

Strex Marketing Cloud activity

Contents

- Message activity..... 2
 - Setup in Marketing Cloud 2
 - Setup in Strex Connect..... 3
 - Securing the connection from Marketing Cloud to Strex (New)..... 4
 - Setup SMS in Journey Builder 4
 - Setup RCS in Journey Builder 5
- Payment events..... 6
 - Setup in Marketing Cloud 6
 - Service setup in Strex Connect..... 8

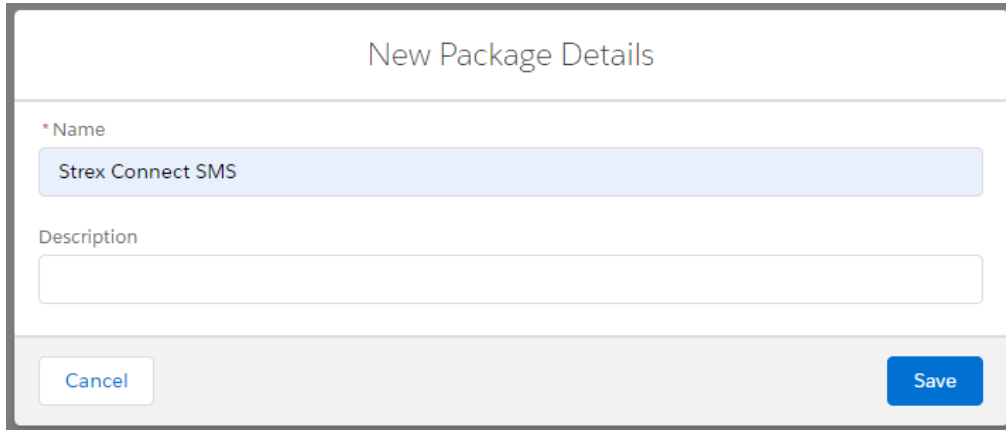
Message activity

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

Setup in Marketing Cloud

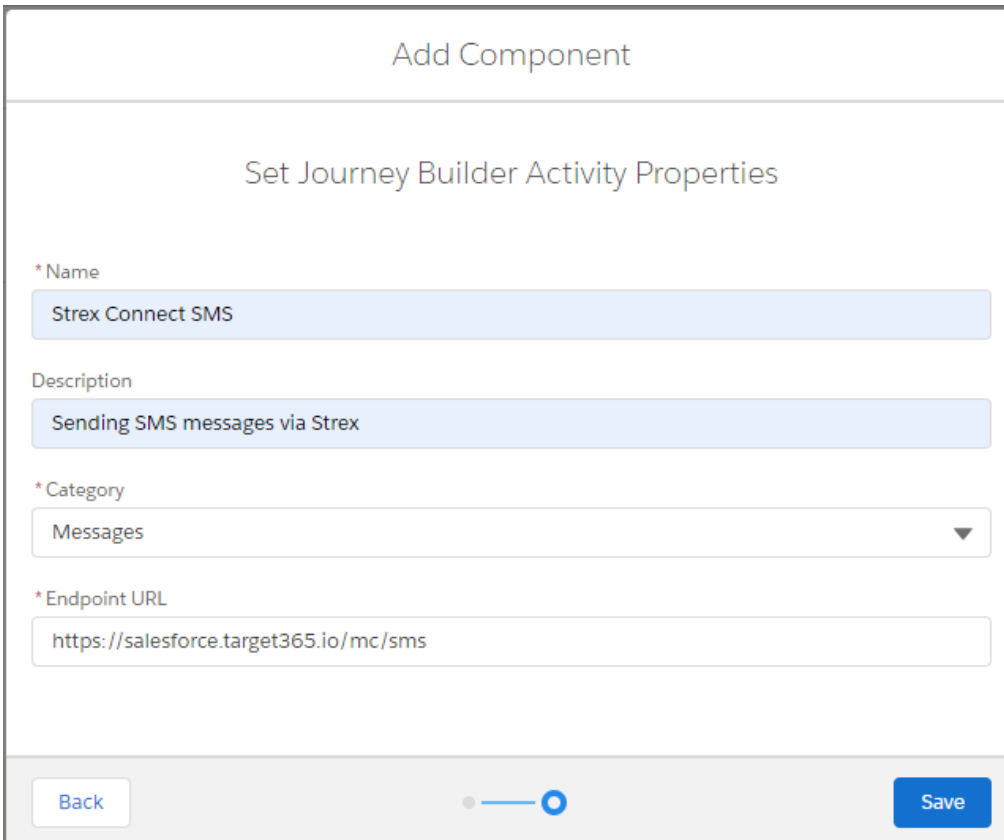
To install it, go to setup in Marketing Cloud -> Platform Tools -> Apps -> Installed Packages.

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



The form titled "New Package Details" has a header bar. Below it, there is a section for "Name" with a red asterisk, containing a text input field with the value "Strex Connect SMS". Below that is a "Description" section with an empty text input field. At the bottom, 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 header bar. Below it, there is a section titled "Set Journey Builder Activity Properties". This section contains four fields: "Name" (with a red asterisk) containing "Strex Connect SMS", "Description" containing "Sending SMS messages via Strex", "Category" (with a red asterisk) as a dropdown menu showing "Messages", and "Endpoint URL" (with a red asterisk) containing "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 horizontal line with a blue circle at the end), 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".

Setup in Strex Connect

You need 3 properties from the "API Integration" component in the previous section 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

mvd[REDACTED]ligsm9i

Client Secret

Mab6[REDACTED]xm63UF

Integration Type

Server-to-Server

Authentication Base URI

https://mcqg10ndq3cz82fldxlqbbtmhs1y.auth.marketingcloudapis.com/

REST Base URI

https://mcqg10ndq3cz82fldxlqbbtmhs1y.rest.marketingcloudapis.com/

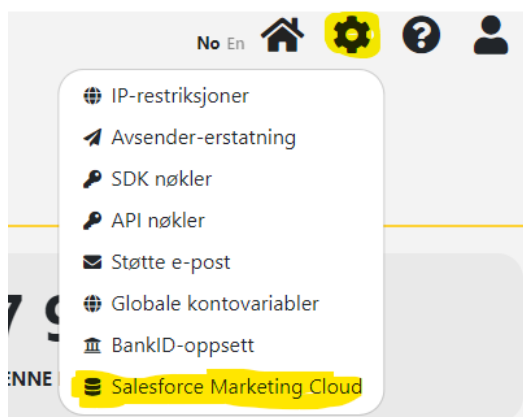
SOAP Base URI

https://mcqg10ndq3cz82fldxlqbbtmhs1y.soap.marketingcloudapis.com/

Scope

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

Add the parameters to the setup in Strex Connect here:



Securing the connection from Marketing Cloud to Strex (New)

We have enabled support for encoding the request from Marketing Cloud to Strex with a JWT Signing Secret to protect the connection and your data. Use the copy button under the package summary in Marketing Cloud setup (from the first step) as marked below and copy it to the JWT Signing Secret field in your setup in Strex Connect (see previous step).

SETUP > INSTALLED PACKAGES
Strex Connect SMS

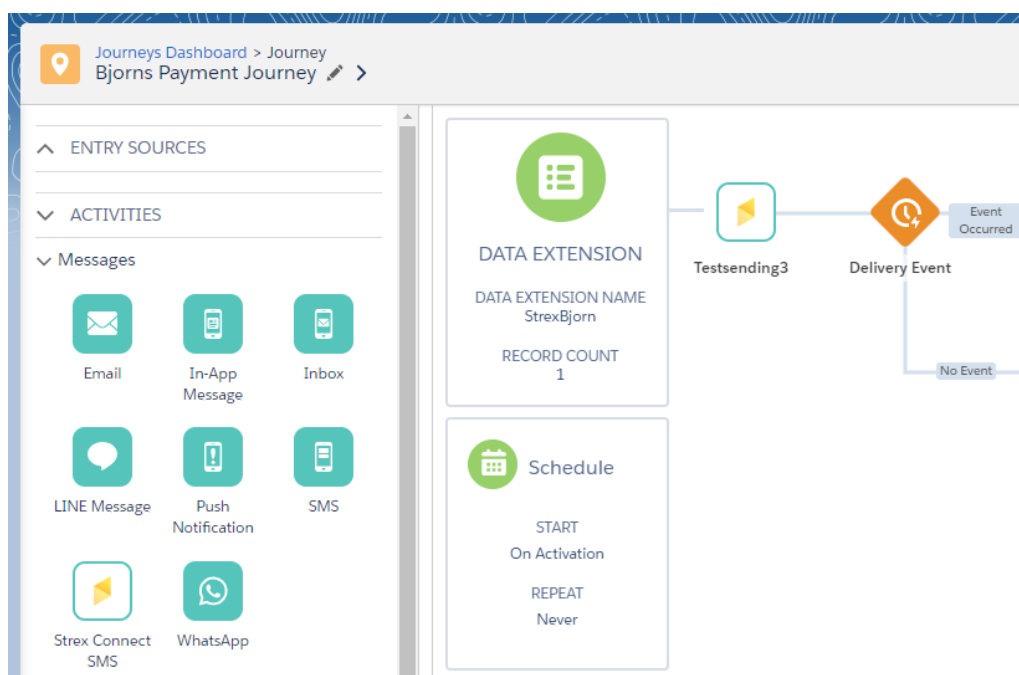
DETAILS ACCESS

Summary

| | | | | | | |
|--------|-------------------|----------------|--------------------------------------|----------------------------|--------------------------------|--|
| Name | Strex Connect SMS | | | Description | Sending SMS messages via Strex | |
| Type | Status | Source Account | Package Id | JWT Signing Secret | | |
| Custom | In Development | Strex | aa612345-4d43-4f5a-ac6c-31b96a36f7fa | r16up[REDACTED]0cMI0U6S... | | |

Setup SMS 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 .

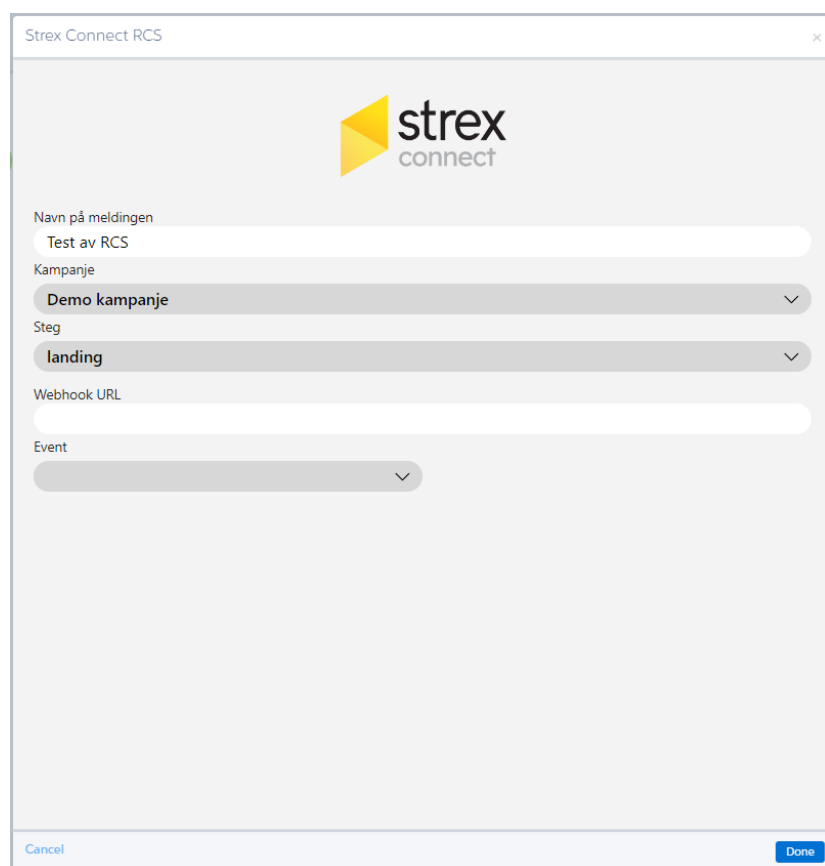
- First enter a name for the sending. This name will be used if you choose to save your sending as a template.
- Enter a valid SMS sender (2-11 characters, numbers and letters).
- Enter your message. Below the input field, on the right side, you can see how many characters and actual SMSes your message 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.

Setup RCS in Journey Builder

We have also added an RCS activity, it is installed and set up in the same way as the SMS activity. It has a different endpoint url:

- <https://salesforce.target365.io/mc/rcs>

It is used in Journey Builder in the same way, and looks like this:



The screenshot shows a configuration window titled "Strex Connect RCS". At the top is the "strex connect" logo. Below the logo are several input fields and dropdown menus:

- Navn på meldingen**: A text input field containing "Test av RCS".
- Kampanje**: A dropdown menu with "Demo kampanje" selected.
- Steg**: A dropdown menu with "landing" selected.
- Webhook URL**: An empty text input field.
- Event**: A dropdown menu with a downward arrow.

At the bottom of the window are two buttons: "Cancel" on the left and "Done" on the right.

- First enter a name for the message.
- Select a campaign created in Strex Connect.
- Select a step in the campaign that is to be sent to the end-user.
- Webhook URL and Event is not in use now and will be implemented later.

Payment events

We also support triggering a "Wait Until Event" in your journey with payment updates from a keyword in Strex Connect.

This works by sending a SMS with the previously described message activity at the beginning of the journey, that promotes the keyword to the recipients. When people respond to this keyword a data extension will be updated with who responded and the status of their payment.

Setup in Marketing Cloud

- You must first define a data extension that will receive the contact key and mobile number of the recipients when the SMS messages are sent. The keyword service will use this to look up the contact key of the people that responds to the keyword to be able to trigger your event with the correct data. This data extension should be called **StrexMobileNumberIndex** and have these properties:
 - ContactKey (primary key)
 - MobileNumber
 - JourneyId
 - JourneyVersion

StrexMobileNumberIndex

Strex uses this DE to find correct ContactKey

Properties Records

EXTERNAL KEY 2

StrexMobileNumberIndex

CREATED 19/03/2024 20:24 MODIFIED 19/03/2024 20:27

LOCATION Data Extensions Change Location

TYPE Standard

USED FOR SENDING No USED FOR TESTING No Edit

ROOT DATA Use as root

CONTROL SETTINGS DATA RETENTION

1006

Records LAST REFRESHED Never

Export Import

Attributes Create Attribute

| Name | Default Value | Length | Nullable |
|--------------------|---------------|--------|----------|
| ABC ContactKey | | 18 | No |
| ABC MobileNumber | | 50 | No |
| ABC JourneyId | | 36 | No |
| 123 JourneyVersion | | | No |

- Then create a Data Extension to receive the payment updates with these attributes:
 - ContactKey (primary key)
 - Keyword
 - Msisdn
 - Price

Contact Builder Data Designer All Contacts Data Sources Data Extensions >

Strex Strex Developer

StrexPayments

Payments form keywords in Strex Connect

Properties Records

EXTERNAL KEY 2

5764CB9B-56ED-4AB3-A49E-967168465651

CREATED 02/04/2024 14:47 MODIFIED 02/04/2024 14:52

LOCATION Data Extensions Change Location

TYPE Sendable

USED FOR SENDING Yes USED FOR TESTING No Edit

SUBSCRIBER RELATIONSHIP ContactKey relates to subscriber on Subscriber Key

ROOT DATA

1002

Records LAST REFRESHED Never

Export Import

Attributes Create Attribute

| Name | Default Value | Length | Nullable |
|----------------|---------------|--------|----------|
| ABC ContactKey | | 50 | No |
| ABC Keyword | | 50 | Yes |
| ABC Msisdn | | 50 | Yes |
| 123 Price | | | Yes |

- Add a “Wait Until Event” to your journey and create an API event like this:

Create an API Event or Select Existing

API Name StrexPaymentEvent Description Keyword payments from Strex Connect

Include the Event Definition Key in your API requests to move a contact to the next activity. Tell Me More

Event Definition Key APIEvent-e7199d22-ab9f-629b-a72b-5a5538f1: Copy

Summary

* Choose API

* Data Extension

Filter Criteria

* Maximum Wait Duration

DATA EXTENSION

DATA EXTENSION NAME StrexBjorn

RECORD COUNT 1,001

Schedule

START On Activation

REPEAT

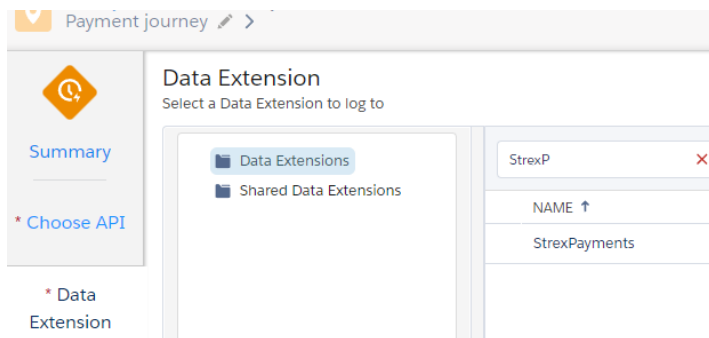
Strex Connect SMS

Keyword Payment Event

Event Occurred

No Event

- Select the data extension



- Set maximum wait duration and click Done.

Service setup in Strex Connect

In the left menu of Strex Connect you can find a service called “Marketing Cloud” under the “Services” section. Start by selecting your journey and corresponding payment event.

Marketing Cloud kampanjeinnstillinger

[Gå til innboks](#)
[Gå til meldinger](#)
[Kopier](#)
[Endringslogg](#)
[Innsikt](#)

VELG KORTUMMER

2025

DEFINÉR KODEORD

TESTBETALING

1

2

4

6

Generelt

Betaling

Kodeord-alias

Egenskaper

GENERELT

Kampanjen fungerer ved å definere et **Wait Until Event** i din journey i Marketing Cloud som oppdateres med betalingsinformasjon etterhvert som sluttbrukere sender inn kodeordet.

VELG JOURNEY

Payment journey

VELG WAIT UNTIL EVENT

Keyword Payment Event

Lagre

Under the “Payment” tab you can set up price and other settings regarding the payment.

BETALING

PRIS

1

kr

DIREKTE BETALING

Nei

TILLATE ENDRING AV PRIS

Ja

MINIMUMSPRIS

1

kr

MAKSIMUMSPRIS

10

kr

Svartekst ved endring av pris

Svartekst om prisen er utenfor begrensningen

Pris #price

Sett inn forhåndsdefinerte verdier

?

Pris

+

11 tegn / 1 SMS

FORRETNINGSMODELL

DONATION

TJENESTEKODE

Donation, non-commercial

Tekst på faktura

Tekst på betalingen

Testbetaling

You can allow the user to select a different price than the default price by adding a price after the keyword when sending it in, like TESTBETALING 5, which in this case will charge the user 5kr instead of 1kr.

After you have specified everything, click Save.