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Telegram (custom activity)

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Description: New Journey Builder custom activity used for communication via Telegram channel using Corezoid.

Key information:

- **Current status (30.7.2024):**
    - Available in production, will be activated soon for Egypt.
    - Tests are done in PreProd - Custom activity is linked to test Telegram bot for now.
    - It is available only for Organic markets (no Legacy, Yellow, CC, P5 TBD).
- Consumers with active Telegram channel have **Telegram ID**:
    - Use identity_identifier/Gigya ID in a **send relationship** in your entry Data extension (which is our subscriber key for Organic markets)
        - ~~Use it in a **send relationship** in your entry Data extension (instead of identity_identifier/Gigya ID which is our subscriber key for Organic markets)!~~
    - It is a new column in Identity table.
    - Process of subscription to Telegram
        - It must be **existing user** (with account on Iqos.com website) with Gigya ID (after registration).
        - Customer can Subscribe to Telegram Bot (URL will be shared), based on Phone number Telegram ID will be added to existing Gigya ID (User's Telegram ID is shared during this process).
- There are many message types (text, test + image, text + button...)
- What can be defined during the **message configuration**:
    - Message up to 4096 characters
    - UTM CID - CID of Telegram activity UTT used in backend
    - UTM Campaign - Telegram activity UTT used in backend
    - Image URL - from SFMC with https URL, image can be up to 5MB (PNG - find more details in resources below).
    - Links (in text/button) can contain standard UTM parameters (same as in SMS).
- **Tracking:**
    - Data are in same tables as for other channels (Viber/SMS) available in child BUs.
    - We have only "sent" and "clicked" information - no other statuses like delivered/open/seen...
    - Data should be in CDP, not yet in PowerBi (**TBD**).
    - Social Apps/MessageSendStatus - "telegram" with "Sent" status (does not mean delivered)
    - Social Apps/MessageEventStatus - "telegram" with "Clicked"
        - in column "action code" default value from AWS will be stored (link1, link2...) if no URL parameter is defined
- There is **no dedicated OptIn** for telegram.
- There are some HTML tags supported in text message (e.g. link <a> - please see more details in resources below)
- Personalization can be used (no limitations in terms of GSM characters)
- AMPscript is not supported (as in every custom activity)
- **Testing**:
    - User must have iqos.com account.
    - User mus be subscribed to PMI Telegram Bot.
- There is no cost for this communication channel.

Will be clarified:

- Special use cases like if someone will delete telegram app or delete the account if it will be removed from Gigya as well (Telegram ID).
- UTM Campaign charactes limit?
- Telegram name limit - 65 chars as for Viber?
- Tracking data in CDP/Data Ocean + PowerBi?

- Do we need to ask for access on a SFMC user level?
- Is it available for all markets? Or only for Organic markets?

Resources:

- FrontEnd SMS - Telegram Design for SFMC
- SMS Journey (Twilio /Viber/LINE/Telegram)

No labels