Strex Marketing Cloud activity

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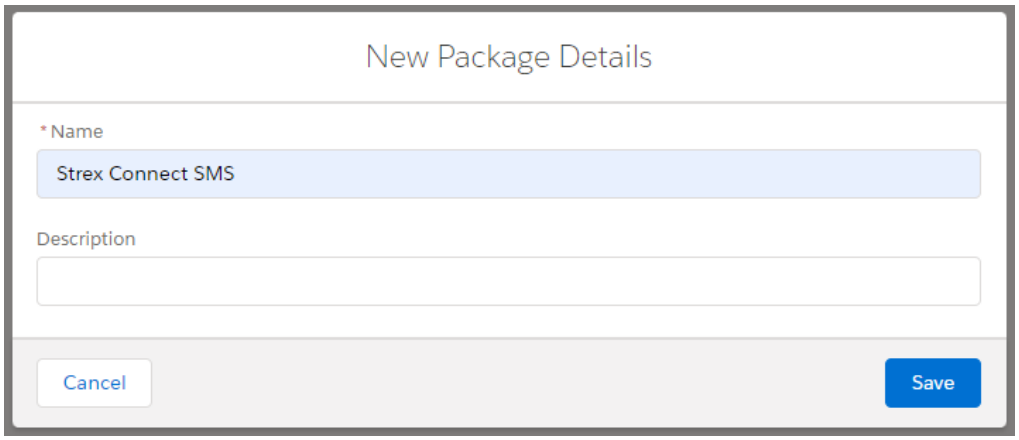
Message activity

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

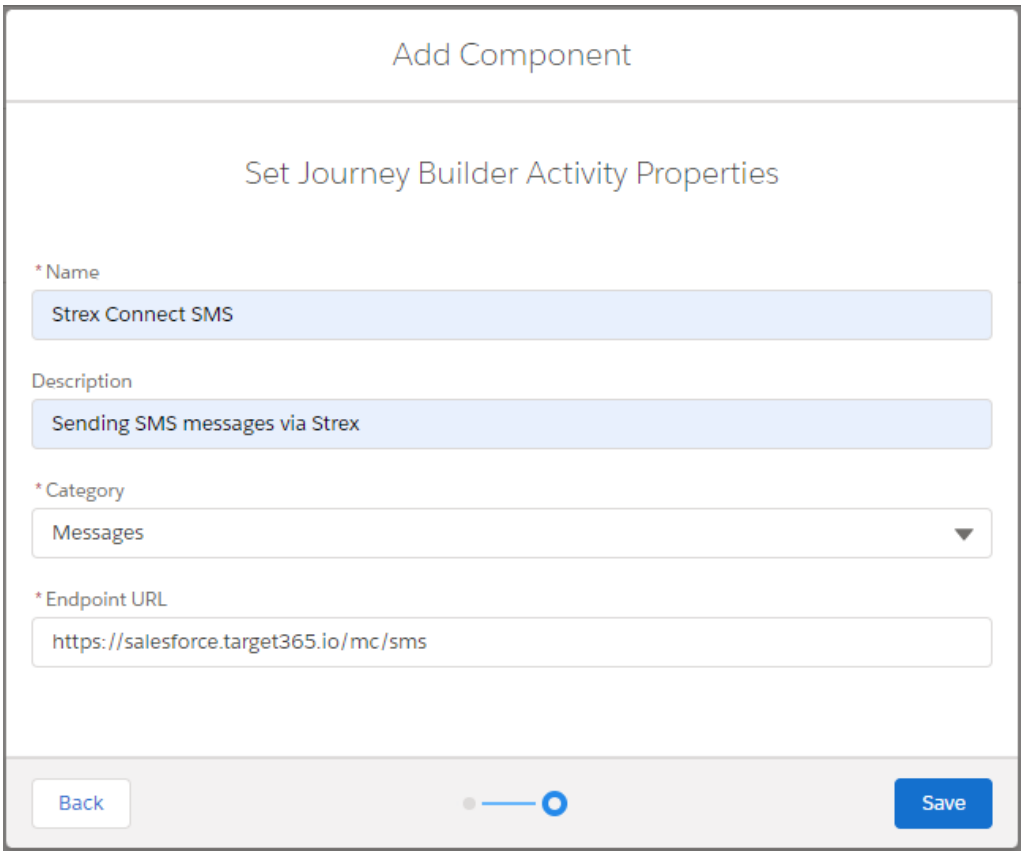
Setup in Marketing Cloud

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.

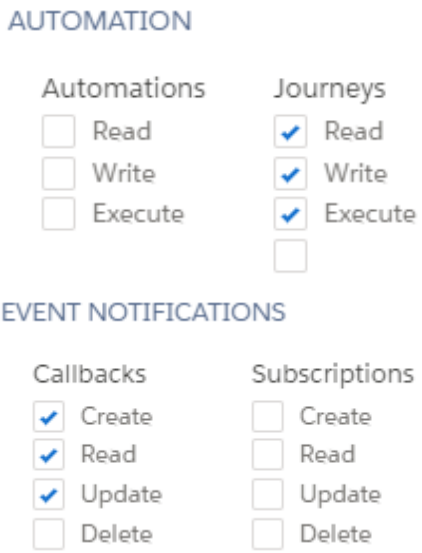


- Click “Add Component” and select “Journey Builder Activity”. Click “Next” and you will see this form.



- 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”.

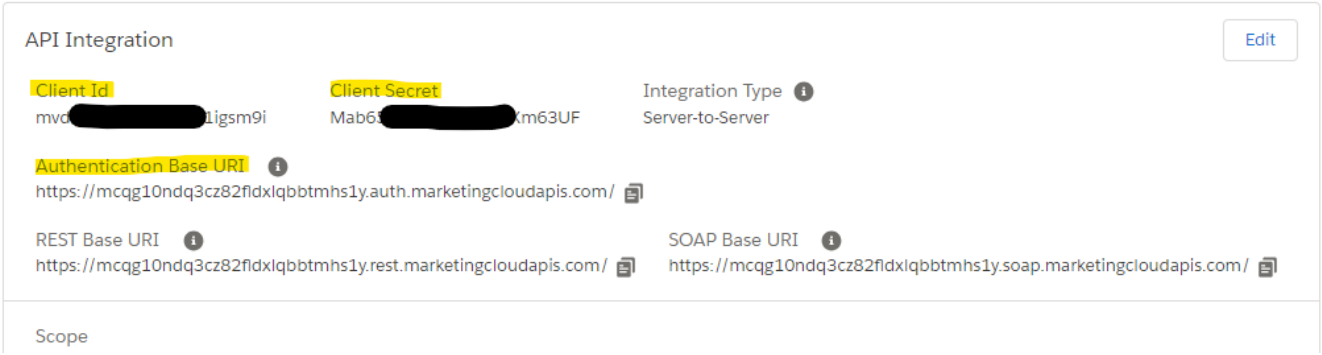
- Then select "Server-to-server" and click "Next".
- Select these permissions:



You should now see 2 Components: "API Integration" and "Journey Builder Activity".

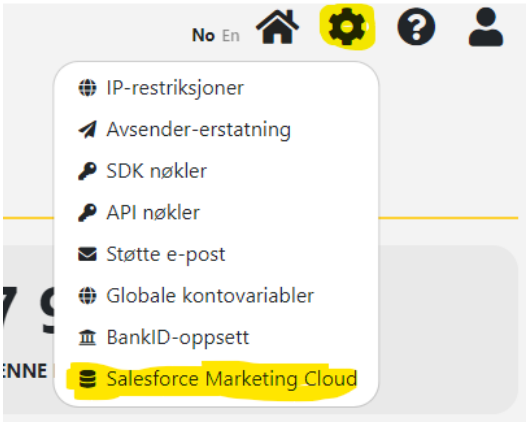
Setup in Strex Connect

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".



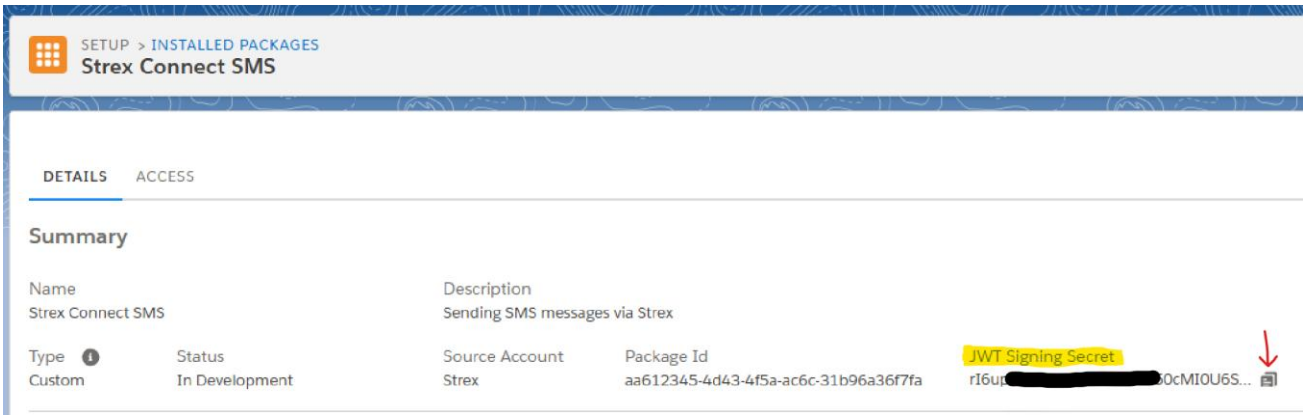
In addition, you need your AccountId from Settings -> Company Settings -> Account Settings.

Add the parameters to the setup in Strex Connect here:



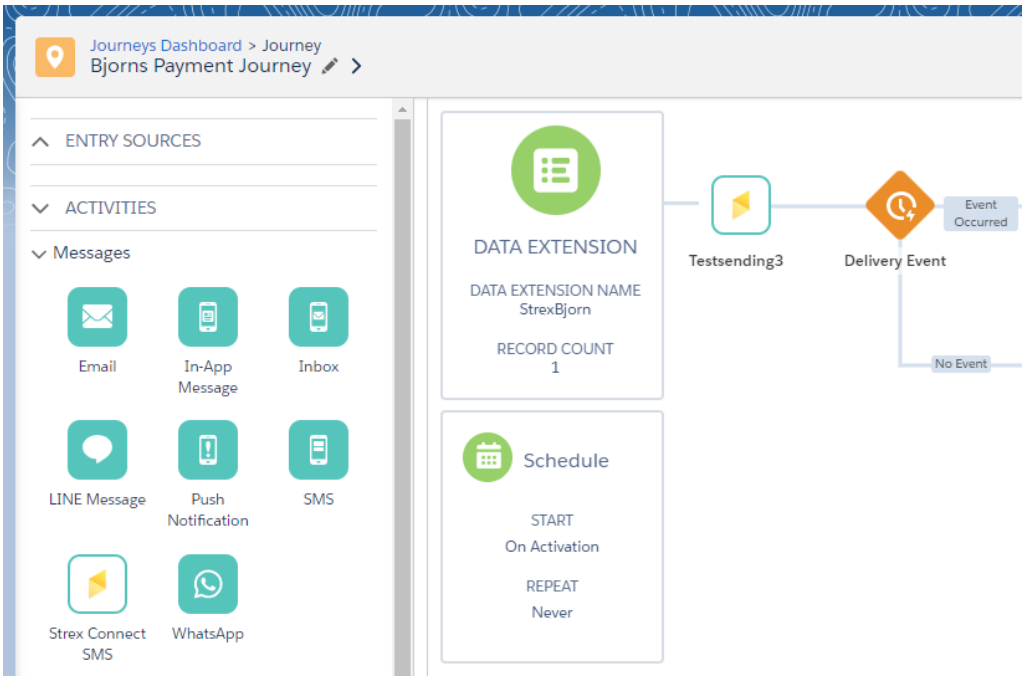
Securing the connection from Marketing Cloud to Strex (New)

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).

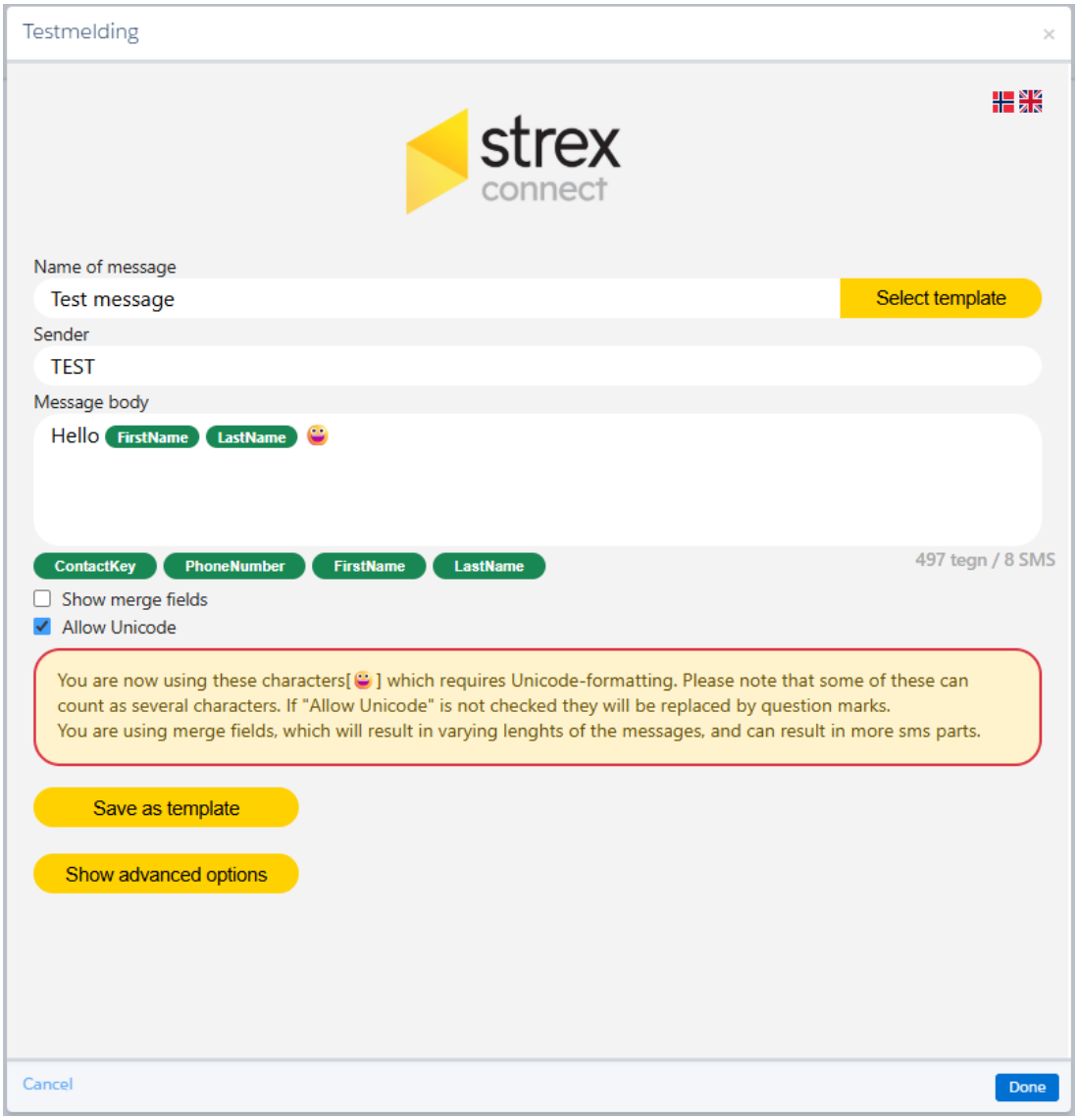


Setup SMS in Journey Builder

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.

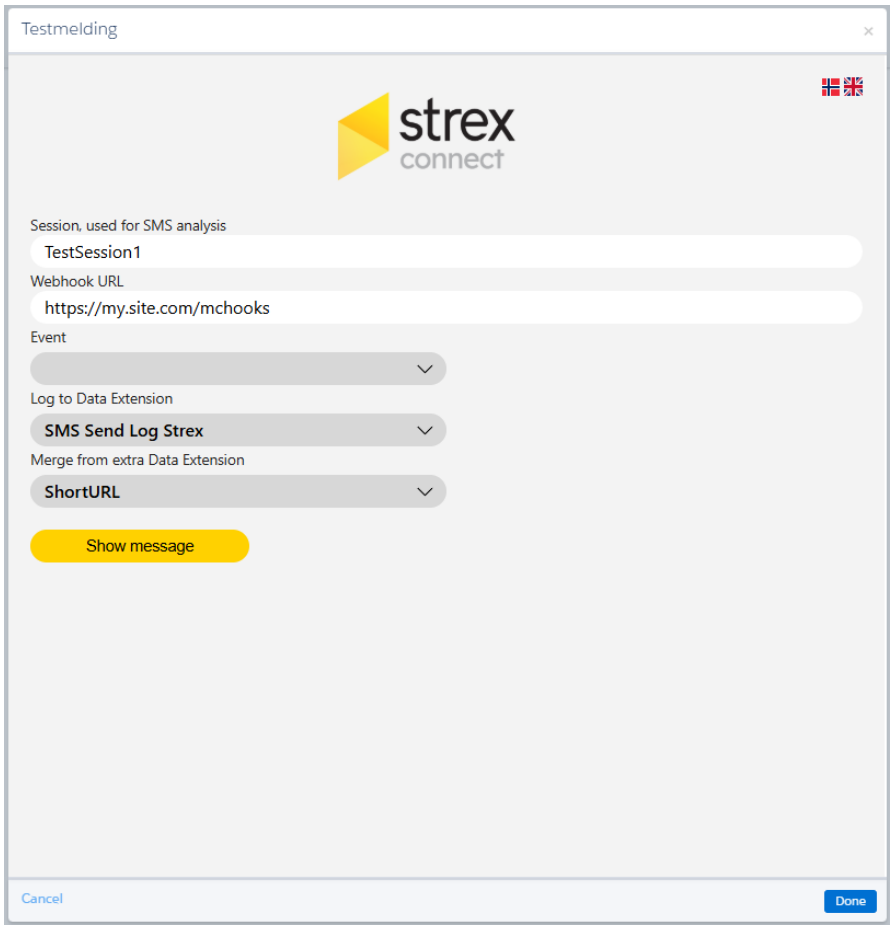


To configure the Strex Connect activity, just click on it and you will get this window.

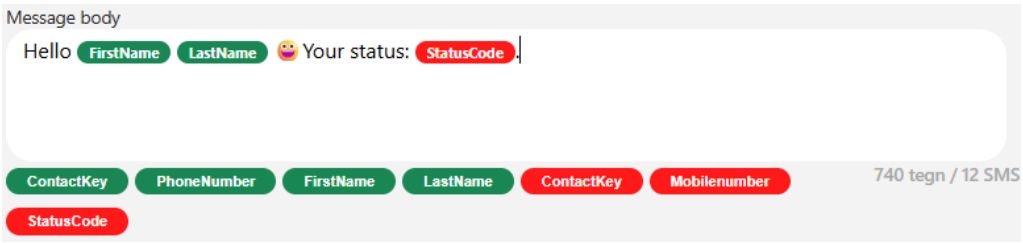


- First enter a name for the sending. This name will be used if you choose to save your sending as a template.
- Enter a valid SMS sender (2-11 characters, numbers and letters).
- Enter your message. Below the input field, on the right side, you can see how many characters and actual SMSes your message 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 you 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 “Show merge fields”.
- To allow all types of characters in your message, select “Allow 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.
- Click “Show advanced options” to see more options for your message (see next subchapter).
- Finally, select “Done” to save your setup.

Advanced options



- A Session name can be entered to use the tool “SMS analysis” 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.
- Log to Data Extension can be used to log the status of the messages to a data extension of your choice. The list filters on data extensions with the name “log” or “logg” in it, so ensure to include that in the name of the data extension for it to show up. See next page for details on which fields that are logged.
- Merge from extra Data Extension gives you the opportunity to merge data from a Data Extension of your choice as live data. The data from the data extension selected for the journey is a copy of the user data made when the user entered the journey and will not change. Merge fields from the journey are green, merge fields from the extra Data Extension are shown as red.



- Click “Show message” to view the message page again.

Fields that are logged to the Log Data Extension:

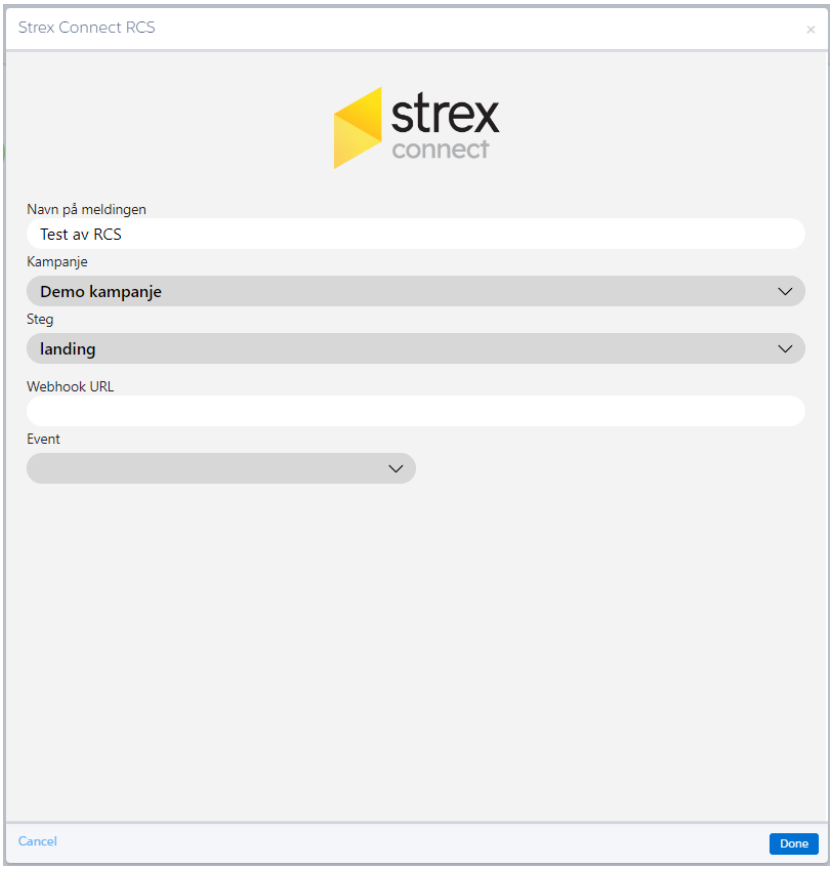
- ContactKey
- SubscriberKey
- MobileMessageTrackingID - TransactionId from Strex Connect. Must be primary key to be able to update the status of the message.
- StatusCode
- DeliveryStatus
- DeliveryStatusDescription
- MobileNumber
- ContactFirstName
- ContactLastName
- MessageText
- FromName - Sender of the message.
- CreateDateTime - Datetime when message was sent.
- Delivered - True / False.
- Undelivered - True / False.
- Sent - True / False.
- JBActivityID - Journey Builder Activity ID.
- JBDefinitionID - Journey Builder Definition ID.
- ActivityName - Name of message set in activity.
- Name - Name of message set in activity.
- JourneyName - Name of journey in Journey Builder.

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:



- 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.

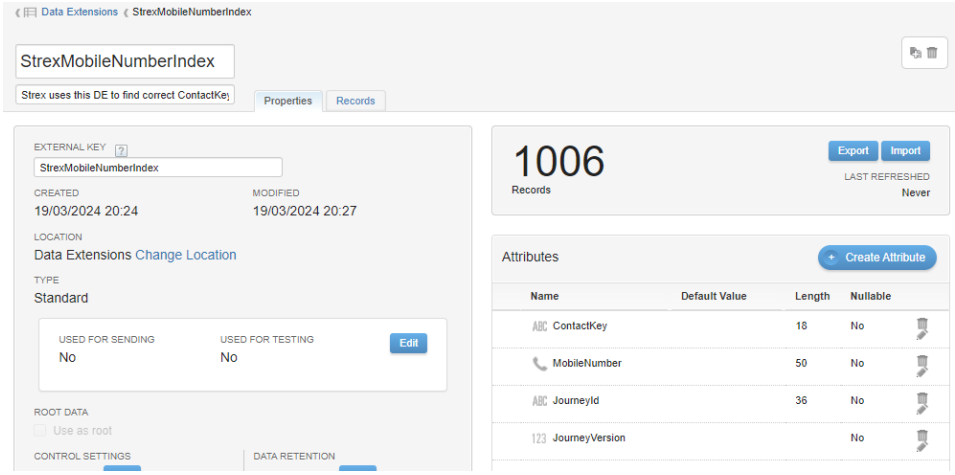
Payment events

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

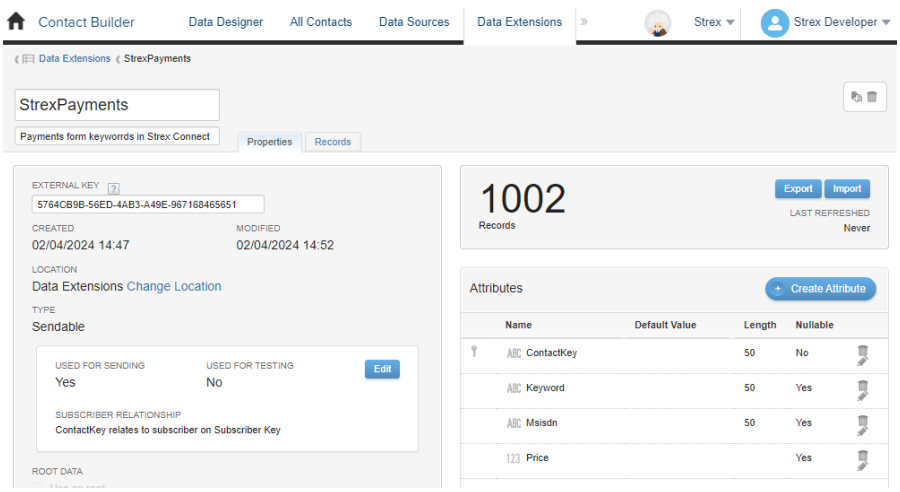
This works by sending a SMS with the previously described message activity at the beginning of the journey, that promotes the keyword to the recipients. When people respond to this keyword a data extension will be updated with who responded and the status of their payment.

Setup in Marketing Cloud

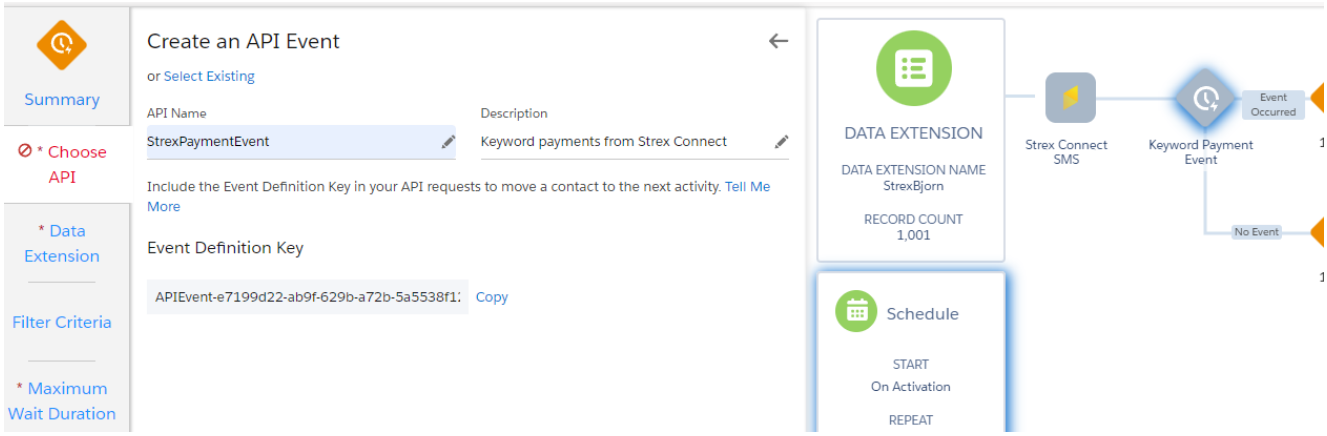
- You must first define a data extension that will receive the contact key and mobile number of the recipients when the SMS messages are sent. The keyword service will use this to look up the contact key of the people that responds to the keyword to be able to trigger your event with the correct data.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



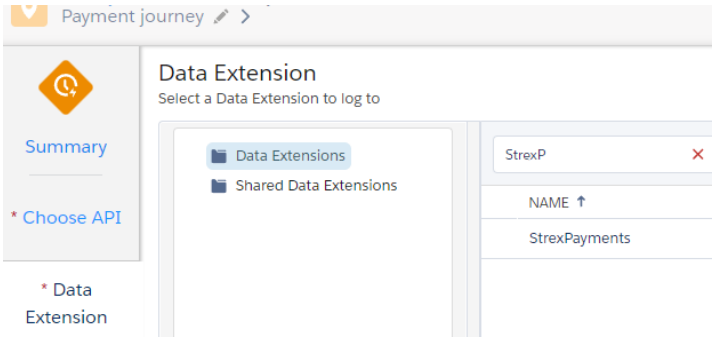
- Then create a Data Extension to receive the payment updates with these attributes:
    - ContactKey (primary key)
    - Keyword
    - Msisdn
    - Price



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



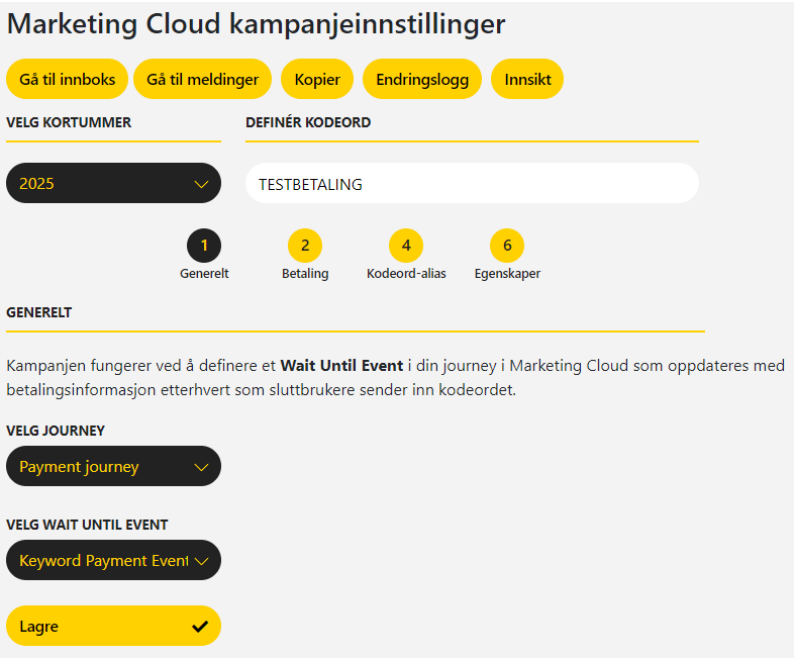
- Select the data extension



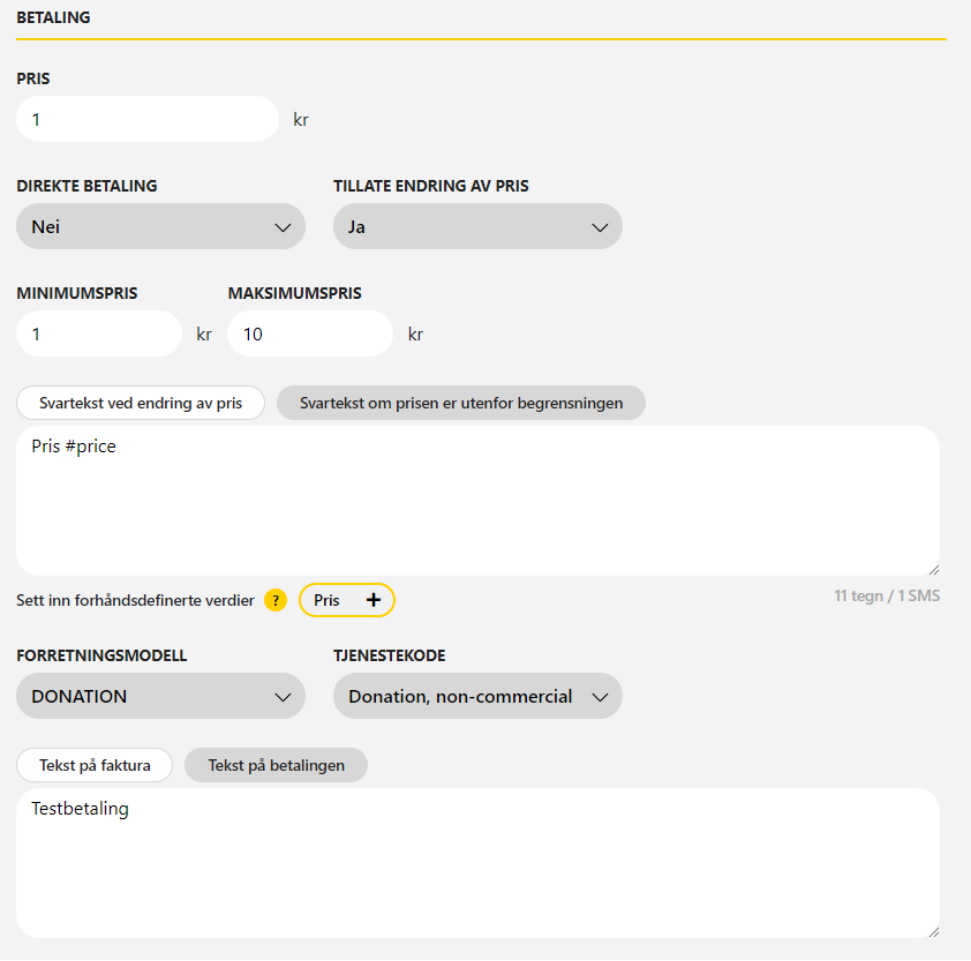
- Set maximum wait duration and click Done.

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.



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.