

external platform

Event data is posted  
using contactEvents  
REST API method

Customer updates  
details (*Event*)

Marketing Cloud

Event data is  
serialized to linked  
Data Extension

Trigger listens for  
Event and starts  
Interaction

*link*

Customer Data  
Extension

Contact meets the  
Contact Filter Criteria  
and enters Interaction

Customer Update  
Activity updates field  
in Data Extension

Journey Builder

