Global SMS clicks tracking

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This page provides details how to use global process for tracking the clicks from SMSs with BitLy URLs. Keep in mind that clicks are not stored automatically, every campaign (every SMS) must be modified in order to be tracked.

- solution is ready in SFMC in PP and P (19.10.2023)
- data are being pushed to CDP (16.1.2024)
- data are available in OCV ("OCV"."IM"."IM_OCV_MESSAGE_CLICK_STATUS") and Data ocean (last update 16.1.2024)
- only data with real user ID (Gigya ID) are pushed to CDP (only existing customers, test IDs will not be pushed to CDP), data in SFMC are stored for test IDs
- every link must be personalized on 1:1 customer level - we could hit BitLy **api limits**! Will be clarified...
- data are stored in SFMC within 1-3 minutes
- URL example:
    - https://www.example.com/sk/sk/test_preprod.html?
      utm_user=test8387373&utm_source=sfmc&utm_medium=sms&utm_campaign=PP_Test_Zdenko_Campaign_NX456&utm_cid=NX456&utm_comid=PP_Test_Zdenko_ComId_XX456&utm_cta=MoreInfo&utm_market=CZ
- keep in mind that we are **limited** with user seats for BitLy API (information from 5.1.2023):
    - API rate limits are set per user. For the user seat associated with your email address, the /v4/shorten limit is 500,000 per hour.
    - The per minute limit is 1/10th of the per hour limit, so that will be 50,000 per minute
    - API limit is per user seat - if we use same credentials it is **for all markets!**
    - please keep infomration stored for which campaign you used that and at what time (and time zone) sendouts are performed

1. SFMC Location

- PreProd
    - PreProd_Region (Child BU - 100028045):
        - Test content: Content Builder>!Tests>Click_tracking_test (you can refer to "Click_tracking_smoketest_Zdenko" SMS)
        - Test journey: Click_tracking_smoke_test_20230920, version 4 (https://mc.s50.exacttarget.com/cloud/#app/Journey%20Builder/%234e88e7ed-0edb-4eb0-91c8-a51b788a3357/4)
        - Data: Data Extensions >Social Apps >MessageClickStatus
- Prod
    - Philip Morris International Management SA (Parent BU - 100019531):
        - Data: Data Extensions >Tracking_Data_PROD >MessageClickStatus
    - Organic_Region_EU (Child BU - 100028041):
        - Test content: Content Builder>zz_Test>_Test_NX_ApiJourneys >NX_Test_SMSclickTrack
        - Test journey: NX_UMB_2, version 3 (https://mc.s50.exacttarget.com/cloud/#app/Journey%20Builder/%23afb259e5-33c1-4a0e-ac0d-37b3802aff37/3)

2. What needs to be done by MOS for a campaign to be included in exports

- Every link must be personalized on a 1:1 level (unique link per customer with user id) with the script below
- **Important notes**:
    - UTM parameters must be named the same way as in the script below (utm_user, utm_cid...)
    - Do not mix utmCampaign (SMS Activity UTT) and utmComid (UTT - Journey name)
    - Apart from required UTMs for this solution **you can** still add other parameters to the link (like utm_campaign, utm_medium or whatever required by market)
    - B0110i84GLp is dedicated group (SMS_Microservice_Mobile_Connect_PRD) where BitLy Webhooks are configured in order to track clicks
    - What needs to be changed:
        - urlToShorten - long URL to be shortened
        - identity_identifier - change the name accordingly to the column name of your entry data extension
        - utmCampaign - UTT of activity (SMS)
        - utmCid - UTT CID of activity (SMS)
        - utmComid - UTT of Journey (Journey name)
        - utmCta - alias
        - market - country code
        - content of SMS (code after "]%%")
- Script to be included in SMS:

```
%%[
Set @access_token = Lookup('ENT.settings', 'bitly_access_token', 'selector', '1')
Set @group_guid = 'B0110i84GLp'

Set @urlToShorten = 'https://www.example.com/sk/sk/test_preprod.html'
Set @identity_identifier = AttributeValue("identity_identifier")
Set @utmCampaign = 'PP_Test_Zdenko_Campaign_NX456'
Set @utmCid = 'NX456'
Set @utmComid = 'PP_Test_Zdenko_ComId_XX456'
Set @utmCta = 'MoreInfo'
Set @market = 'CZ'

SET @link = CONCAT(@urlToShorten,'?utm_user=', @identity_identifier,
'&utm_source=sfmc&utm_medium=sms&utm_campaign=',@utmCampaign,'&utm_cid=',@utmCid,'&utm_comid=',@utmComid,'&utm_cta=',@utmCta,'&utm_market=',@market)

Set @blLink = Concat('{"long_url": "', @link, '","group_guid":"',@group_guid,'"}')
HTTPPost2('https://api-ssl.bitly.com/v4/shorten','application/json',@blLink,false,@blResp,@dummy,'Authorization',CONCAT('Bearer ',@access_token))

/* parse bitly's v4 response JSON to get shortened "link" */
if (IndexOf(@blResp,Concat(char(34),"link",char(34))) == 0) then
    Set @url = @blLink
else
    Set @temp = Replace(Substring(@blResp,IndexOf(@blResp,Concat(char(34),"link",char(34))),Length(@blResp)),Concat(char(34),"link",char(34),":",char(34)),"")
    Set @blEnd = Subtract(IndexOf(@temp, char(34)),1)
    Set @url = Substring(@temp,0,@blEnd)
endif

]%%Hello, please click here to track click: %%=v(@url)=%% Thanks. Iqos.
```

3. With Iqos.buzz domain

Instead on this code:

```
Set @blLink = Concat('{"long_url": "', @link, '","group_guid":"',@group_guid,'"}')
```

Replace:

```
Set @blLink = Concat('{"long_url": "', @link, '","group_guid":"',@group_guid,'","domain":"','iqos.buzz','"}')
```

4. Other resources

- ⚠ [DCE20DES-45457](#) - Problem authenticating. Please check your username and password and try again.
- SMS - Data Model SFMC Tables

No labels