click "Next".
- Select these permissions:

AUTOMATION

Automations	Journeys
<input type="checkbox"/> Read	<input checked="" type="checkbox"/> Read
<input type="checkbox"/> Write	<input checked="" type="checkbox"/> Write
<input type="checkbox"/> Execute	<input checked="" type="checkbox"/> Execute
	<input type="checkbox"/>

EVENT NOTIFICATIONS

Callbacks	Subscriptions
<input checked="" type="checkbox"/> Create	<input type="checkbox"/> Create
<input checked="" type="checkbox"/> Read	<input type="checkbox"/> Read
<input checked="" type="checkbox"/> Update	<input type="checkbox"/> Update
<input type="checkbox"/> Delete	<input type="checkbox"/> Delete

You should now see 2 Components: "API Integration" and "Journey Builder Activity". You need 3 properties from the "API Integration" component to be able to communicate with Marketing Cloud Journeys from Strex Connect. These are "Client Id", "Client Secret" and "Authentication Base URI".

API Integration

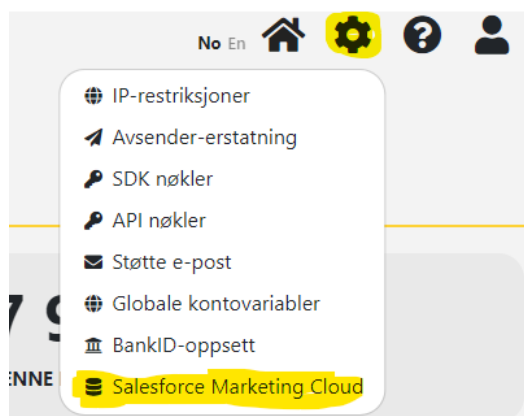
Edit

Client Id	Client Secret	Integration Type
mvd[REDACTED]ligsm9i	Mab6[REDACTED]km63UF	Server-to-Server
Authentication Base URI		
https://mcqg10ndq3cz82fldxlqbbtmhs1y.auth.marketingcloudapis.com/		
REST Base URI	SOAP Base URI	
https://mcqg10ndq3cz82fldxlqbbtmhs1y.rest.marketingcloudapis.com/	https://mcqg10ndq3cz82fldxlqbbtmhs1y.soap.marketingcloudapis.com/	

Scope

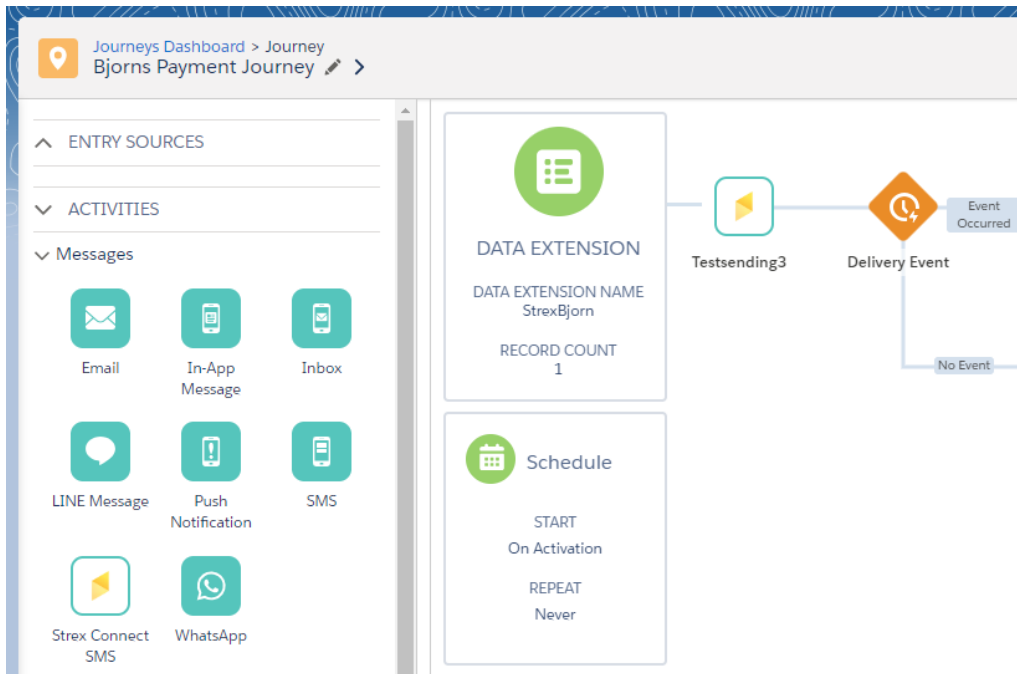
In addition, you need your AccountId from Settings -> Company Settings -> Account Settings.

Add these parameters to the setup in Strex Connect here:



Setup in Journey Builder

If you create a new Journey in Journey Builder, you will see a new icon under Activities -> Messages. Typically, you start with a Data Extension and then add the Strex Connect SMS activity somewhere in the flow.



To configure the Strex Connect activity, just click on it and you will get this window.

The screenshot shows the configuration window for the "Testsending3" activity. The window has a header with the "strex connect" logo. The main form includes fields for "Navn på meldingen" (Testsending3), "Avsender" (TEST3), and "Meldingen" (Hei {FirstName} {LastName} dette er test nummer 3). Below the message field, there are buttons for "MobileNumber", "FirstName", "LastName", and "Car". A warning message states: "Du bruker nå disse tegnene [] som krever Unicode - formatering. Vær klar over at noen av dem kan telle som flere tegn. Om 'Tillat Unicode' ikke er avhuket vil de bli erstattet med spørsmålstegn. Du bruker flettefelt, som gjør at lengden på meldingene vil variere, og kan medføre flere delmeldinger." Below the warning, there is a "Lagre som mal" button. At the bottom, there are fields for "Webhook URL" and "Event". The window has "Cancel" and "Done" buttons at the bottom.

- First enter a name for the sending. This name will be used if you choose to save your sending as a template.
- Enter a valid SMS sender (2-11 characters, numbers and letters).
- Enter your message. Below the input field, on the right side, you can see how many characters and actual SMSes your message will be sent as. You can insert placeholders from your Data Extension by clicking on the buttons below the text input field. Beware that this will affect how many characters your message will consist of, and the calculated number will not be correct. Also note that some characters, like emojis, will count as several characters.
- To allow all types of characters in your message, select “Tillat Unicode”. If this is not selected, characters not part of the SMS alphabet will be replaced by question marks to ensure that the message length is not exceeded.
- To store your message as a template for later use, click “Lagre som mal”. In a later sending, you can load it by clicking “Velg mal” in the name input field.
- Webhook URL is for custom integrations where you have an URL that you wish to trigger when the Delivery Report for the SMS is ready.
- Event can also be selected if you have “Wait Until Event” flow controls in your Journey that you want the Delivery Report to trigger.
- Finally, select “Done” to save your setup.