

# Strex Marketing Cloud activity

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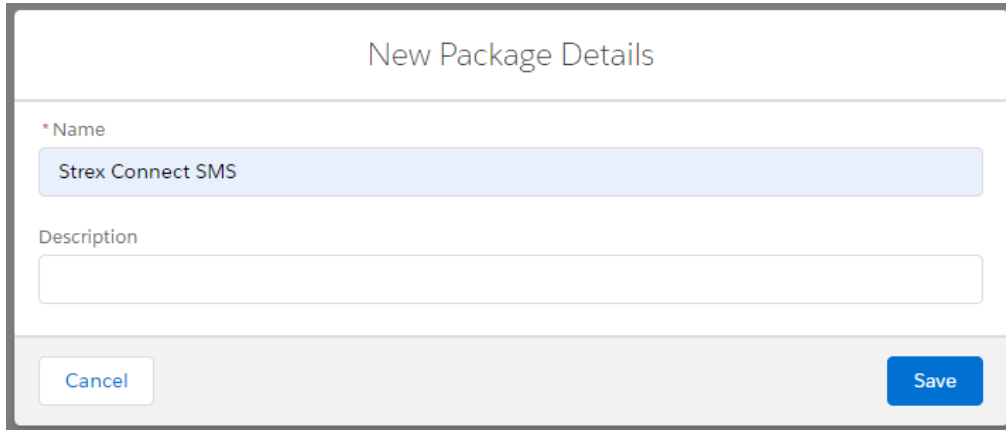
## Message activity

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

### Setup in Marketing Cloud

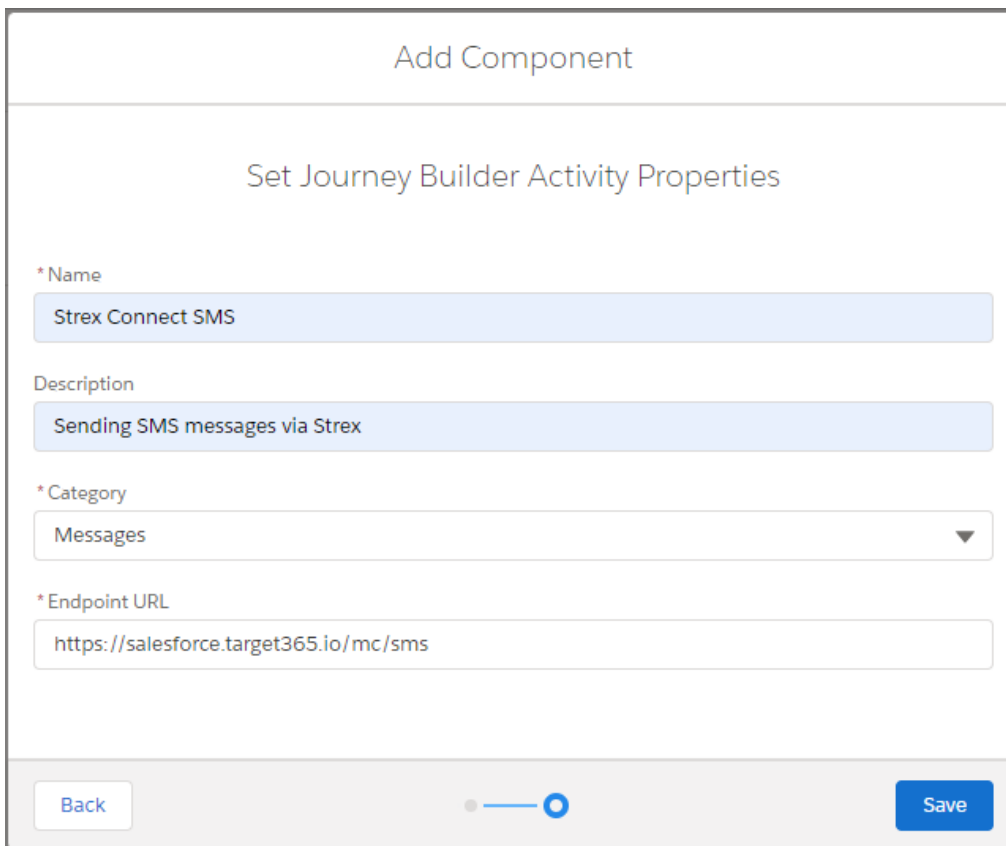
To install it, go to setup in Marketing Cloud -> Platform Tools -> Apps -> Installed Packages.

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



The 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 "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 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".

#### 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/

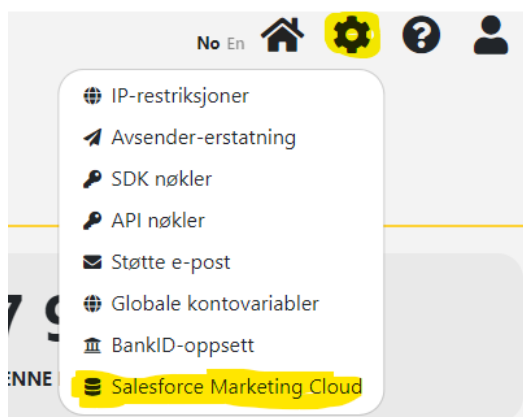
SOAP Base URI

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**

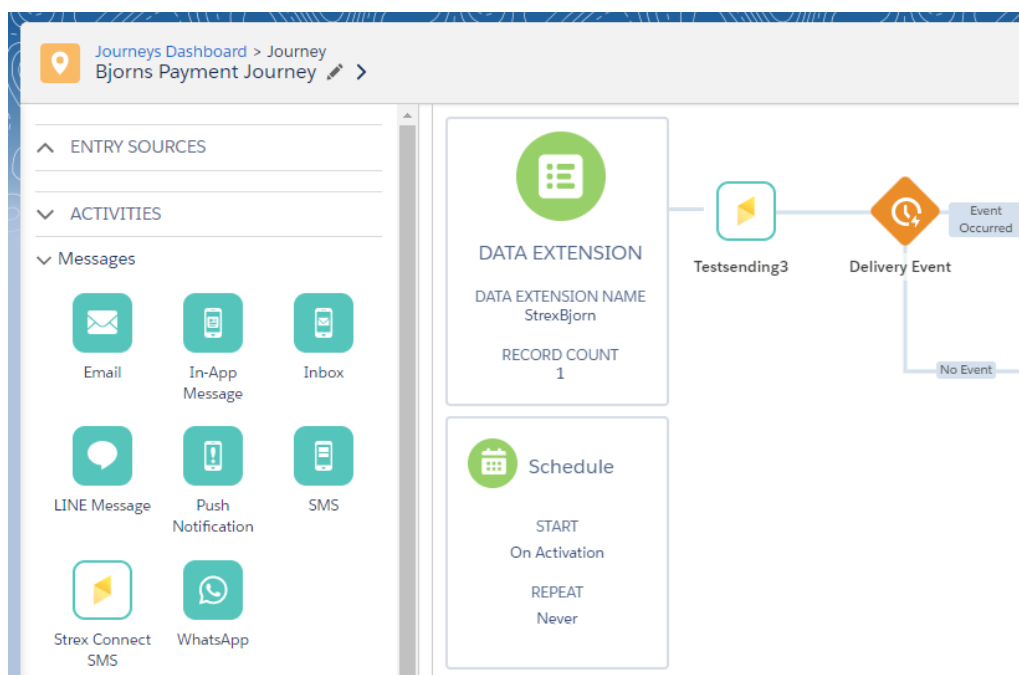
DETAILS ACCESS

**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 .

Strex Connect SMS



Navn på meldingen  
 Velg mal

Avsender

Meldingen

FirstName LastName PhoneNumber

512 tegn / 4 SMS

☐ Vis flettefelt  
☐ Tillat Unicode

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 spørsmålsteget.

Du bruker flettefelt, som gjør at lengden på meldingene vil variere, og kan medføre flere delmeldinger.

Lagre som mal

Sesjon, brukes til SMS analyse

Webhook URL

Event

Cancel 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.
- If you want to see the actual message with the placeholder keys, you can select "Vis flettefelt".
- 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.
- A Session name can be entered to use the tool "SMS analyse" in Strex Connect.
- 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:** An empty dropdown menu.

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

The screenshot shows the configuration page for the 'StrexMobileNumberIndex' data extension. 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' and the 'TYPE' is 'Standard'. The 'USED FOR SENDING' and 'USED FOR TESTING' checkboxes are both unchecked. The 'ROOT DATA' section shows 'Use as root' is unchecked. The 'DATA RETENTION' tab is selected. The 'Attributes' table lists the following attributes:

Name	Default Value	Length	Nullable
ABC ContactKey		18	No
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 page for the 'StrexPayments' data extension. 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' and the 'TYPE' is 'Sendable'. The 'USED FOR SENDING' checkbox is checked and the 'USED FOR TESTING' checkbox is unchecked. The 'SUBSCRIBER RELATIONSHIP' is set to 'ContactKey relates to subscriber on Subscriber Key'. The 'ROOT DATA' section shows 'Use as root' is unchecked. 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

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.