

Strex Marketing Cloud activity

Contents

- Message activity 2
 - Setup in Marketing Cloud..... 2
 - Setup in Strex Connect 3
 - Setup in Journey Builder..... 4
- Payment events 6
 - Setup in Marketing Cloud..... 6
 - Service setup in Strex Connect 7

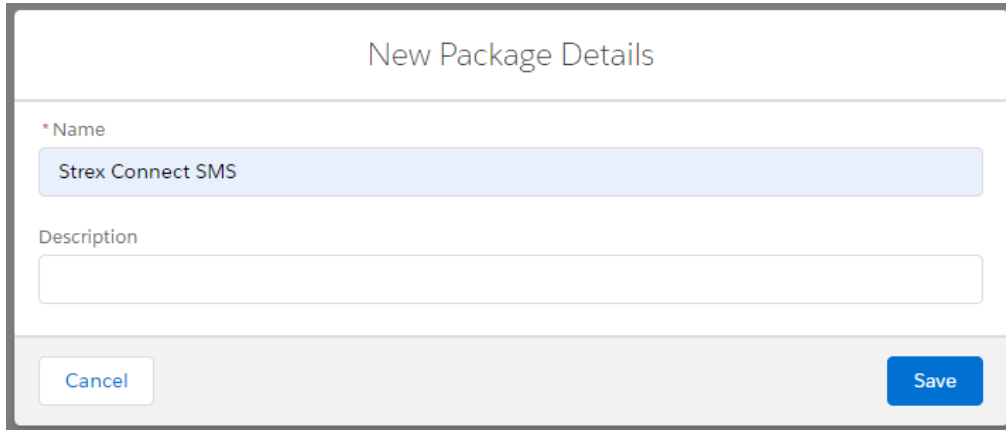
Message activity

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

Setup in Marketing Cloud

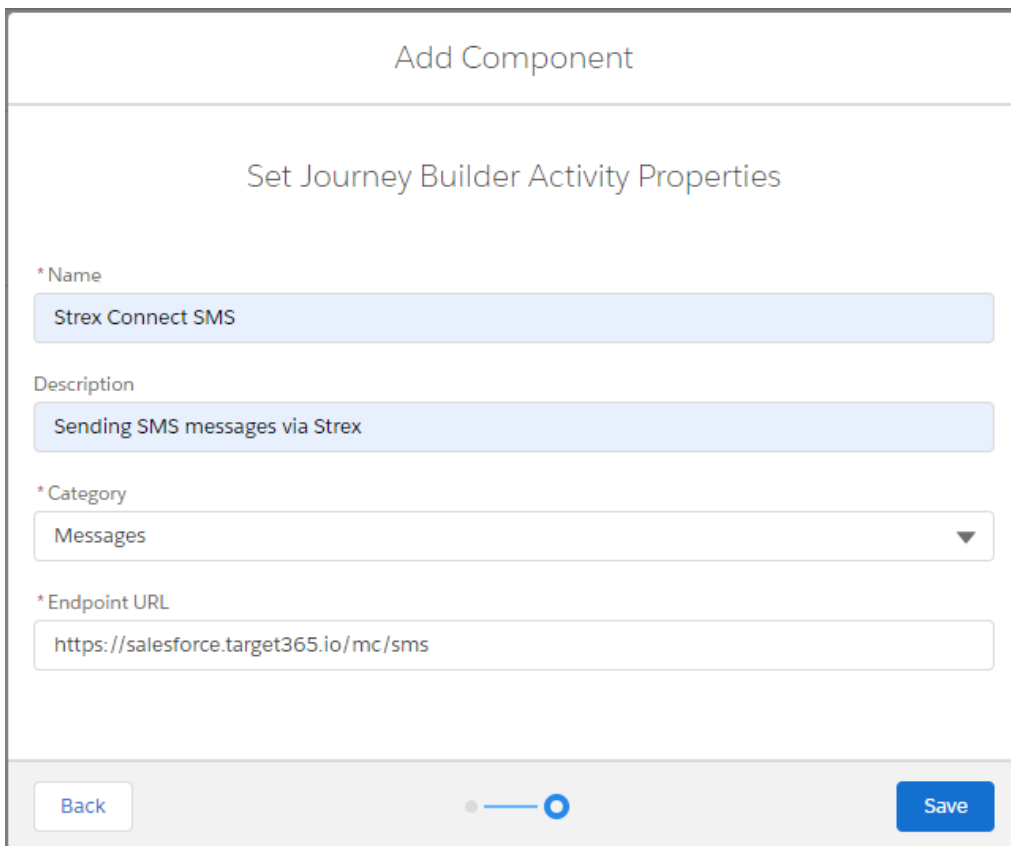
To install it, go to setup in Marketing Cloud -> Platform Tools -> Apps -> Installed Packages.

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



The form is titled "New Package Details". It has two input fields: "Name" with the value "Strex Connect SMS" and "Description" which is empty. At the bottom, there are "Cancel" and "Save" buttons.

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



The form is titled "Add Component" and "Set Journey Builder Activity Properties". It has four input fields: "Name" with "Strex Connect SMS", "Description" with "Sending SMS messages via Strex", "Category" with a dropdown menu showing "Messages", and "Endpoint URL" with "https://salesforce.target365.io/mc/sms". At the bottom, there are "Back" and "Save" buttons, and a progress indicator showing the second step is active.

- 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

- ☐ Read
- ☐ Write
- ☐ Execute

Journeys

- ☒ Read
- ☒ Write
- ☒ Execute
- ☐

EVENT NOTIFICATIONS

Callbacks

- ☒ Create
- ☒ Read
- ☒ Update
- ☐ Delete

Subscriptions

- ☐ Create
- ☐ Read
- ☐ Update
- ☐ 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/

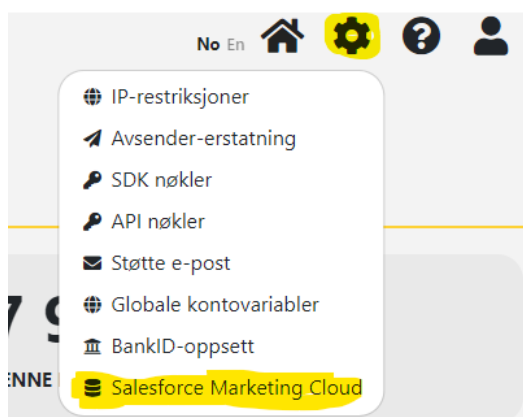
SOAP Base URI

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

Scope

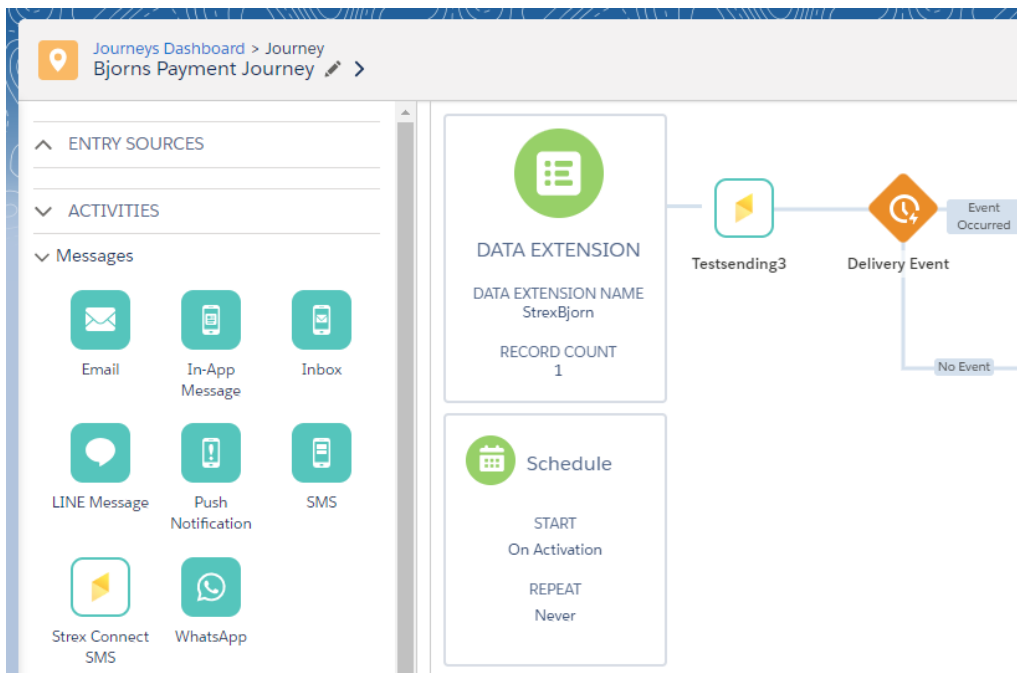
In addition, you need your AccountId from Settings -> Company Settings -> Account Settings.

Add the parameters to the setup in Strex Connect here:



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. Below the logo, there are fields for "Navn på meldingen" (Testsending3), "Avsender" (TEST3), and "Meldingen" (Hei {FirstName} {LastName} dette er test nummer 3). There are buttons for "Velg mal" and "Lagre som mal". Below the message field, there are checkboxes for "MobileNumber", "FirstName", "LastName", and "Car". A warning message states: "Du bruker nå disse tegnene [emoji] 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 spørsmålsteget. Du bruker flettefelt, som gjør at lengden på meldingene vil variere, og kan medføre flere delmeldinger." At the bottom, there are fields for "Webhook URL", "Event", and buttons for "Cancel" and "Done".

- 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.

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

The screenshot shows the configuration for a data extension named 'StrexMobileNumberIndex'. The 'EXTERNAL KEY' is set to 'StrexMobileNumberIndex'. The 'CREATED' date is 19/03/2024 20:24 and the 'MODIFIED' date is 19/03/2024 20:27. The 'LOCATION' is 'Data Extensions Change Location'. The 'TYPE' is 'Standard'. The 'USED FOR SENDING' and 'USED FOR TESTING' are both set to 'No'. The 'ROOT DATA' section has 'Use as root' checked. The 'ATTRIBUTES' table lists the following attributes:

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

The screenshot shows the configuration for a data extension named 'StrexPayments'. The 'EXTERNAL KEY' is set to '5764CB9B-56ED-4AB3-A49E-967168465651'. The 'CREATED' date is 02/04/2024 14:47 and the 'MODIFIED' date is 02/04/2024 14:52. The 'LOCATION' is 'Data Extensions Change Location'. The 'TYPE' is 'Sendable'. The 'USED FOR SENDING' is set to 'Yes' and 'USED FOR TESTING' is set to 'No'. The 'SUBSCRIBER RELATIONSHIP' is 'ContactKey relates to subscriber on Subscriber Key'. The 'ROOT DATA' section has 'Use as root' checked. The 'ATTRIBUTES' table lists the following attributes:

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:

- 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.

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

Svarstekst ved endring av pris

Svarstekst 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.