

Strex Marketing Cloud activity

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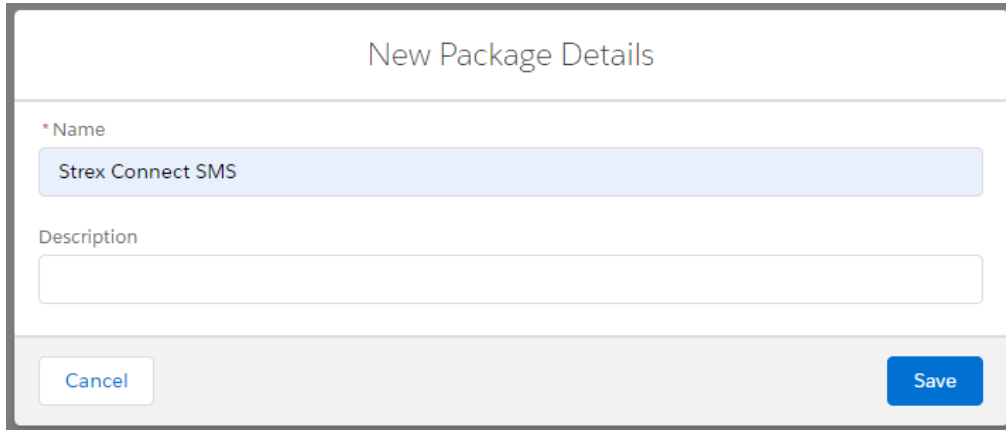
Message activity

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

Setup in Marketing Cloud

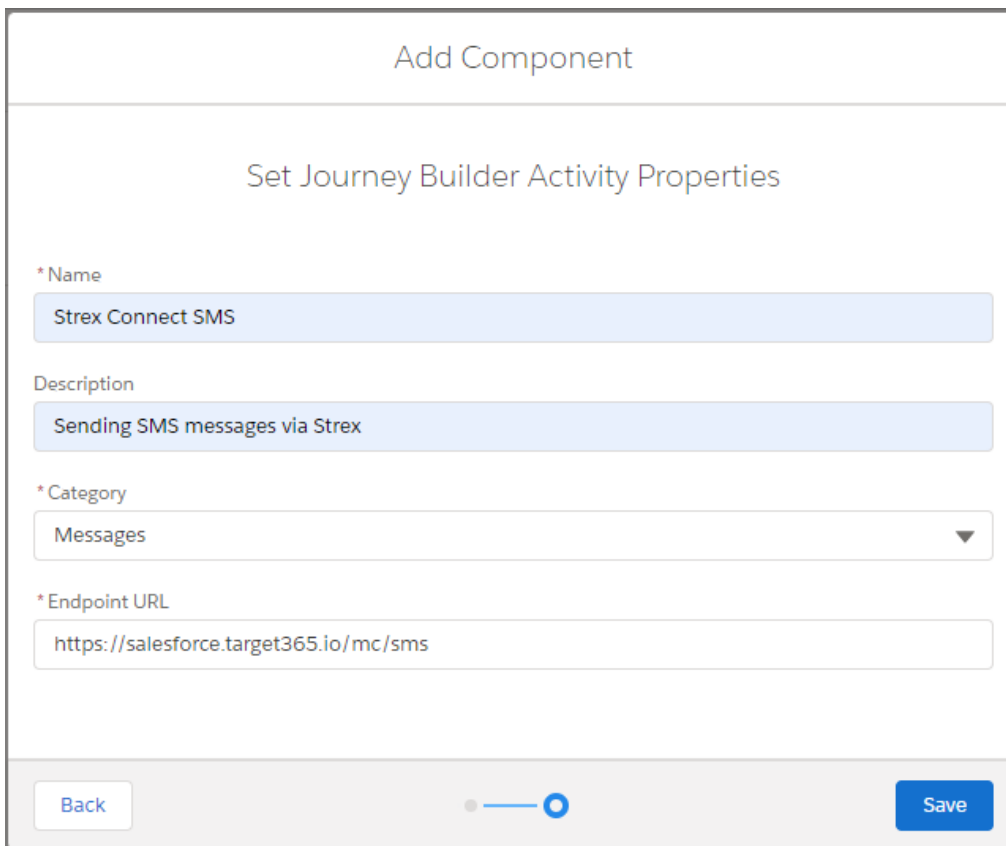
To install it, go to setup in Marketing Cloud -> Platform Tools -> Apps -> Installed Packages.

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



The screenshot shows a form 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 screenshot shows a form titled "Add Component" with the subtitle "Set Journey Builder Activity Properties". It contains four fields: "Name" (Strex Connect SMS), "Description" (Sending SMS messages via Strex), "Category" (a dropdown menu showing "Messages"), and "Endpoint URL" (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	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".

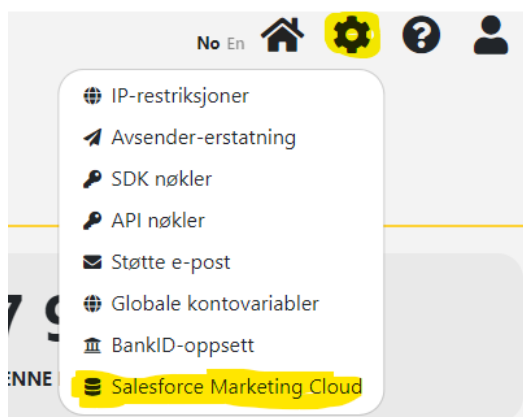
API Integration

Edit

Client Id	Client Secret	Integration Type
mvd[REDACTED]ligsm9i	Mab6[REDACTED]xm63UF	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		

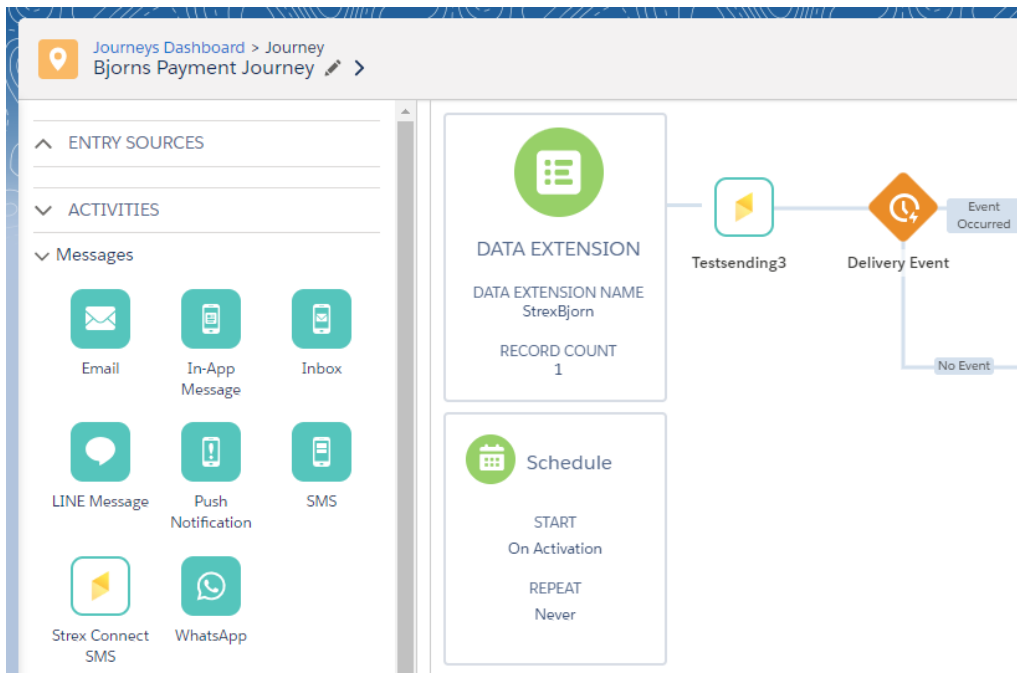
In addition, you need your AccountId from Settings -> Company Settings -> Account Settings.

Add the parameters to the setup in Strex Connect here:



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 .

The screenshot shows the configuration window for the "Testsending3" activity. The window has a header with the "strex connect" logo. Below the header, there are several input fields and buttons:

- Navn på meldingen:** Testsending3 (with a "Velg mal" button).
- Avsender:** TEST3.
- Meldingen:** Hei **FirstName** **LastName** dette er test nummer 3 😊.
- MobileNumber**, **FirstName**, **LastName**, **Car** (tags).
- 30 tegn / 1 SMS** (character count).
- ☐ Tillat Unicode.
- Lagre som mal** (button).
- Webhook URL** (input field).
- Event** (dropdown menu).
- Cancel** and **Done** buttons at the bottom.

A warning message is displayed in a red box:

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.

- 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:

Strex Connect RCS

strex connect

Navn på meldingen
Test av RCS

Kampanje
Demo kampanje

Steg
landing

Webhook URL

Event

Cancel Done

- 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

The screenshot shows the configuration for a Data Extension named 'StrexMobileNumberIndex'. The interface includes tabs for 'Properties' and 'Records'. The 'Properties' tab is active, showing the following details:

- EXTERNAL KEY:** StrexMobileNumberIndex
- CREATED:** 19/03/2024 20:24
- MODIFIED:** 19/03/2024 20:27
- LOCATION:** Data Extensions
- TYPE:** Standard
- USED FOR SENDING:** No
- USED FOR TESTING:** No
- ROOT DATA:** Use as root (unchecked)
- CONTROL SETTINGS:** (tab)
- DATA RETENTION:** (tab)

On the right side, there is a summary box showing 1006 Records, with buttons for 'Export' and 'Import'. Below this is an 'Attributes' table with the following columns: Name, Default Value, Length, and Nullable.

Name	Default Value	Length	Nullable
ContactKey		18	No
MobileNumber		50	No
JourneyId		36	No
JourneyVersion			No

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

StrexPayments

Payments form keywords in Strex Connect

Properties Records

EXTERNAL KEY [?]
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

Export Import

LAST REFRESHED
Never

Attributes [+ Create Attribute](#)

Name	Default Value	Length	Nullable
AUC ContactKey		50	No
AUC Keyword		50	Yes
AUC 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](#)

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

Payment journey

Data Extension
Select a Data Extension to log to

Data Extensions Shared Data Extensions

StrexP

NAME ↑

StrexPayments

- 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
DEFINÉR KODEORD

2025
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
TILLATE ENDRING AV PRIS

Nei Ja

MINIMUMSPRIS
MAKSIMUMSPRIS

1 kr 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
TJENESTEKODE

DONATION 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.