

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.....	6
Payment events.....	7
Setup in Marketing Cloud.....	7
Service setup in Strex Connect	9

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.

New Package Details

* Name
Strex Connect SMS

Description

Cancel Save

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

Add Component

Set Journey Builder Activity Properties

* Name
Strex Connect SMS

Description
Sending SMS messages via Strex

* Category
Messages

* Endpoint URL
<https://salesforce.target365.io/mc/sms>

Back 1 — 2 Save

- 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

Client Id: mvd...1igsm9i Client Secret: Mab6...km63UF Integration Type: Server-to-Server

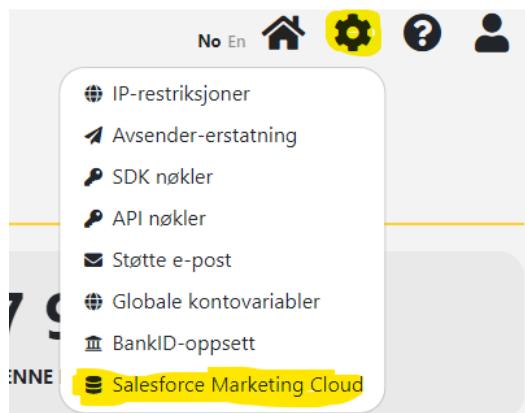
Authentication Base URI: https://mcqg10ndq3cz82fldxlqbdtmh1y.auth.marketingcloudapis.com/

REST Base URI: https://mcqg10ndq3cz82fldxlqbdtmh1y.rest.marketingcloudapis.com/ SOAP Base URI: https://mcqg10ndq3cz82fldxlqbdtmh1y.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).

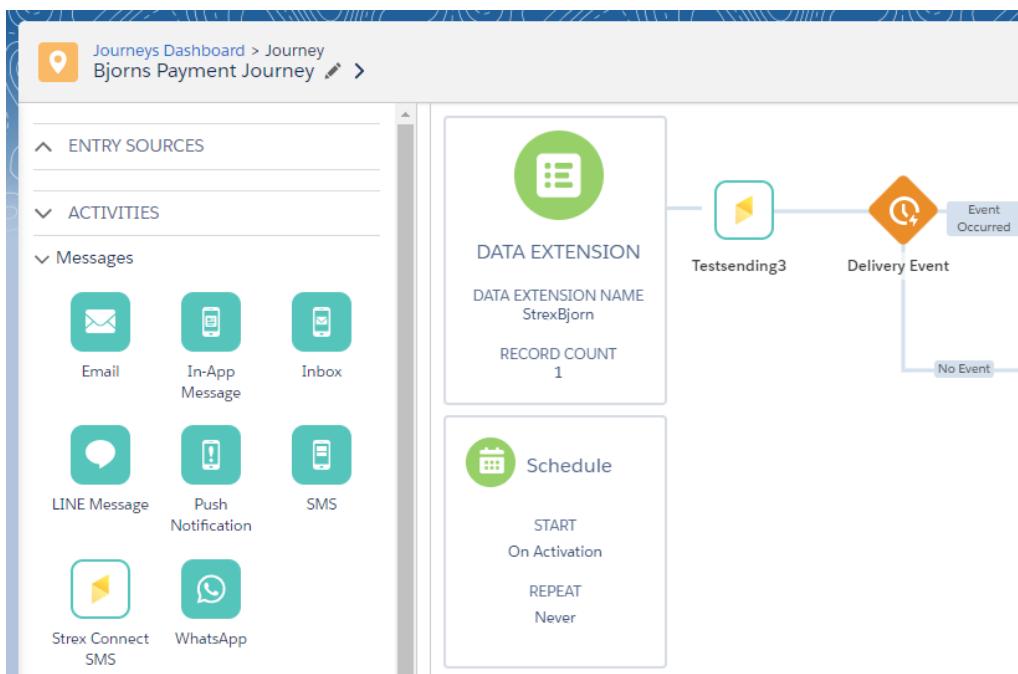
The screenshot shows the 'SETUP > INSTALLED PACKAGES' section. A package named 'Strex Connect SMS' is listed. The 'DETAILS' tab is selected, showing the following information:

Name	Description
Strex Connect SMS	Sending SMS messages via Strex

Type: Custom, Status: In Development, Source Account: Strex, Package Id: aa612345-4d43-4f5a-ac6c-31b96a36f7fa. The 'JWT Signing Secret' field contains a long string of characters, with a yellow box highlighting it and a red arrow pointing to it.

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



Name of message
Testsending Select template

Sender
TEST

Message body
Hi **FirstName** **LastName**!

PhoneNumber **FirstName** **LastName** 493 tegn / 4 SMS

Show merge fields
 Allow Unicode

You are using merge fields, which will result in varying lengths of the messages, and can result in more sms parts.

Save as template

Session, used for SMS analysis

Webhook URL

Event

Log to Data Extension
SMS Send Log Strex

[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.
- 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.
- Finally, select “Done” to save your setup.

Fields that are logged to the data extension:

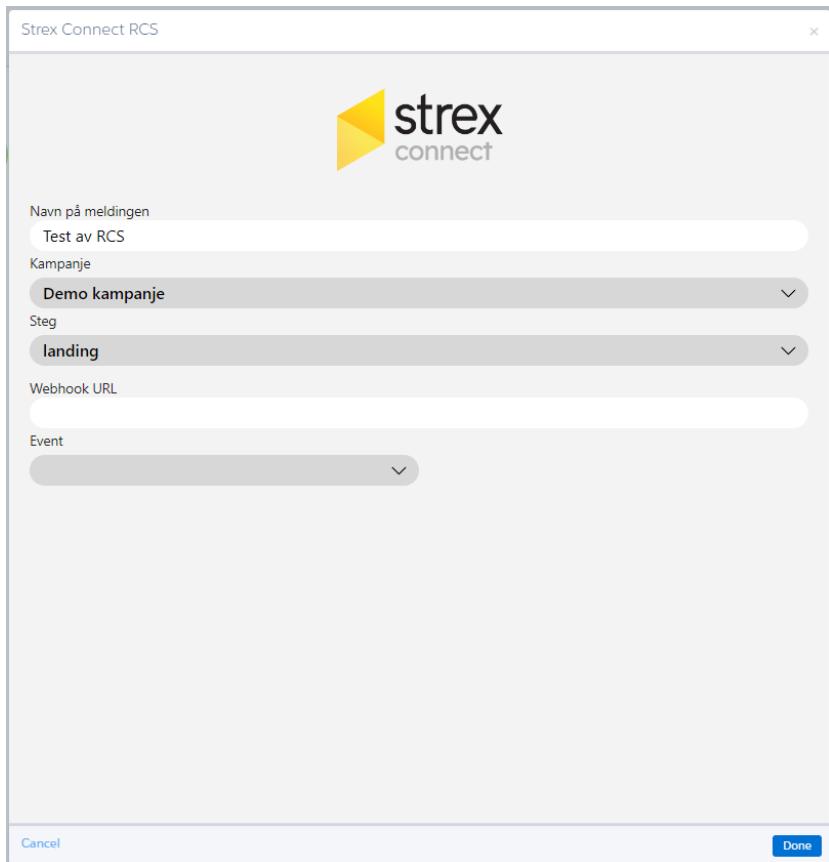
- ContactKey
- SubscriberKey
- MobileMessageTrackingID - TransactionId from Strex Connect. Must be primary key to be able to update the status of the message.
- StatusCode
- DeliveryStatus
- DeliveryStatusDescription
- MobileNumber
- ContactFirstName
- ContactLastName
- MessageText
- FromName - Sender 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

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

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](#)

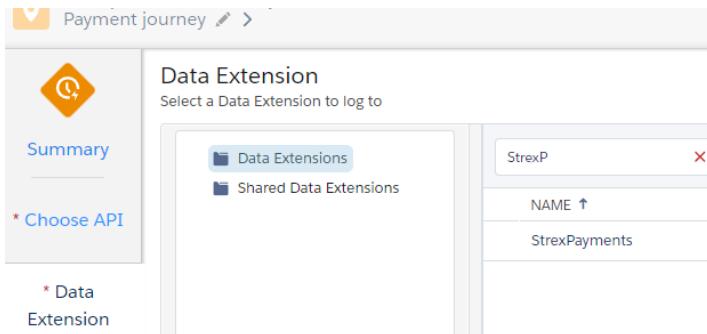
API Name: StrexPaymentEvent **Description**: Keyword payments from Strex Connect

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:

- 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 **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.