

BOOTCAMP SALESFORCE MARKETING CLOUD DEVELOPER

Nombre del Proyecto: MOA Hoteles

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Nivel Escogido: Experto



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INTRODUCCIÓN

Para la documentación del proyecto, se ha procedido a la esquematización de cada una de las partes según lo que se explica a continuación. Se empezará con el **Modelo de Datos**, donde se explicarán las distintas *Data Extensions*, con sus campos y cómo se conectan entre ellas con su Modelo de *Datos Relacional*. Seguiremos con la **Parte Técnica**, donde se abordarán y explicarán todos los casos en los que se ha usado SSJS o *AMPScript* para crear Email Dinámicos y Cloud Pages para recoger y transformar datos o hacer la *Llamada API con SSJS*. Continuaremos con la parte de **Marketing Automation**, donde se expondrán todas las automatizaciones creadas con *Journey Builder* y *Automation Studio*. Después abordaremos la **Parte Funcional**, donde se expondrán todas las configuraciones que hemos tenido que hacer dentro de nuestra *Business Unit* y desde una *Developer Edition Salesforce CRM* para crear la conexión. Para terminar con un apartado de **Pruebas**, donde se plasmará mediante imágenes el funcionamiento de nuestro proyecto.

MODELO DE DATOS

DATA EXTENSIONS

<input type="checkbox"/>	Name	External Key
<input type="checkbox"/>	DE_Bookings	DE_Bookings
<input type="checkbox"/>	DE_Copies	DE_Copies
<input type="checkbox"/>	DE_Currency	DE_Currency
<input type="checkbox"/>	DE_Hotels	DE_Hotels
<input type="checkbox"/>	DE_Reminder	DE_Reminder
<input type="checkbox"/>	DE_TotalStatusBookings	DE_TotalStatusBookings
<input type="checkbox"/>	DE_Unsubscribed	DE_Unsubscribed

DE_Bookings

Fields				
Name	Data Type	Length	Primary Key	Nullable
Booking_Id	Text	50	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Type	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adults	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Kids	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Rooms	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Checkin	Date		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Checkout	Date		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contact	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
EmailAddress	EmailAddress	254	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Phone	Phone	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Nights	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contact_ID	Text	50	<input type="checkbox"/>	<input type="checkbox"/>
Status	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DateBooking	Date		<input type="checkbox"/>	<input type="checkbox"/>
Language	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HotelName	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>

DE_Copies

Fields				
Name	Data Type	Length	Primary Key	Nullable
Language	Text	50	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Greeting	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Main	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contact	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adults	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Kids	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Nights	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hotel	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Place	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Checkin	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Checkout	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Farewell	Text	2000	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ConversionRate	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PriceNight	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
TotalCost	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ConvertedTotalCost	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ClickUnsubscribed	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ClickConfirm	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ClickCancelBooking	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ClickViewModify	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DaysCheckin	Text	500	<input type="checkbox"/>	<input checked="" type="checkbox"/>

DE_Currency

Fields				
Name	Data Type	Length	Primary Key	Nullable
Language	Text	50	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Symbol	Text	50	<input type="checkbox"/>	<input type="checkbox"/>
Conversion	Decimal	18,3	<input type="checkbox"/>	<input type="checkbox"/>

DE_Hotels

Fields				
Name	Data Type	Length	Primary Key	Nullable
HotelName	Text	50	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Country	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Language	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Address	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
City	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PostalCode	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Phone	Phone	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>
EmailAddress	EmailAddress	254	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PriceNight	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>

DE_TotalStatusBookings

Fields					
Name	Data Type	Length	Primary Key	Nullable	
Date	Date		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
TotalBookings	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
ValidBookings	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
CancelledBookings	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	

DE_Experiences

Fields					
Name	Data Type	Length	Primary Key	Nullable	
HotelName	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Language	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Experiences	Text	4000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Message	Text	1000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

DE_Reminder

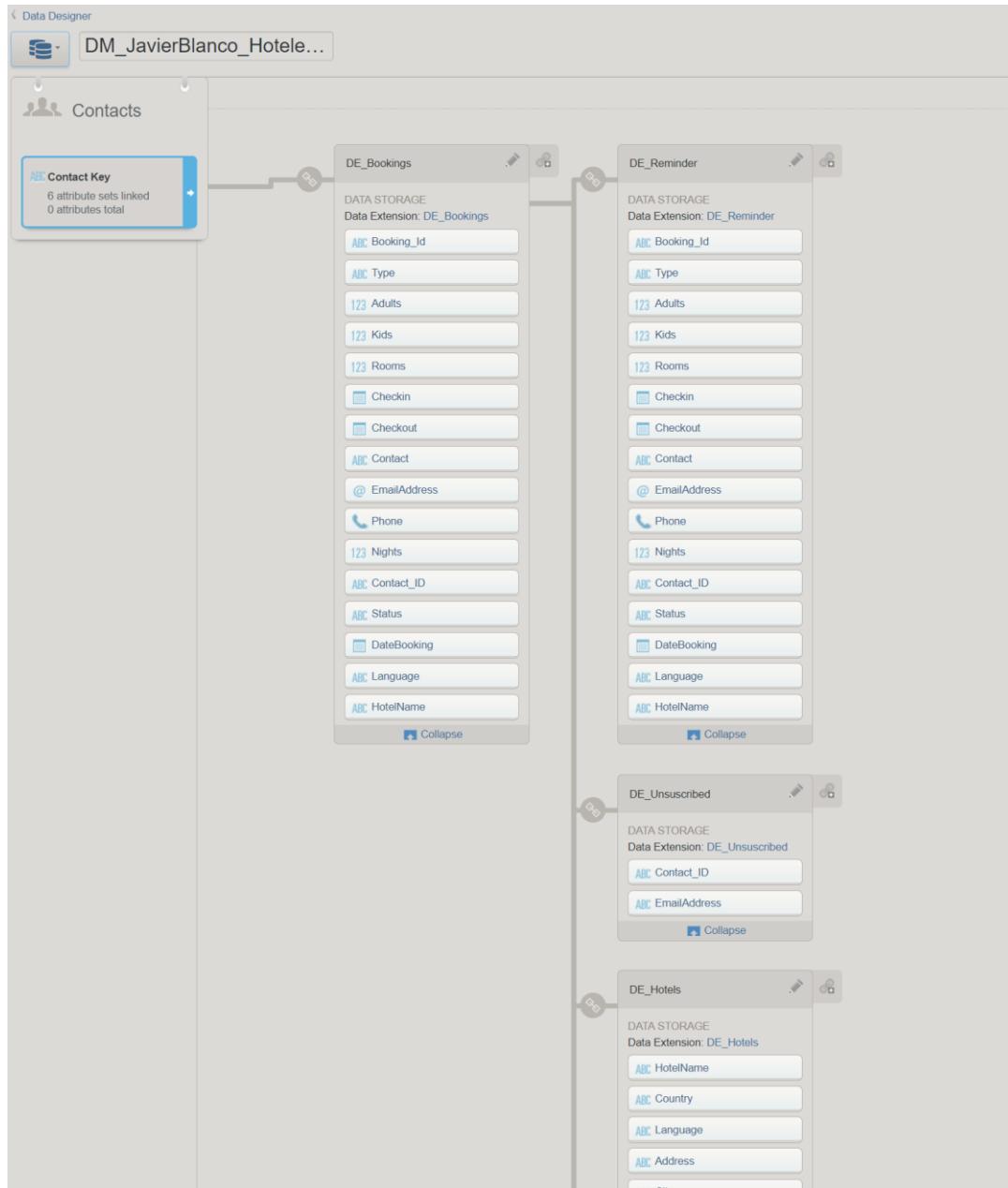
Fields					
Name	Data Type	Length	Primary Key	Nullable	
Booking_Id	Text	50	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Type	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Adults	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Kids	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Rooms	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Checkin	Date		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Checkout	Date		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Contact	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
EmailAddress	EmailAddress	254	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Phone	Phone	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Nights	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Contact_ID	Text	50	<input type="checkbox"/>	<input type="checkbox"/>	
Status	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
DateBooking	Date		<input type="checkbox"/>	<input type="checkbox"/>	
Language	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
HotelName	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

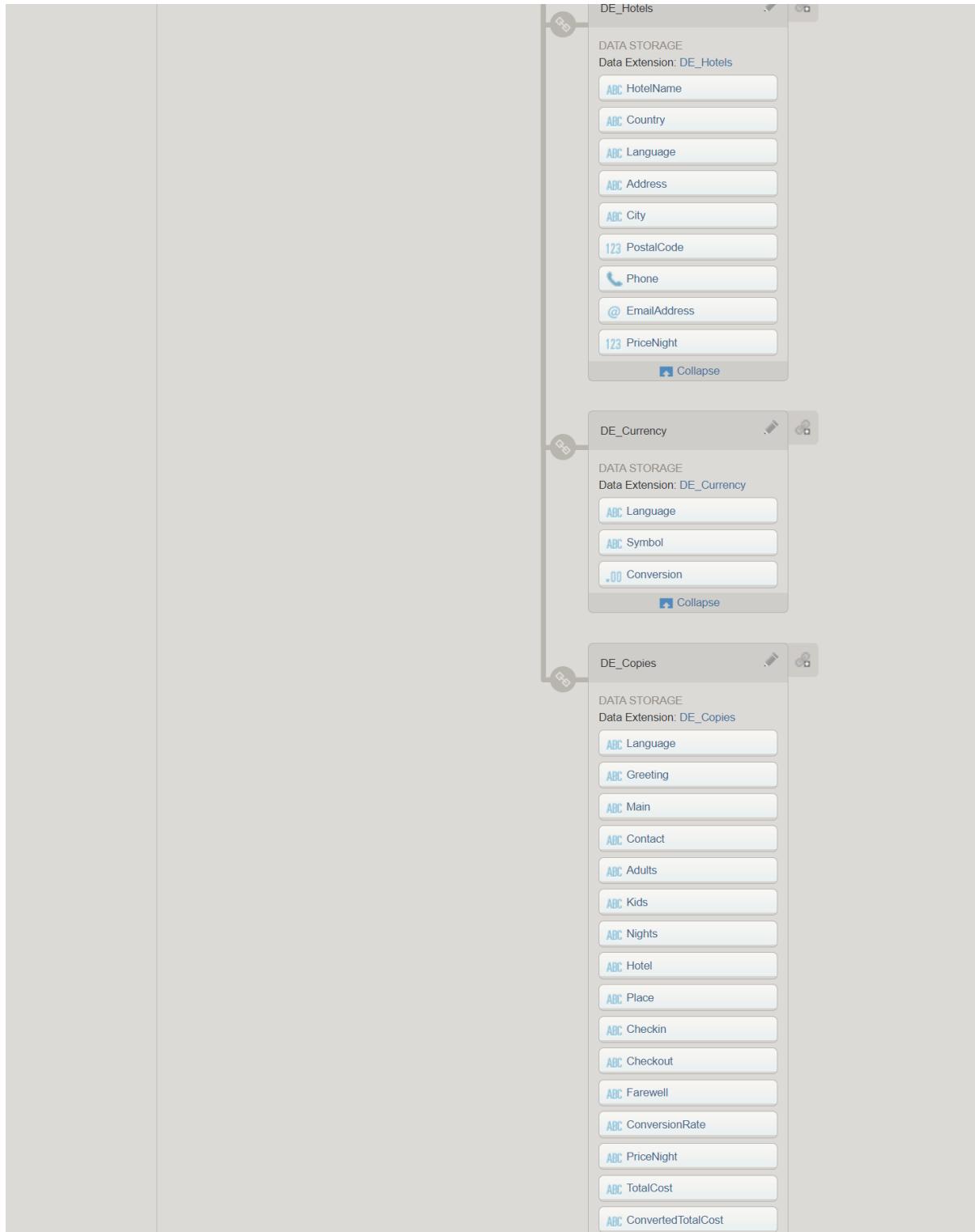


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MODELO RELACIONAL





PARTE TÉCNICA – SSJS & AMPScript

Conexión con el CRM

1. **AMPSScript** para crear/actualizar Leads en SFMC y pasarlos al CRM desde una **CloudPage**:
 - a. Función **RetrieveSalesforceObjects()** -> Función de control de DUPLICADOS POR EL EMAIL -> Si ya existe se Actualiza y si NO EXISTE se crea
 - b. Función **UpdateSingleSalesforceObject()** -> Función para ACTUALIZAR un registro en Salesforce (SE PONE UN IF DE CONTROL)
 - c. Función **CreateSalesforceObject()** -> Función para CREAR un registro en Salesforce (SE PONE UN IF DE CONTROL)
2. **Trailhead Paso a Paso:** [Haz click aquí para ver esta sección más detalladamente](#)

CloudPage Inicio Formulario

1. Código **AMPSScript**:
 - a. Función **Now()** para obtener la fecha del campo “BookingDate” cuando el usuario envíe el formulario. Donde le ponemos input tipo **hidden** y **value="valor recogido de la función Now()"**
 - b. Función **Substring(GUID(), 1, 10)** -> Se crean identificadores únicos con la función GUID() y se toman los 10 primeros caracteres utilizando Substring
2. Código **JavaScript**:
 - a. **updateAdults()**: Esta función se encarga de actualizar el número de campos para ingresar los DNI (Documentos Nacionales de Identidad) de los adultos. Cuando el usuario cambia el número de adultos, esta función crea tantos campos de entrada para los DNI como número de adultos haya seleccionado.

- i. `document.getElementById('Adults').value;`: Obtiene el número de adultos seleccionado.
 - ii. `dniHTML`: Variable donde se almacena el HTML que se generará para los campos de entrada del DNI.
 - iii. `for (let i = 1; i <= numAdults; i++)`: Bucle que itera desde 1 hasta el número de adultos.
 - iv. `document.getElementById('dniContainer').innerHTML = dniHTML;`: Inserta los campos de entrada en el contenedor HTML con id dniContainer.
- b. **calculateNights()**: Esta función calcula el número de noches que se van a reservar en función de las fechas de check-in y check-out seleccionadas.
 - i. `new Date(checkinElement.value);` y `new Date(checkoutElement.value);`: Obtiene las fechas de check-in y check-out como objetos Date.
 - ii. `const diffTime = Math.abs(checkoutDate - checkinDate);`: Calcula la diferencia de tiempo en milisegundos.
 - iii. `const diffDays = Math.ceil(diffTime / (1000 * 60 * 60 * 24));`: Convierte la diferencia de tiempo a días.
 - iv. `nightsElement.value = isNaN(diffDays) ? "": diffDays;`: Si la diferencia de días es un número válido, se actualiza el campo de número de noches.
 - c. **updateRooms()**: Esta función se utiliza para calcular el número mínimo y máximo de habitaciones que se deben reservar en función del número de adultos y niños.
 - i. `parseInt(document.getElementById('Adults').value) || 0;` y `parseInt(document.getElementById('Kids').value) || 0;`: Obtiene el número de adultos y niños.
 - ii. `const totalPeople = numAdults + numKids;`: Calcula el total de personas.
 - iii. `let minRooms = Math.ceil(totalPeople / 3);` y `let maxRooms = totalPeople;`: Establece el número mínimo y máximo de habitaciones necesarias.
 - iv. `roomsElement.min = minRooms;` y `roomsElement.max = maxRooms;`: Actualiza los valores mínimos y máximos del campo de número de habitaciones.

3.

ThankYouPage_API_SSJS

4. **Recurso llamada API con SSJS** obtenido en: <https://ampscript.xyz/how-tos/how-to-trigger-journey-api-entry-event-ampscript-ssjs/>
5. **AMPScript:**
 - a. Recogemos variables con el método **RequestParameter()** y le asignamos los valores con set @nombreVariable
6. **SSJS:**
 - a. Utilizamos la función **Platform.Load()** para cargar la biblioteca necesaria.
 - b. Recogemos los datos de las variables en el **objeto data {}**. Hacemos un GetValue para ello.
 - c. Definición de la configuración: Se define un **objeto setup{}** con configuraciones como Base URIs, ID Client y Client Secret para obtener el **token** y hacer la **llamada API**.
 - d. Con **triggerEvent()** envía una solicitud HTTP para desencadenar un evento en Marketing Cloud
 - e. Bloque **try-catch**: Envuelve las funciones en un bloque try-catch para manejar errores.
 - f. Utiliza la función **Write()** para mostrar un mensaje en la página según si la operación fue exitosa o no.
7. [Haz click aquí para ver en la configuración del ENTORNO de la BU para la llamada API](#)

Email Welcome

8. Recuperación de Copies basada en el idioma del usuario:
 - a. **AttributeValue**: Obtiene el valor de los atributos "Language" y "HotelName" del usuario.
 - b. **LookupRows**: Busca múltiples filas en la tabla "DE_Copies" en base al idioma del usuario.

- c. **rowcount**: Cuenta el número de filas devueltas.
 - d. **row y field**: Si hay filas, recoge los distintos campos como "Greeting", "Main", etc.
9. Recuperación de información del Hotel
- a. **LookupRows**: Busca múltiples filas en la tabla "DE_Hotels" en base al nombre del hotel.
 - b. **rowcount, row y field**: Si hay filas, recoge los campos como "Country", "City", etc.
10. Validaciones y obtención de Moneda
- a. **EMPTY y RaiseError**: Realiza una validación para asegurarse de que el idioma está presente.
 - b. **LookupRows**: Busca en "DE_Currency" para encontrar el símbolo de moneda y la tasa de conversión.
11. Validación del hombre del Hotel y precio por noche
- a. **EMPTY y RaiseError**: Realiza una validación para el nombre del hotel.
 - b. **LookupRows**: Busca en "DE_Hotels" para encontrar el precio por noche del hotel.
12. Cálculos
- a. **Lookup, Multiply, y empty**: Realiza cálculos para el costo total y el costo total convertido.
13. Recuperación de textos para precio y moneda convertida
- a. **LookupRows, rowcount, row, y field**: Busca en "DE_Copies" para encontrar los textos relacionados con la moneda y el precio.
14. Botones en el correo
- a. **LookupRows, rowcount, row, y field**: Busca en "DE_Copies" para encontrar los textos de los botones como "Cancelar reserva" o "Confirmar".

CP_ConfirmedBooking

15. Se recogen los datos pasados por el botón con **RequestParameter("Booking_Id")**
16. Se **actualiza el Estado de la Reserva** con la función **UpdateDE()**:
- a. `set @result = UpdateDE("DE_Bookings", 1, "Booking_Id", @Booking_Id, "Status", "Confirmed")` → Campo **Status**
17. Se utiliza la función **Lookup** para Consultar el **valor de Status Actualizado**
- a. `set @statusValue = Lookup("DE_Bookings", "Status", "Booking_Id", @Booking_Id)`
18. Y luego **se pinta el CAMPO STATUS con %%=v(@statusValue)=%%** para ver que se ha actualizado bien, y ahora tenga valor "**Confirmed**"

CP_CanceledBooking

1. Se recogen los datos pasados por el botón por **RequestParameter("Booking_Id")'**
2. Se **actualiza el Estado de la Reserva** con la función **UpdateDE()**:
 - a. `set @result = UpdateDE("DE_Bookings", 1, "Booking_Id", @Booking_Id, "Status", "Canceled")` → Campo **Status**
3. Se utiliza la función **Lookup** para Consultar el **valor de Status Actualizado**
 - a. `set @statusValue = Lookup("DE_Bookings", "Status", "Booking_Id", @Booking_Id)`
4. Y luego **se pinta el CAMPO STATUS con %%=v(@statusValue)=%%** para ver que se ha actualizado bien, y ahora tenga valor “**Canceled**”

CP_ModifyBooking1

1. **AMPScript:**
 - a. Se recuperan todos los parámetros de la reserva con “**Requestparameter()**”
 - b. Se pintan en pantalla todos los parámetros de la reserva con
`%%=v(@nombreVaviable)=%%`
 - c. Se pinta el formulario con los diferentes campos
 - d. Se utiliza la función **AttributeValue(“NameInput”)** para recoger los valores que el usuario ha puesto en el formulario para modificar
 - e. En el **ACTION** del form se envían todos los datos de las variables a la **CP_ModifyBooking2**, donde se hará un update de estos datos en la reserva.

CP_ModifyBooking2

2. **AMPScript:**
 - a. Se recogen todas las variables que se pasan del formulario de “**CP_ModifyBooking1**” con **RequestParameter()**
 - b. Se Actualiza la Data Extension con la función **UpdateData()** →
 - i. `set @rowsUpdated = UpdateData("DE_Bookings", 2, "Booking_Id", @Booking_Id, "Contact_ID", @Contact_ID, "HotelName", @HotelName, "Type", @Type, "Adults", @Adults, "Kids", @Kids, "Rooms", @Rooms, "Checkin", @Checkin, "Checkout", @Checkout, "Contact", @Contact, "EmailAddress", @EmailAddress, "Phone", @Phone, "Nights", @Nights, "Status", @Status, "DateBooking", @DateBooking, "Language", @Language)]%%`
 - c. Se pintan todos los datos actualizados con
`%%=v(@valorVariableCampo)=%%`

CP_Unsubscribed

5. AMPScript:

- a. Recogemos parámetros con **RequestParameter()** para recoger valores del Contact_ID y el EmailAddress enviados por el enlace del Email
- b. Pintamos por pantalla con **%=%v(@landingContactID)=%%** las datos recogidos en variables del Usuario que se ha dado de Baja de nuestras comunicaciones
- c. Se verifican si las **variables** están **vacías** o no antes de proceder con un **IF NOT EMPTY (variable)... ENDIF**
- d. Insertamos en la Data Extension DE_Unsubscribed con la función InsertData ("DE_Unsubscribed", "nombreCampo1", @valorCampo1, "nombreCampo2", @valorCampo2)
- e. Se utiliza otro IF – ELSE – ENDIF para informar al usuario si los datos se han establecido correctamente o ha habido un error

Email Reminder 1 Mes

- a. **AttributeValue:** Recupera el valor de un atributo específico para el suscriptor.
 - i. Ejemplo: set @userLanguage = AttributeValue("Language")
 - ii. Uso: Obtener el idioma del usuario, el nombre del hotel, la fecha de entrada, etc.
- b. **LookupRows:** Realiza una búsqueda en una Data Extension para encontrar registros que coincidan con ciertos criterios.
 - i. Ejemplo: set @rows = LookupRows("DE_Copies", "Language", @userLanguage)
 - ii. Uso: Buscar datos en tablas como DE_Copies y DE_Hotels en función de ciertos atributos como el idioma del usuario y el nombre del hotel.
- c. **rowcount:** Devuelve el número de filas devueltas por LookupRows.
 - i. Ejemplo: set @rowCount = rowcount(@rows)
 - ii. Uso: Determinar si se encontraron registros que coincidan con el criterio de búsqueda.
- d. **row:** Extrae una fila específica de un conjunto de filas devueltas por **LookupRows**.

- i. Ejemplo: set @row = row(@rows, 1)
- ii. Uso: Obtener la primera fila que coincide con los criterios de búsqueda.
- e. **field:** Extrae el valor de un campo específico de una fila.
 - i. Ejemplo: set @Greeting = field(@row, "Greeting")
 - ii. Uso: Extraer información como saludo, texto principal, etc., desde la fila recuperada.
- f. **Now:** Devuelve la fecha y hora actual.
 - i. Ejemplo: set @today = Now()
 - ii. Uso: Obtener la fecha y hora actuales para realizar cálculos, como encontrar el número de días restantes hasta el check-in.
- g. **DateDiff:** Calcula la diferencia entre dos fechas.
 - i. Ejemplo: set @daysRemainingUntilCheckin = DateDiff(@today, @Checkin, "D")
 - ii. Uso: Calcular los días restantes hasta la fecha de check-in.
- h. **Lookup:** Similar a LookupRows, pero devuelve directamente el valor de un campo específico.
 - i. Ejemplo: set @PriceNightFromDE = Lookup("DE_Hotels", "PriceNight", "HotelName", @HotelName)
 - ii. Uso: Obtener el precio por noche del hotel.
- i. **Multiply:** Multiplica dos números.
 - i. Ejemplo: set @TotalCost = Multiply(@NightsFromDE, @PriceNightFromDE)
 - ii. Uso: Calcular el costo total multiplicando el precio por noche por el número de noches.
- j. **RaiseError:** Genera un error y detiene la ejecución si se cumplen ciertas condiciones.
 - i. Ejemplo: RaiseError("Language is missing", true)
 - ii. Uso: Validación básica para verificar si ciertos datos como el idioma o el nombre del hotel están presentes.

Email Reminder 48h Mes

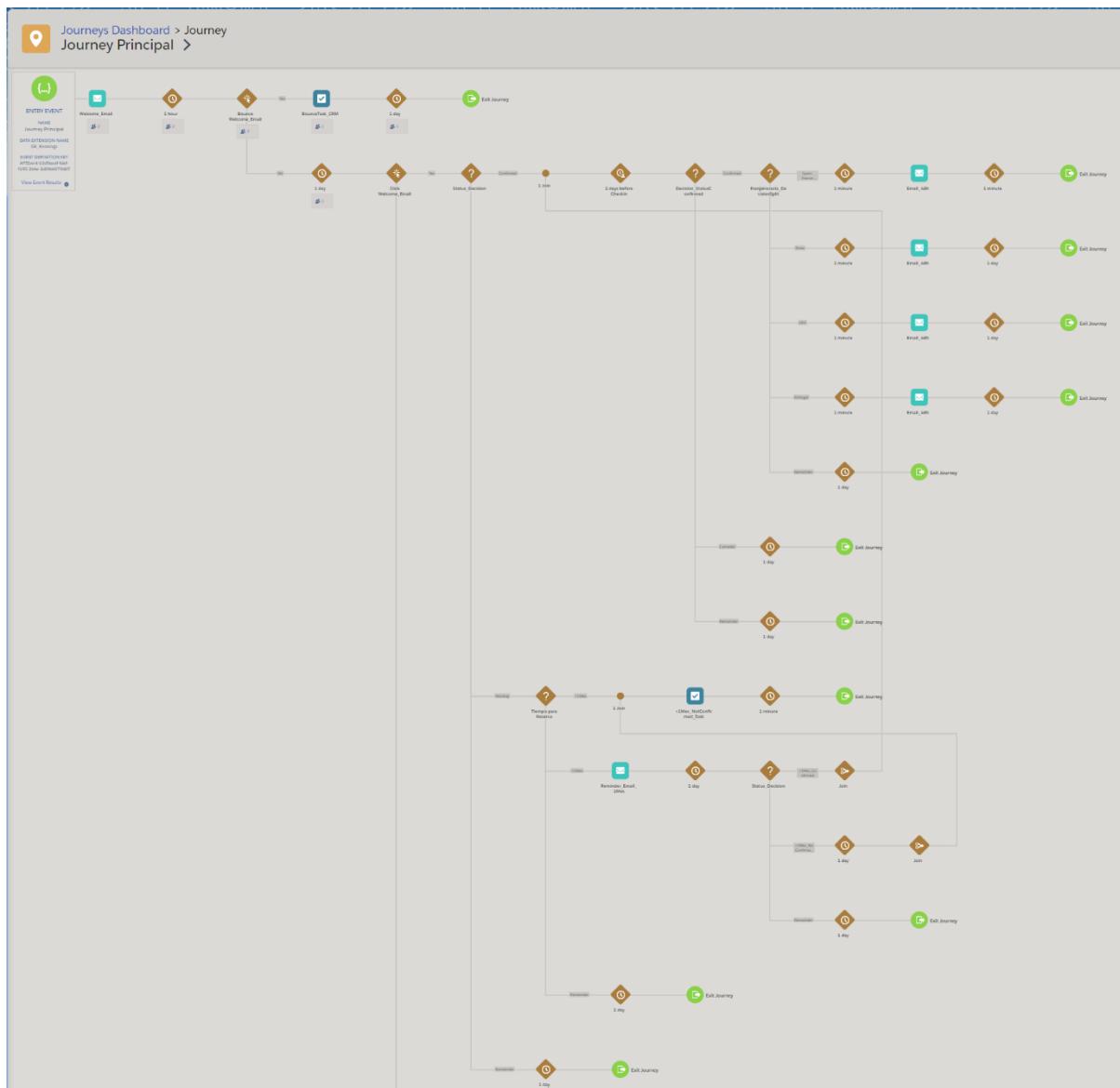
- k. **LookupRows:** Realizar búsquedas en las tablas de datos de extensión (DE) para recuperar registros que coincidan con ciertos criterios.

- i. DE_Copies para contenido multilingüe.
- ii. DE_Experiences para **experiencias cerca** del hotel.
- iii. DE_Hotels para información sobre los hoteles.
- iv. DE_Currency para tasas de conversión de moneda.
- I. **RaiseError**: Utilizas esta función para detener la ejecución si se encuentran errores como campos faltantes.
- m. **AttributeValue**: Usas esto para obtener atributos del usuario, como el idioma y el nombre del hotel.
- n. Operaciones matemáticas: Calcular el costo total y el costo total convertido utilizando **Multiply**.

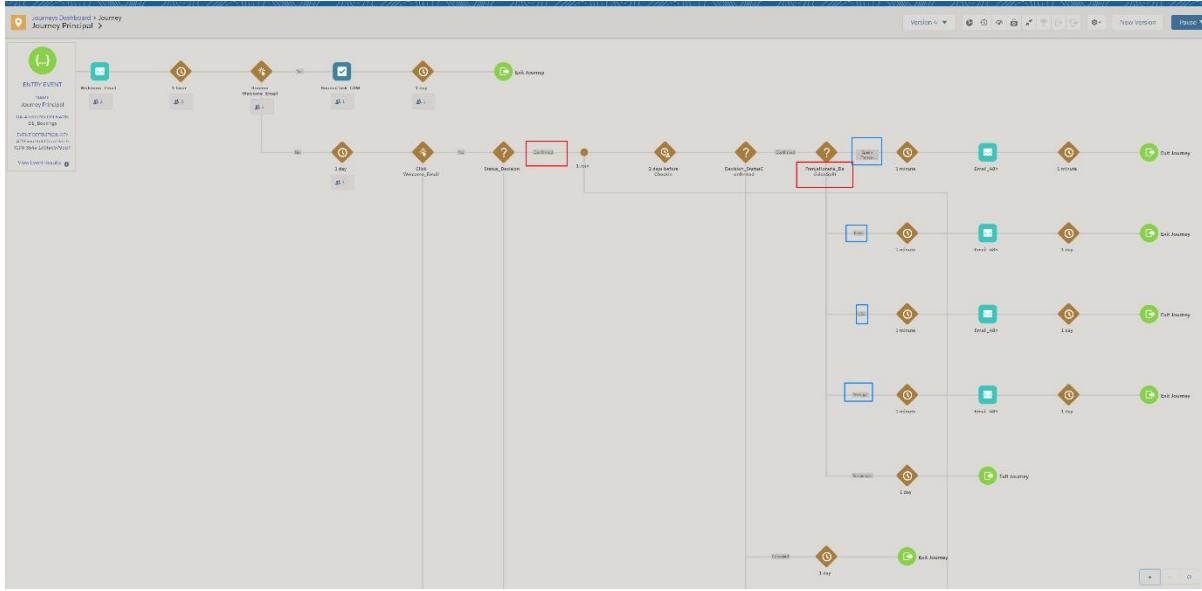
MARKETING AUTOMATION – JB & AS

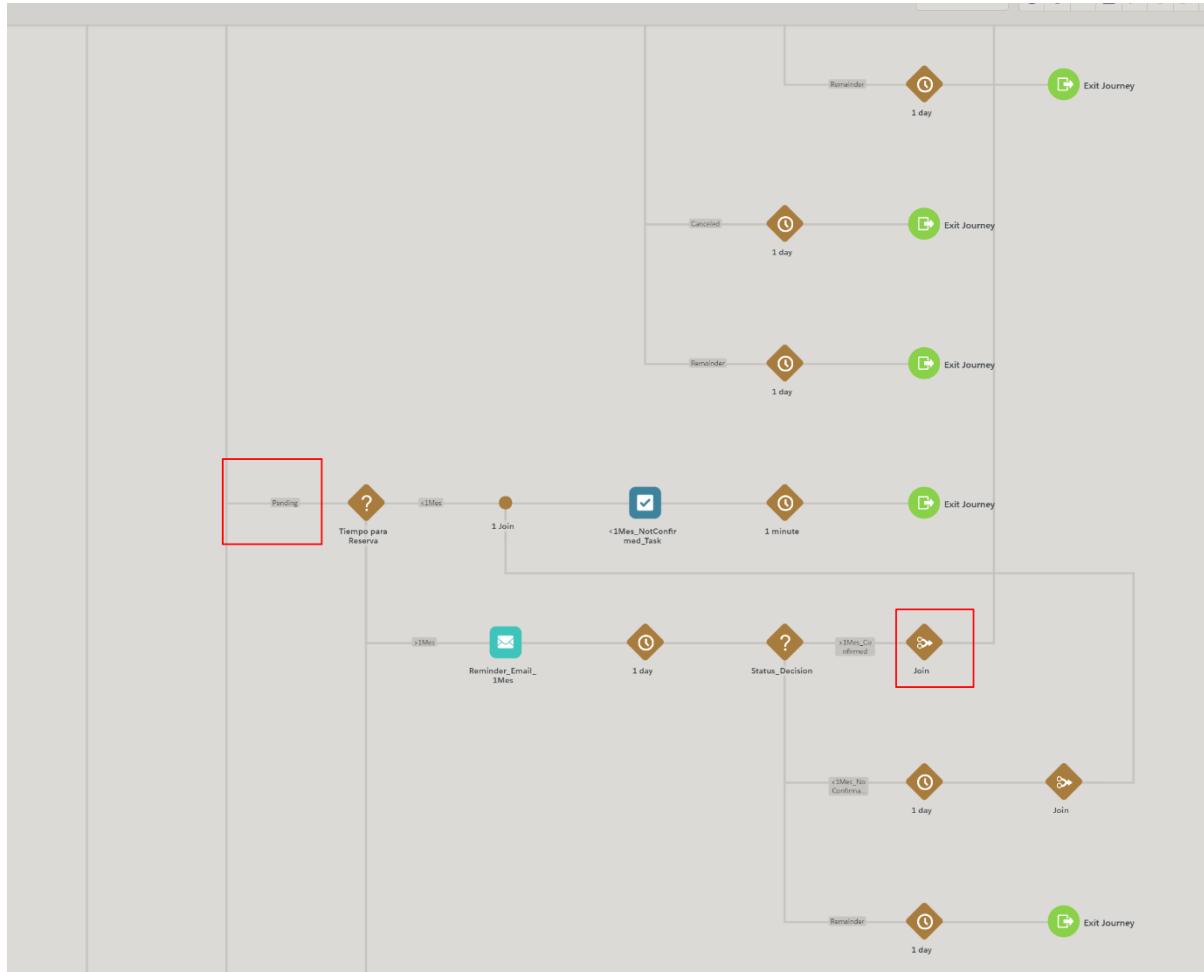
Journey Builder – Flujo Principal:

Imagen Journey Completo (Metida en carpeta adjunta del proyecto)



Imágenes Ampliadas(1 y 2), separadas del Journey para ampliar y verlo mejor





Automation	Studio	–	Automatizaciones	Totales
NAME & DESCRIPTION	PROGRESS			
AA_DE_Reminder				
A_TotalStatusBookings_Daily				
A_Tracking				
Import_BookingCancelled				

Automation Studio - Tracking Envíos:

Create New Data Extract Activity

PROPERTIES **CONFIGURATION** **SUMMARY**

Name*	Extract_Tracking	Description	Add description here...
External Key	Extract_Tracking		
File Naming Pattern*	Extract_Tracking%%Day%%Month%%Year%%	Wildcard specifiers: %%Year%%, %%Month%%, %%Day%%	
Extract Type*	Tracking Extract		

Cancel **Next**

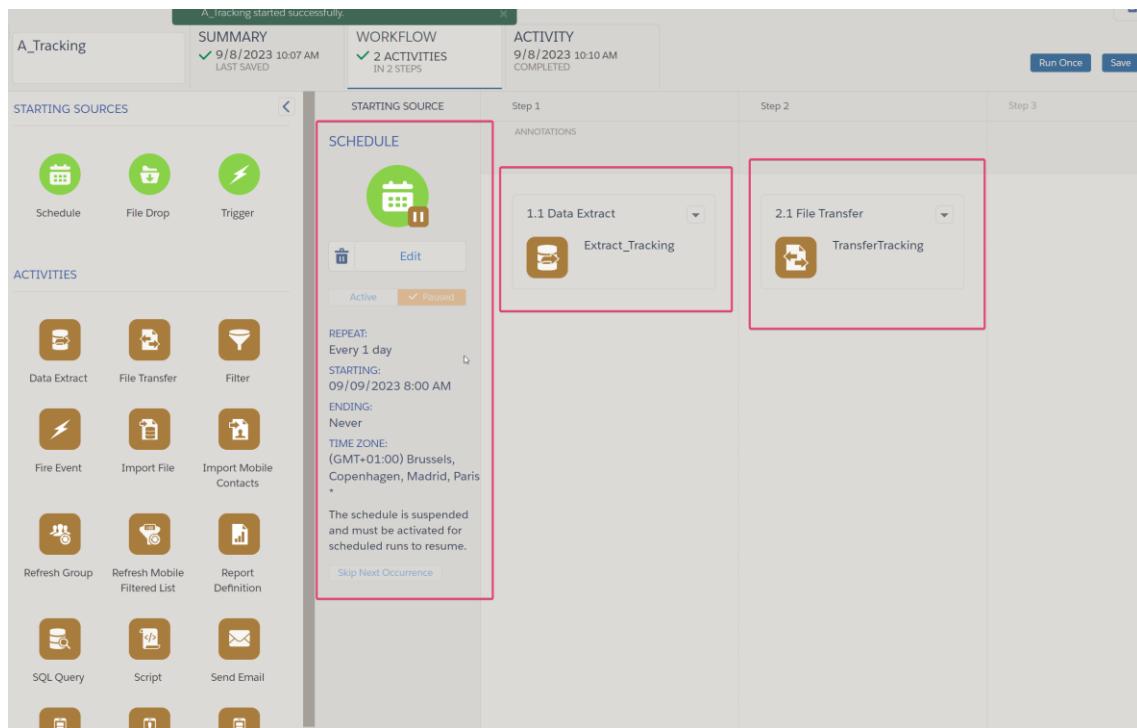
Create New Data Extract Activity

PROPERTIES **CONFIGURATION** **SUMMARY**

Attributes	<input type="checkbox"/> Extract Lists	<input type="checkbox"/> Extract Multiple Data Extension List Data	
Character Encoding	Default	<input checked="" type="checkbox"/> Extract Opens	
Column Delimiter	Default	<input type="checkbox"/> Extract Send Impressions	<input type="checkbox"/> Extract Send Job Impressions
Email Send Definition		<input checked="" type="checkbox"/> Extract Send Jobs	<input checked="" type="checkbox"/> Extract Sent
External Key		<input type="checkbox"/> Extract Spam Complaints	<input type="checkbox"/> Extract Status Changes
Format	csv	<input type="checkbox"/> Extract Subscribers	<input checked="" type="checkbox"/> Extract Survey Responses
Send IDs		<input checked="" type="checkbox"/> Extract Unsubs	<input type="checkbox"/> Extract All List Members
Text Qualifier		<input type="checkbox"/> Extract All Subscribers	<input type="checkbox"/> Include Campaign ID
Timezone	(GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London	<input type="checkbox"/> Extract GEO	<input type="checkbox"/> Include Inferred Opens
	<input type="checkbox"/> Extract Milliseconds	<input checked="" type="checkbox"/> Include Test Sends	
	<input type="checkbox"/> Extract Unique Clicks	<input type="checkbox"/> Include Unique For URLClicks	

Cancel **Back** **Next**

Hacemos 2 actividades -> DATA EXTRACT + FILE TRANSFER para enviarlo al SFTP



Automation Studio - Recoger en FTP Reservas Canceladas

Creamos automatización **[FILE DROP]** para recoger archivo que dejaran a las 2:00 todos los días

The screenshot shows the Automation Studio interface with the following details:

- Automation Studio Overview Activities**: The main navigation bar.
- Browse All Automations**: A link to view all existing automations.
- Import_BookingCancelled**: The name of the current automation.
- SUMMARY**: Last saved on 9/8/2023 at 9:03 AM.
- WORKFLOW**: 1 ACTIVITY IN 1 STEP.
- ACTIVITY**: NO ACTIVITY.
- STARTING SOURCES**: Options include Schedule, File Drop (selected), and Trigger.
- ACTIVITIES**: Options include Data Extract, File Transfer, Filter, Fire Event, Import File (selected), and Import Mobile Contacts.
- Step 1: FILE DROP**:
 - Annotations**: 1.1 Import File, ID_BookingCancelled.
 - FILE LOCATION**: import\
 - QUEUE FILES**: Yes
 - Description**: Once activated, this automation will run when a file is dropped into the directory: import\

Automation Studio - Contar Reservas Totales, Confirmed y Cancelled.

Creamos otra DE_TotalStatusBookings

Tipo: Update y Diaria | **Si existe registro DE ESA FECHA, se actualiza, si no existe se crea ese registro. LA IDEA ES COGER 1 REGISTRO POR DATE (siendo el campo Date el día de hoy)**

The screenshot shows the 'Edit Query Activity' interface in the Marketing Cloud Automation Studio. The 'TARGET DATA EXTENSION' tab is active. A table lists data extensions:

NAME	EXTERNAL KEY	RECORD COUNT	FIELD COUNT	LAST MODIFIED
DE_Reminder	DE_Reminder	0	16	09/12/2023 4:09 PM by Javier Blanco
DE_TotalStatusBookings	DE_TotalStatusBookings	5	4	09/08/2023 9:15 AM by Javier Blanco
DE_Unsubscribed	DE_Unsubscribed	0	2	09/06/2023

Below the table, there are two 'Data Action*' options:

- Update**: Update matching data, if found. If a record is not found, a new one is added.
- Overwrite**: Replace or overwrite the current data in your target data extension.

Query para Canceladas

SQL Query

```
1 /* Query para reservas canceladas del día de hoy */
2 SELECT
3     CAST(DateBooking AS DATE) AS Date,
4     COUNT(*) AS CancelledBookings
5     FROM DE_Bookings
6 WHERE Status = 'Cancelled' AND CAST(DateBooking AS DATE) = CAST(GETDATE() AS DATE)
7 GROUP BY CAST(DateBooking AS DATE)
8
```

Query para Confirmed

SQL Query

```
1 /* Query para reservas válidas del día de hoy */
2 SELECT
3     CAST(DateBooking AS DATE) AS Date,
4     COUNT(*) AS ValidBookings
5     FROM DE_Bookings
6 WHERE Status = 'Confirmed' AND CAST(DateBooking AS DATE) = CAST(GETDATE() AS DATE)
7 GROUP BY CAST(DateBooking AS DATE)
8
```

Query para total

SQL Query

```
1  /* Query para total de reservas del día de hoy */
2  SELECT
3  CAST(DateBooking AS DATE) AS Date,
4  COUNT(*) AS TotalBookings
5  FROM DE_Bookings
6  WHERE CAST(DateBooking AS DATE) = CAST(GETDATE() AS DATE)
7  GROUP BY CAST(DateBooking AS DATE)
8
```

Comprobamos la DE_TotalStatusBookings

Para corroborar que el funcionamiento de esta automatización está en orden, y aquí tenemos el resultado 😊

Data Extensions > DE_TotalStatusBookings

DE_TotalStatusBookings Available

Properties Records Tracking

Export Import

Date	TotalBookings	ValidBookings	CancelledBookings
Saturday, September 09, 2023 12:00 AM	6	2	2
Monday, September 11, 2023 12:00 AM	1	1	
Tuesday, September 12, 2023 12:00 AM	1	1	
Friday, September 15, 2023 12:00 AM	1		
Saturday, September 16, 2023 12:00 AM	2	2	
Sunday, September 17, 2023 12:00 AM	2	1	

Automation Studio - Enviar Email Reminder Semanal

Creamos DE_Reminder para almacenar mediante una QUERY los contactos que no hayan confirmado su reserva y les quede más de 1 mes

SQL Query

```
1      SELECT
2          Type,
3          Adults,
4          Kids,
5          Rooms,
6          Checkin,
7          Checkout,
8          Contact,
9          EmailAddress,
10         Phone,
11         Nights,
12         Contact_ID,
13         Status,
14         DateBooking,
15         Language
16     FROM
17         DE_Bookings
18     WHERE
19         DATEDIFF(day, GETDATE(), Checkin) > 30
20         AND Status = 'Pending'
21
22
23
```

Target DE es la DE_Reminder

Create New Query Activity

PROPERTIES QUERY **TARGET DATA EXTENSION** SUMMARY

Selected Data Extension: DE_Reminder

NAME	EXTERNAL KEY	RECORD COUNT	FIELD COUNT	LAST MODIFIED
DE_Hotels	DE_Hotels	6	9	09/08/2023 12:57 PM by Javier Blanco
<input checked="" type="checkbox"/> DE_Reminder	DE_Reminder	0	16	09/12/2023 4:09 PM by Javier Blanco
DE_TotalStatusBookings	DE_TotalStatusBookings	2	4	09/08/2023 9:15 AM by Javier Blanco

1 - 21 of 21 Items | 25 ▲ Per Page | Page 1 of 1

Data Action*

- Append
Add new data to your target data extension.
- Update
Update matching data, if found. If a record is not found, a new one is added.
- Overwrite
Replace or overwrite the current data in your target data extension.

Cancel Back Next

The screenshot shows the 'Create New Query Activity' interface in Marketo. The 'TARGET DATA EXTENSION' tab is selected. A red box highlights the 'DE_Reminder' row in the table. Another red box highlights the 'Overwrite' data action option.

NAME	EXTERNAL KEY	RECORD COUNT	FIELD COUNT	LAST MODIFIED
DE_Hotels	DE_Hotels	6	9	09/08/2023 12:57 PM by Javier Blanco
<input checked="" type="checkbox"/> DE_Reminder	DE_Reminder	0	16	09/12/2023 4:09 PM by Javier Blanco
DE_TotalStatusBookings	DE_TotalStatusBookings	2	4	09/08/2023 9:15 AM by Javier Blanco

Email con Audiencia de la DE DE_Reminder

Create New Send Email Activity

SELECT MESSAGE DEFINE PROPERTIES **SELECT AUDIENCE** CONFIGURE DELIVERY ACTIVITY SUMMARY

All Audience Types ▾ Target All Subscribers

NAME ↑	POPULATION	DATE MODIFIED	CREATED BY
CloudPages_ DataExtension	0	08/30/2023 1:10 PM	Javier Blanco
DE_Bookings	8	09/09/2023 12:43 PM	Javier Blanco
DE_Copies	6	09/09/2023 5:23 PM	Javier Blanco
DE_Currency	6	09/11/2023 6:00 PM	Javier Blanco
DE_Hotels	6	09/08/2023 12:57 PM	Javier Blanco
<input checked="" type="checkbox"/> DE_Reminder	2	09/12/2023 4:09 PM	Javier Blanco
DE_TotalStatusBookings	2	09/08/2023 9:15 AM	Javier Blanco
DE_Unsubscribed	1	09/06/2023 5:42 PM	Javier Blanco

Targeted, Excluded, and Suppressed

Targeted (1) 1
DE_Reminder

Publication List: All Subscribers Change 2
Total Targeted 2

Excluded and Suppressed 1
Drag and drop your exclusions...

Total Excluded 0
 De-duplicate subscribers 1

Advanced Exclusions

Cancel Back Next

Así se queda finalmente la Automatización: Una QUERY que inserta datos en Reminder y Un email

The screenshot shows the Moa Automation interface. At the top, a success message says "The Automation was successfully saved". Below it, the automation is named "AA_DE_Reminder". The summary indicates it was last saved on 9/12/2023 at 4:25 PM and contains 2 activities in 2 steps. The workflow status is "COMPLETED".

The interface is divided into sections: Activities, Starting Source, Step 1, Step 2, and Step 3. The Activities section lists various actions like Data Extract, File Transfer, Filter, etc. The Starting Source section shows a scheduled trigger. Step 1 contains an SQL Query activity named "DE_Reminder" and a Send Email activity named "Reminder_Email". Step 2 and Step 3 are currently empty.

PARTE FUNCIONAL

Conexión con el CRM Paso a Paso

Sincronizamos SFMC con CRM siguiendo el siguiente tutorial de Trailhead:

<https://trailhead.salesforce.com/es/content/learn/modules/marketing-cloud-connect>

Creamos la cuenta en CRM tipo DEVELOPER EDITION

Instalamos el Connect Managed Package

Install the Marketing Cloud Connect Managed Package

Sales or Service Cloud administrators review these instructions to install the Marketing Cloud Connect managed package.

 TIP Review all prerequisite information before beginning the installation process.

1. Install the most recent version of a supported web browser.
2. Paste this URL in your browser, which redirects to the latest managed package version. You're prompted to log in to Salesforce using your administrator credentials.
 - a. Production Org: <https://sfdc.co/MCC> 
 - b. Sandbox Org: <https://sfdc.co/MCCSandbox>

 **IMPORTANT** To ensure that the managed package installs correctly, enable Custom Platform Events in your org. If you're upgrading Marketing Cloud Connect, [review these considerations](#) before installing the latest managed package.

Una vez instalado el paquete nos llega este mail de notificación:

 support@salesforce.com <support@salesforce.com>
para mí ▾

8:13 (hace 2 minutos)  

Your request to install package "Marketing Cloud Marketing Cloud" was successful.

Organization: NATEEVO (00D7R000004whij)
User: Javier Blanco Rodríguez (0057R00000E4Hev)
Package: Marketing Cloud (04t6S000001IPc9)

Some components, such as custom objects, custom report types, and workflow rules, must be activated using the package deploy process, before they are available to your organization.

Creamos al usuario API en CRM

User MC Connect-CRM

Edit Layout | User Profile | Help for this Page ?

Permission Set Assignments [0] | Permission Set Assignments Activation Required [0] | Permission Set Group Assignments [0] | Permission Set License Assignments [0] | Personal Groups [0] | Public Group Membership [0] | Queue Membership [0] | Team [0] | Managers in the Role Hierarchy [0] | OAuth Apps [0] | Third-Party Account Links [0] | Installed Mobile Apps [0] | Authentication Settings for External Systems [0] | Login History [0+] | User Provisioning Accounts [0]

User Detail		Role	
Name	MC Connect-CRM	User License	Salesforce
Alias	mcom	Profile	System Administrator
Email	blancorjavier@gmail.com [Verify]	Active	<input checked="" type="checkbox"/>
Username	blancorjavier@gmail.com	Marketing User	<input type="checkbox"/>
Nickname	Usuario16932513789707447017 [i]	Offline User	<input type="checkbox"/>
Title		Knowledge User	<input type="checkbox"/>
Company		Flow User	<input type="checkbox"/>
Department		Service Cloud User	<input type="checkbox"/>
Division		Site.com Contributor User	<input type="checkbox"/>
Address		Site.com Publisher User	<input type="checkbox"/>
Time Zone	(GMT+02:00) Central European Summer Time (Europe/Paris)	WDC User	<input type="checkbox"/>
Locale	Spanish (Spain)	Mobile Push Registrations	View
Language	Spanish	Data.com User Type	[i]
Delegated Approver		Accessibility Mode (Classic Only)	<input type="checkbox"/>
Manager		Debug Mode	<input type="checkbox"/>
Receive Approval Request Emails	Only if I am an approver	High-Contrast Palette on Charts	<input type="checkbox"/>
Federation ID		Load Lightning Pages While Scrolling	<input checked="" type="checkbox"/>
App Registration: One-Time Password Authenticator	[i]	Send Apex Warning Emails	<input type="checkbox"/>
App Registration: Salesforce Authenticator	[i]	Salesforce CRM Content User	<input checked="" type="checkbox"/>
Security Key (U2F or WebAuthn)	[i]	Receive Salesforce CRM Content Email Alerts	<input checked="" type="checkbox"/>
Lightning Login	[i]	Receive Salesforce CRM Content Alerts as Daily Digest	<input checked="" type="checkbox"/>
Temporary Verification Code (Expires in 1 to 24 Hours)	[Generate] [i]	Make Setup My Default Landing Page	<input type="checkbox"/>
		Quick Access Menu	<input checked="" type="checkbox"/>
		Development Mode	<input type="checkbox"/>
		Show View State in Development Mode	<input type="checkbox"/>
		Cache Diagnostics	<input type="checkbox"/>
		Allow Forecasting	<input type="checkbox"/>
		Call Center	<input type="checkbox"/>
		Phone	<input type="checkbox"/>
		Extension	<input type="checkbox"/>
		Fax	<input type="checkbox"/>
		Mobile	<input type="checkbox"/>
		Email Encoding	Unicode (UTF-8)
		Employee Number	

Hacemos primer paso en CRM editando el Layaut

User Page Layout

This page allows you to create different page layouts to display User data. After creating page layouts, click the Page Layout Assignment button to control which page layout users see by default. Page layouts for the user object only include custom fields, custom links, s-controls, and Visualforce pages. Tagging, related lists, custom buttons, and standard field customizations are not available.

Action	Page Layout Name	Created By	Modified By
Edit Del	User Layout		

Action	Page Layout Name	Created By	Modified By
Edit Del	User Profile Layout	salesforce.com,	salesforce.com,

Save [Quick Save](#) [Preview As...](#) [Cancel](#) [Undo](#) [Redo](#) [Layout Properties](#)

Fields

Quick Actions
Mobile & Lightning Actions
Expanded Lookups
Report Charts
Wave Analytics Assets

Section	Certified Scrum M...	GUS User Type	Product Owner Cer...	Team Member Alloc...	Wall Preference
Blank Space	Default Marketing...	Marketing Cloud f...	Scrum Master Cert...	User Preference	Work Notification...
@deprecated	Default MID	Marketing Cloud f...	Show All Work Com...	Valid Marketing C...	Work User Interface
Certified Product...	External ID	Marketing Cloud U...	Summary	Valid Marketing C...	

Standard Fields (Cannot be modified on user page layouts)

Additional Information (Header visible in edit only)

- Marketing Cloud for AppExchange User
- Marketing Cloud for AppExchange Admin

Modificamos el Layout de Lead

Lead Page Layout

This page allows you to create different page layouts to display Lead data.
After creating page layouts, click the Page Layout Assignment button to control which page layout users see by default.

Lead Page Layouts

Action	Page Layout Name	Created By	Modified By
Edit Del	Lead (Marketing) Layout		
Edit Del	Lead (Sales) Layout		
Edit Del	Lead (Support) Layout		
Edit Del	Lead Layout		

Campaign History

Campaign Name	Start Date	Type	Status	Responded	Member Status Updated
Sample Text	5/17/2020	Sample Text	Sample Text	✓	5/13/2020 7:05 AM

HTML Email Status

Subject	Date Sent	Date Opened	# Times Opened	Last Opened
Sample Text	5/13/2020 7:05 AM	5/13/2020 7:05 AM	52,167	5/13/2020 7:05 AM

Email Sends

Email Send Number	Email Name	Business Unit	Created Date/Time	Send Status	Status Date/Time	From Name	From Email	Campaigns	Reports
Sample Text	Sample Text	Sample Text	5/13/2020 7:05 AM	Sample Text	5/13/2020 7:05 AM	Sample Text	sarah.sample@company.com	Sample Text	Sample Text

Visualforce Pages

Page Name
Section
Blank Space
LeadActions

Hacemos los mismos pasos ahora pero con el OBJETO CONTACTO

Creamos el Usuario CRM-MARKETINGCLOUD-CONNECT según nos indica Trailhead

Additional Information

Marketing Cloud for AppExchange User

Marketing Cloud for AppExchange Admin

Locale Settings

Time Zone: (GMT+02:00) Central European Summer Time (Europe/Paris)

Locale: Spanish (Spain)

Language: Spanish

Approver Settings

Delegated Approver:

Manager:

Receive Approval Request Emails: Only if I am an approver

Generate new password and notify user immediately

Save Save & New Cancel

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Creamos el Permission set y seleccionamos el CRM-API-USER:

The screenshot shows the 'Permission Set Create' page in Salesforce. The 'Label' field is set to 'Marketing Cloud Connected App', the 'API Name' field is set to 'Marketing_Cloud_Connected_App', and the 'Description' field contains the text 'Gives access from CRM to Marketing Cloud'. The 'Session Activation Required' checkbox is unchecked. Below this, a section titled 'Select the type of users who will use this permission set' shows the path: ... > PERMISSION SET 'MARKETING CLOUD CONNECTED APP' > MANAGE ASSIGNMENT EXPIRATION. A sub-section titled 'Marketing Cloud Connected App' is visible. The main part of the screen is a 'Select Users to Assign' list. It shows a table with columns: Full Name, Alias, Username, Role, Ac..., Profile, and a checkbox column. The table lists several users, including 'Chatter Expert', 'Integration User', 'Javier Blanco Rodríguez', 'MC Connect-CRM' (which is selected), and 'Security User'. Each user row includes a checkbox in the first column and dropdown menus for Role, Ac..., and Profile. At the bottom of the list are 'Cancel' and 'Next' buttons.

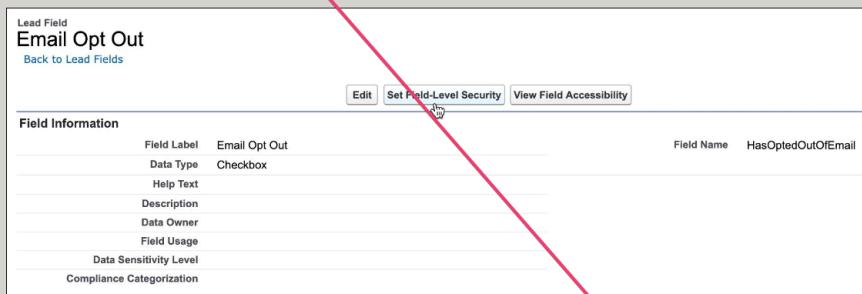
Full Name	Ali...	Username	Role	Ac...	Profile
Chatter Expert	Chatter	chatty.00d7r000004whijuaa.ilg615xe7pfc@chatter.salesforce.com	<input checked="" type="checkbox"/>		Chatter Free User
Integration User	integ	integration@00d7r000004whijuaa.com	<input checked="" type="checkbox"/>		Analytics Cloud Integration User
Javier Blanco Rodríguez	JBlan	javier.blanco@nateevo.sandbox	<input checked="" type="checkbox"/>		System Administrator
MC Connect-CRM	mconn	mc-connect-crm@javierblanco.com	<input checked="" type="checkbox"/>		System Administrator
Security User	sec	insightssecurity@00d7r000004whijuaa.com	<input checked="" type="checkbox"/>		Analytics Cloud Security User

Por último Actualizamos la Seguridad a Nivel de Campo de los Objetos CONTACTO y LEAD

Update Field-Level Security

Email Opt Out is a standard field on the Contact and Lead objects. For Marketing Cloud Connect to work properly, you need to ensure that all Marketing Cloud Connect users have view access to this field.

1. Under **Build** in the Setup menu, click  to expand **Customize**.
2. Next expand **Leads**.
3. Click **Fields**.
4. In the list of standard fields, click **Email Opt Out**.
5. Click **Set Field-Level Security**.



Lead Field
Email Opt Out
[Back to Lead Fields](#)

Field Information

Field Label	Email Opt Out	Field Name	HasOptedOutOfEmail
Data Type	Checkbox		
Help Text			
Description			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			

6. Select the **Visible** checkbox for all user profiles that need access to Marketing Cloud Connect including the System Administrator profile. Add read-only restrictions based on your business requirements to any user profiles that should not be able to edit this value, such as the Partner Community User.
7. Click **Save**.
8. Back on the Setup menu, under Build > Customize, click  to expand **Contacts**.
9. Click **Fields**.
10. In the list of standard fields, click **Email Opt Out**.

Ahora hacemos la conexión desde el lado de SFMC

- Creamos el usuario API en SFMC

The screenshot displays the Salesforce Setup interface for creating a new user. The top navigation bar includes 'Feedback', a dropdown for 'PSMCDB INT 01 JAVIB', and a user profile for 'Javier Blanco'. The left sidebar shows 'Administration' (selected 'Users'), 'Platform Tools', and 'Settings'. The main content area is titled 'Setup Users' and shows the 'New User' form. The 'General Settings' tab is active. The user details are as follows:

Name	Usuario-API-MC-MOA
Reply Email Address	javier.blanco@nateevo.com
Add to From Name Dropdown	(unchecked)
Notification Email Address	javier.blanco@nateevo.com
Username	MC-API-User
External Key	
Time Zone	(GMT+01:00) Brussels, Copenhagen, Madrid, Paris *
Culture Code	English (United States)
API User	<input checked="" type="checkbox"/>
SOAP WSDL	https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/ETFramework.wsdl
SOAP Service Endpoint	https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/Service.asmx
Temporary Password	
Verify Password	

The 'General Settings' section below contains the same user configuration.

Ya está creado

The screenshot shows the 'Users' setup page with a new user record for 'Usuario-API-MC-MOA'. The user has a reply email address of 'javier.blanco@nateevo.com' which is not verified. It includes fields for external key, time zone (Brussels, Copenhagen, Madrid, Paris), culture code (English), and various timestamps for creation and modification. The 'Multi-Factor Authentication' section shows that Salesforce Authenticator, Security Key, and TOTP are not registered.

General Settings	
Name	Usuario-API-MC-MOA
Reply Email Address	javier.blanco@nateevo.com
Add to From Name Dropdown	<input type="checkbox"/>
Notification Email Address	javier.blanco@nateevo.com
Username	MC-API-User-JavierBlanco
External Key	8a601a93-2d10-4c1b-b11a-ee7f83263869
Time Zone	(GMT+01:00) Brussels, Copenhagen, Madrid, Paris *
Culture Code	English (United States)
Enabled	Yes
API User	Yes
SOAP WSDL	https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/ETFramework.wsdl
SOAP Service Endpoint	https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/Service.asmx
Last Login	Wednesday, August 30, 2023 9:01:13 AM
Created	Wednesday, August 30, 2023 9:01:13 AM
Modified By	Javier Blanco, Wednesday, August 30, 2023 9:01:13 AM

Multi-Factor Authentication	
Salesforce Authenticator	Not Registered
Security Key	Not Registered
TOTP	Not Registered

Administramos Roles del API User y le añadimos Rol de Administrador y MarketingCloud Administrator

The screenshot displays two main windows from the SFMC interface:

- Left Window (Users List):** Shows a list of users with columns for Name, Email Address, and Username. A specific user, "javier.blanco@nateevo.com" (Username: MC-API-User-JavierBlanco), is highlighted with a red box. The "Manage Roles" button at the top of this window is also highlighted with a red box.
- Right Window (Role Assignment):** A modal window titled "Roles" where the user "javier.blanco@nateevo.com" is being assigned roles. The "Administrator" role is selected and checked. Other roles listed include Admin_partner, Agencia_completo, Agencia_simple, Analyst, BUADMIN, Content Creator, Content_Creator_PQR, Daikin Car_Marketing Rol, Data Manager, Distributed Scheduling User, Interaction Studio Admin, Marketing, Marketing Cloud Administrator, Marketing Cloud Channel Manager, Marketing Cloud Content Editor/Publisher, Marketing Cloud Security Administrator, Marketing Cloud Viewer, Presales, and Responsable de Marketing. The "Marketing Cloud Administrator" role is also highlighted with a red box.

The sidebar on the left shows navigation links for Setup Home, Setup Assistant, Administration (with sub-links for Users, Roles, and Business Units), Platform Tools (with sub-links for Apps, Feature Settings, Einstein), and Settings (with sub-links for Company Settings and Security).

Hacemos Logout con nuestro usuario principal de SFMC, y entramos con el usuario creado de API SFMC

The screenshot shows the Salesforce Marketing Cloud interface. At the top, there's a navigation bar with links for Calendar, Campaigns, Feedback, and a dropdown menu showing 'PSMCDB INT 01 JAVIB'. On the far right, there's a user profile icon labeled 'Usuario-API-MC-MOA' and a 'My Apps' button. Below the navigation, there's a toolbar with icons for Email Studio, Mobile Studio, Social Studio, Advertising, Web Studio, Personalization, Analytics Builder, Journey Builder, Content Builder, Audience Builder, Einstein, AppExchange, and Platform. The main content area is titled 'Journey Templates' and shows three cards for 'Engagement' journeys:

- Abandoned Cart - Everyday Purchase**: Advanced level, targeting Existing Customers via Email.
- Abandoned Cart - Significant Purchase**: Advanced level, targeting Existing Customers via Email.
- Anniversary Send**: Simple level, targeting Existing Customers via Anniversary.

At the bottom, there are navigation arrows and a 'View All Templates' link.

Conectamos a la cuenta de CRM

The screenshot shows the Salesforce Setup interface for connecting to Marketing Cloud. On the left, a modal window titled 'Allow Access?' is displayed, asking if the user wants to allow access for various Marketing Cloud API resources. On the right, the main configuration panel for 'Integration' shows the following fields:

- Is Sandbox**: Two checkboxes for 'Is Sandbox' and 'Scope By User'.
- Salesforce System User**: Fields for 'Salesforce Org ID' and 'Connection'.
- Forward-to-a-Friend Subscriber List**: A 'Select...' button.
- Folder for Salesforce Single Sends**: A 'Select...' button.
- Folder for Salesforce Mass Sends**: A 'Select...' button.

At the bottom, there's a note about connecting to Sales or Service Cloud Orgs and a link to learn more about connecting via the Connected App for Marketing Cloud Connector.

Ya los tenemos conectados

The screenshot shows the 'Salesforce Integration' setup page. At the top, there's a green banner with a checkmark icon and the text 'The configuration settings have been saved.' Below this, the 'Connector Settings' section is visible, containing fields for 'Is Sandbox' (unchecked), 'Scope By User' (unchecked), and a detailed description of the difference between Scope By User and Non-Scope By User. A red box highlights the 'Connection' row, which shows 'Salesforce System User' set to 'javier.blanco@nateevo.sandbox', 'Salesforce Org ID' set to '00D7R000004whijUAA', and 'Connection' status as 'Connected'. The 'Marketing Cloud Settings' section below includes fields for 'Forward-to-a-Friend Subscriber List' (set to 'Forward-to-a-Friend Subscriber List'), 'Tracking Folder for Salesforce Single Sends' (set to 'Salesforce Single Sends'), and 'Tracking Folder for Salesforce Mass Sends' (set to 'Salesforce Mass Sends').

Entramos ahora en nuestra cuenta de Developer Edition del CRM para terminar la configuración

The screenshot shows the 'Connected App Edit' page for the 'Salesforce Marketing Cloud' app. The left sidebar includes links for Lightning Experience Transition Assistant, Salesforce Mobile Quick Start, Home, Administrator, and Connected Apps. The main content area displays the 'Connected App Edit' form. The 'OAuth Policies' section is highlighted with a red box, containing fields for 'Permitted Users' (set to 'Admin approved users are pre-authorized') and 'Refresh Token Policy' (set to 'Immediately expire refresh token'). Other sections visible include 'Basic Information', 'Session Policies', 'Custom Connected App Handler', and 'User Provisioning Settings'.

En	permission	set	seleccionamos	este
Permission Sets Permission Set <input checked="" type="checkbox"/> Marketing_Cloud_Connected_App		Manage Permission Sets Permission Set Description Gives access from CRM to Marketing Cloud		
Custom Attributes New				

Ahora Nos vamos al SETUP WIZARD

Marketing Cloud Connector Setup

Welcome to the Marketing Cloud Connector Configuration Wizard! Click on any of the topics on the left-hand side to read more about what we'll be doing in your Org.

IP Addresses

ALLOW

A range of IP addresses can be allowed. This allows network access to trusted networks.

IP Allowlisting ✓

Configuration Successful!

Permission Sets

Click here

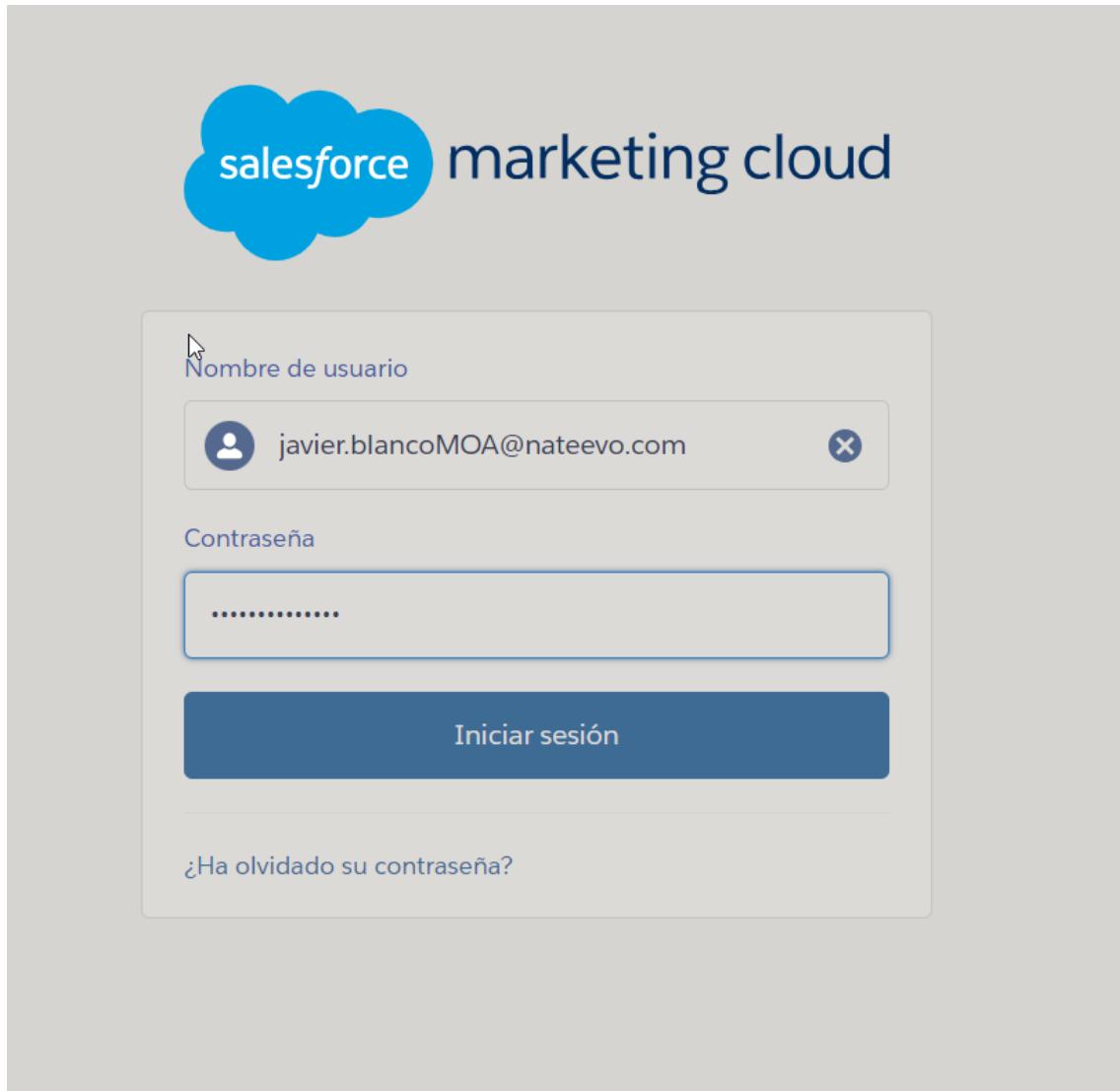
Configuration Summary

Please note that this process will make changes to this Salesforce Org for use with the Marketing Cloud Connector. Clicking the checkbox below indicates that you understand and accept the changes outlined above. The automated process begins after you click **Configure Marketing Cloud Connector** at the bottom of this page. You will receive a Configuration Summary at the end of the automated process. You may opt to perform these changes manually by clicking the "Marketing Cloud" tab now.

I agree **Configure Marketing Cloud Connector**

Una vez conectado nos sale esta pantalla

Hacemos Logout con nuestro usuario API de SFMC, y hacemos Login con nuestra cuenta personal



Y voilà!! Integración hecha

The screenshot shows the Salesforce Setup interface with the 'Users' tab selected. The main content area displays the details for a user named 'Usuario-API-MC-MOA'. The 'Salesforce.com Status' field is highlighted with a red box. Other visible fields include Name, Reply Email Address, Business Units, Data Management, External Key, Time Zone, Culture Code, Enabled, API User, SOAP WSDL, SOAP Service Endpoint, Last Login, Created, Modified By, and Multi-Factor Authentication settings for Salesforce Authenticator, Security Key, TOTP, and Temporary Code.

Sincronizamos ahora los objetos en SFMC: ContactBuilder-DataSources-Syncronized-Set Up Object (derecha arriba botón azul)

The screenshot shows the Contact Builder interface with the 'Synchronize Entity' step selected. The sidebar indicates 'CURRENT HEALTH' is available. The main area displays a grid of entities:

Entity	Fields	Status
Contact	62	Synchronize
Lead	61	Synchronize
User	183	Available
Account	64	Available with sync prerequisites
AccountContactRole	11	Available with sync prerequisites
AdditionalNumber	11	Available with sync prerequisites
AlternativePaymentMethod	37	Available with sync prerequisites
Announcement	12	Available with sync prerequisites
ApexClass	14	Available with sync prerequisites
ApexComponent	14	Available with sync prerequisites
ApexPage	16	Available with sync prerequisites
ApexTrigger	23	Available with sync prerequisites
AppAnalyticsQueryRequest	24	Available with sync prerequisites
AppointmentInvitation	22	Available with sync prerequisites
AppointmentInvitee	13	Available with sync prerequisites

Buscamos Task porque mas adelante tendremos que lanzar tareas y estos son los pre-requisitos

The screenshot shows the Contact Builder interface with the 'SELECT ENTITY' step selected. A modal dialog box highlights the 'Task' entity:

You must synchronize the following entities within your data model before this entity become accessible

Task
FIELDS: 39 Available with sync prerequisites

Buttons at the bottom: 20 ▲ Per Page

Configuración para hacer la llamada API:

1. Copiamos Código de llamada a API REST: de la siguiente página:

<https://ampscript.xyz/how-tos/how-to-trigger-journey-api-entry-event-ampscrip-ssjs/>

The screenshot shows the Salesforce Setup interface. On the left, there's a sidebar with various links like Quick Find, Setup Home, and Setup Assistant. Under Administration, there are links for Users, Business Units, and Data Management. Under Platform Tools, there are links for Apps (with Salesforce Integration and Google Analytics Integration), Feature Settings, and Einstein. Under Settings, there are Company Settings and Security. A red box highlights the 'Installed Packages' link under Apps. The main content area shows a table titled 'All Packages' with 50 items. The table has columns for PACKAGE NAME, DESCRIPTION, and INSTALL DATE. A red arrow points from the 'Installed Packages' link in the sidebar to the 'API REST' row in the table. Another red arrow points from the 'New' button in the top right of the table area to the 'New' button in the top right corner of the entire interface.

PACKAGE NAME	DESCRIPTION	INSTALL DATE
Alberto API Call		07/14/2022
API CALLS	para llamadas de api	06/18/2018
API CALLS V2		02/18/2021
API MULTI TEST		08/04/2021
Api Nicko	Llamadas api ejercicio	08/19/2019
API OTT Dani TEST	Test OTT	09/09/2020
Api prueba Raul		05/21/2022
API RENTA 4	Ejemplo para las pruebas de renta 4	05/14/2019
API REST	Fran Formacion 2022	01/19/2022
API Tealium		05/14/2019
App		10/09/2018
APP RGS		05/17/2019
Borrado contactos		03/05/2020
CloudPages MC Login	To use MC authorization code flow in Cloud Pages	03/11/2022
custom-activity-test-inma		09/20/2022
dani-test	conexion con proveedor x	11/25/2021
Deployment Manager	Import and Export Marketing Cloud Campaign Configuration	11/12/2021
Distributed Marketing	Custom Content Blocks for Distributed Marketing	09/02/2019
Esterfania API_Test		06/06/2022
Experience Cloud Marketing Form		02/21/2022
Formacion		04/17/2018
Formacion_v1		04/17/2018
FranTriggered_Formacion2022		01/19/2022

Add Component

Choose Your Integration Type

Your integration type determines the OAuth grant type.

INTEGRATION TYPE	CLIENT ID	CLIENT SECRET	OAUTH GRANT TYPE
<input type="radio"/> Web App <small>i</small>	✓	✓	Authorization Code
<input type="radio"/> Public App <small>i</small>	✓		Authorization Code
<input checked="" type="radio"/> Server-to-Server <small>i</small>	✓	✓	Client Credentials

Back Next

SETUP > INSTALLED PACKAGES API_JavierBlanco_MOA

Package "API_JavierBlanco_MOA" was updated. X Delete

DETAILS ACCESS

Summary

Name: API_JavierBlanco_MOA Edit Package Details

Type: Custom Status: In Development Source Account: PSMCDB INT 01 JAVIB Package Id: 3e4d23d8-9c0b-4a59-82cd-a0941f3ed3f1 JWT Signing Secret: STFJuoE7bjy3lh_ZwUz4lg5i-1A4pYEirz... Edit

Components

API Integration

Client Id: 32ctrfxo5zbk0pur9b8mkcux	Client Secret: 8QLvCLguellugm6bU4ixVpsk	Integration Type: <small>i</small> Server-to-Server
Authentication Base URI: <small>i</small> https://mchn8kdspj3prf55f9x132xgkx94.auth.marketingcloudapis.com/ Edit		
REST Base URI: <small>i</small> https://mchn8kdspj3prf55f9x132xgkx94.rest.marketingcloudapis.com/ Edit		
SOAP Base URI: <small>i</small> https://mchn8kdspj3prf55f9x132xgkx94.soap.marketingcloudapis.com/ Edit		

POST Request SFMC Token • POST Fire Entry Event • POST Upsert Row - DE Key • + ⚙

<https://mchn8kdspj3pfr55f9x132xgkx94.auth.marketingcloudapis.com/v2/token>

POST https://mchn8kdspj3pfr55f9x132xgkx94.auth.marketingcloudapis.com/v2/token

Params Authorization Headers (10) Body Pre-request Script Tests Settings

none form-data x-www-form-urlencoded raw binary GraphQL JSON

```

1 {
2   "grant_type": "client_credentials",
3   "client_id": "32ctrfxo5zbk0pur9b8mkcux",
4   "client_secret": "8QLvCLgueIIugn6bU4ixVpsk",
5   "account_id": "515013255"
6 }
```

Insertamos estos datos con llamada API desde POSTMAN:

POST Request SFMC Token • POST Upsert Row - DE Key • POST Fire Entry Event • + ⚙

<https://mchn8kdspj3pfr55f9x132xgkx94.rest.marketingcloudapis.com/interaction/v1/events>

POST https://mchn8kdspj3pfr55f9x132xgkx94.rest.marketingcloudapis.com/interaction/v1/events

Params Authorization Headers (10) Body Pre-request Script Tests Settings

none form-data x-www-form-urlencoded raw binary GraphQL JSON

```

1 {
2   "ContactKey": "Prueba1",
3   "EventDefinitionKey": "APIEvent-b3d9acef-fdef-f190-3b4e-1d0fab079dd7",
4   "Data": [
5     {"Booking_Id": "ABCDEFHGIJ",
6     "Contact_ID": "1234567890",
7     "Contact_Name": "John Doe",
8     "Email_Address": "john.doe@example.com",
9     "Phone": "123-456-7890",
10    "Language": "EN",
11    "Number_of_Adults": 2,
12    "HotelName": "Example Hotel",
13    "Checkin_Date": "2023-10-29",
14    "Checkout_Date": "2023-10-31",
15    "Duration_of_Stay": 2,
16    "Number_of_Rooms": 1,
17    "Room_Type": "Deluxe",
18    "Number_of_Kids": 0,
19    "Status": "pending",
20    "DateBooking": "2023-09-06"
21  ]}
```

Body Cookies Headers (15) Test Results

Pretty Raw Preview Visualize JSON ↴

Status: 201 Cr

```

1 {
2   "eventInstanceId": "359dec29-9914-4652-a110-5fc2de4d32c6"
3 }
```

{

```
"ContactKey": "Prueba2",
```

```
"EventDefinitionKey": "APIEvent-b3d9acef-fdef-f190-3b4e-1d0fab079dd7",
"Data": {
    "Booking_Id": "6546166",
    "Type": "Normal",
    "Adults": 2,
    "Kids": 1,
    "Rooms": 1,
    "Phone": "123-456-7890",
    "Checkin": "2023-10-10",
    "Checkout": "2023-11-11",
    "Contact": "Javier Blanco",
    "EmailAddress": "javier.blanco@nateevo.com",
    "Phone": 66854854,
    "Nights": 2,
    "Contact_ID": "855896",
    "Status": "pending",
    "DateBooking": "2023-09-06",
    "Language": "ES",
    "HotelName": "MOA Deluxe"
}
```

Creación un Sender Profile, From y Delivery Profile:

Creamos From Address

The screenshot shows a web-based application interface for managing from addresses. At the top left is a navigation bar with a mail icon and the text 'Setup From Address Management'. Below this is a search bar and a 'From Address Management' section header. A table displays one item: 'javier.blanco@nateevo.com' (Status: Verified, IS SENDABLE ADDRESS: Yes, Type: User Domain, Last Verification Mail Send: Wed Sep 06 2023 12:20:00 GMT+0200 (hora de verano de Europa central)).

Creamos Sender Profile:

The screenshot shows a 'Sender Profiles' page. At the top left is a navigation bar with a mail icon and the text 'Setup Sender Profiles'. Below this is a 'Sender Profiles' section header with 'Create' and 'Delete' buttons. A table lists four profiles: 'alejandro.lanzarote@nateevo.com' (External Key: 1507, Description: Send from alejandro.lanzarote@nateevo.com), 'default' (External Key: default, Description: Account defaults), and 'Javier Blanco' (External Key: Javier Blanco, Description: Javier Blanco). The 'Javier Blanco' row is highlighted with a red border.

Creamos Delivery Profile:

The screenshot shows a software interface for managing delivery profiles. At the top left is a blue icon with a white envelope and a checkmark. To its right, the text "Setup Delivery Profiles" is displayed. Below this, a green header bar contains the text "Successfully saved the delivery profile". Underneath is a table with three columns: "Name", "External Key", and "Description". The table has four rows. The first row is the header. The second row contains the word "Default" under "Name" and "Default" under "External Key". The third row contains the word "JBR" under "Name" and "JBR" under "External Key". A red box highlights the "JBR" entry in the "Name" column. The fourth row contains the word "Account defaults" under "Description".

Name	External Key	Description
Default	Default	Account defaults
JBR	JBR	

Configuración FTP - FileZilla

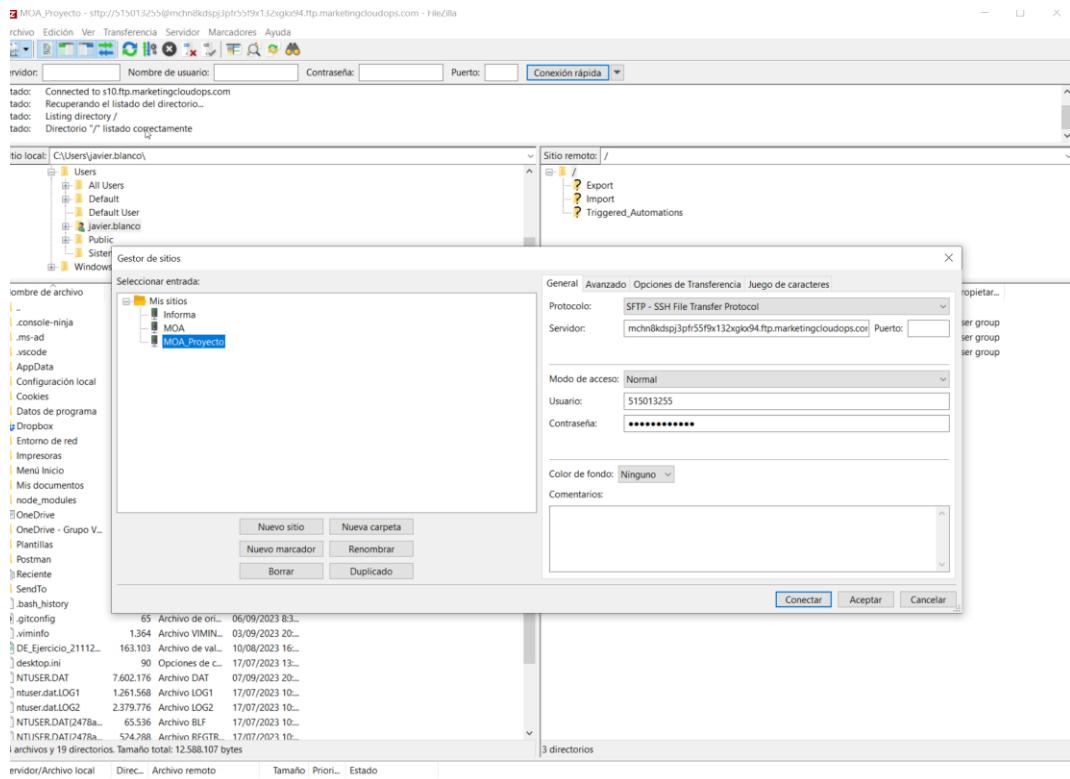
Creamos usuario

The screenshot shows the MOA Setup interface with the following details:

- Header:** Feedback, PSMCDB INT 01 JAVIB, Javier Blanco.
- Left Sidebar (Administration):**
 - Users: Roles, Users, Business Units
 - Data Management: **FTP Accounts** (selected), File Locations, Key Management, Parameter Management
 - Platform Tools: Apps, Feature Settings, Einstein
 - Settings: Company Settings, Security
- Central Content:**
 - FTP Accounts:** host: mchn8kdspj3pfr55f9x132xgkx94.ftp.marketingcloudops.com, port: 22
 - Users:** A table showing a single user entry:

FTP Username	Status	E-mail Address	Permissions	Password Expiry
515013255	Enabled	javier.blanco@nateevo.com	Full	12/7/2023
 - Activity:** Shows a recent activity log entry: "515013255 - Crea..." on 9/8/2023 8:44 AM, updated by Javier Blanco.

Configuramos el Filezilla



PRUEBAS

Conexión con el CRM

Crear Lead

Rellene el siguiente formulario si desea evaluar su empresa en materia ESG gratis.

javier.blancoMOA@nateevo.com

Javier Blanco

MOA

NATEEVO

Autorizo a INFORMA D&B, S.A.U (S.M.E) a tratar mis datos con la finalidad de remitirme información sobre sus promociones, productos, servicios y noticias (para más información sobre cómo lo haremos, sobre Sengrid - proveedor en EEUU, y sobre cómo ejercer tus derechos de Protección de Datos consulta nuestra Política de Privacidad)

Enviar

Rellene el siguiente formulario si desea evaluar su empresa en materia ESG gratis.

Email

Nombre

Apellido

Empresa

Autorizo a INFORMA D&B, S.A.U (S.M.E) a tratar mis datos con la finalidad de remitirme información sobre sus promociones, productos, servicios y noticias (para más información sobre cómo lo haremos, sobre Sengrid - proveedor en EEUU, y sobre cómo ejercer tus derechos de Protección de Datos consulta nuestra Política de Privacidad)

Enviar

Lead creado correctamente.

Comprobar Lead Creado en CRM – Inspector

The screenshot shows the Salesforce Inspector interface. At the top, there is a search bar with the query: "SELECT Id, Email, Name, Company, LastModifiedDate FROM Lead ORDER BY LastModifiedDate DESC". Below the query, there is an "Export" button highlighted with a green box and a red arrow pointing to it. The results table has columns: Id, Email, Name, Company, and LastModifiedDate. The results show 26 records, including rows for Javier Blanco, Bertha Boxer, Mike Braund, Patricia Feager, Brenda McClure, and Violet Macleod. The "Export result" section at the bottom includes buttons for Copy (Excel format), Copy (CSV), Copy (JSON), and Filter results. A progress bar indicates "Exported 26 record(s)." and a "Stop" button.

	Id	Email	Name	Company	LastModifiedDate
Lead	00Q7R00001oFuX5UAK	javier.blanco@nateevo.com	Javier Blanco MOA	NATEEVO	2023-09-11T14:08:15.000+0000
Lead	00Q7R00001oFxX6UAG	javierblanco@nateevo.com	javier blanco	NATEEVO	2023-09-05T14:42:32.000+0000
Lead	00Q7R00001oFXJUUA4	holaprueba.com	prueba1 prueba2	asñldkj	2023-09-05T13:34:15.000+0000
Lead	00Q7R00001oF8qUAC	javierblanco@moa.com	Javier Blanco	NATEEVO	2023-08-30T11:23:54.000+0000
Lead	00Q7R00001oSGXWUA4	bertha@lcof.net	Bertha Boxer	Farmers Coop. of Florida	2023-08-28T19:20:17.000+0000
Lead	00Q7R00001oSGXZUA4	likeb@metro.com	Mike Braund	Metropolitan Health Services	2023-08-28T19:20:17.000+0000
Lead	00Q7R00001oSGXuUAQ	patricia_feager@is.com	Patricia Feager	International Shipping Co.	2023-08-28T19:20:17.000+0000
Lead	00Q7R00001oSGXhUAQ	brenda@cardinal.net	Brenda McClure	Cardinal Inc.	2023-08-28T19:20:17.000+0000
Lead	00Q7R00001oSGXcUAQ	violetm@emersontransport.com	Violet Macleod	Emerson Transport	2023-08-28T19:20:17.000+0000

Actualizar Lead (Control Duplicados por Email)

Rellene el siguiente formulario si desea evaluar su empresa en materia ESG gratis.

javier.blancoMOA@nateevo.com

Javier2 Blanco2

MOA2

NATEEVO2

Autorizo a INFORMA D&B, S.A.U (S.M.E) a tratar mis datos con la finalidad de remitirme información sobre sus promociones, productos, servicios y noticias (para más información sobre cómo lo haremos, sobre Sengrid - proveedor en EEUU, y sobre cómo ejercer tus derechos de Protección de Datos consulta nuestra Política de Privacidad)

Enviar

Rellene el siguiente formulario si desea evaluar su empresa en materia ESG gratis.

Email

Nombre

Apellido

Empresa

Autorizo a INFORMA D&B, S.A.U (S.M.E) a tratar mis datos con la finalidad de remitirme información sobre sus promociones, productos, servicios y noticias (para más información sobre cómo lo haremos, sobre Sengrid - proveedor en EEUU, y sobre cómo ejercer tus derechos de Protección de Datos consulta nuestra Política de Privacidad)

Enviar

Lead actualizado correctamente.

Comprobar Lead ACTUALIZADO en CRM con Inspector (Extension Chrome)

Export query Include deleted and archived records? Use Tooling API? Query history Saved queries + X Exported

```
SELECT Id, Email, Name, Company, LastModifiedDate FROM Lead ORDER BY LastModifiedDate DESC
```

Export

Export result [Copy \(Excel format\)](#) [Copy \(CSV\)](#) [Copy \(JSON\)](#) [Filter results](#)

Id	Email	Name	Company	LastModifiedDate
Lead 00Q7R00001oFuX5UAK	javier.blancomoa@nateevo.com	Javier2 Blanco2 MOA2	NATEEVO2	2023-09-11T14:11:14.000+0000
Lead 00Q7R00001oFxp6UAG	javierblanconateeveo@nateevo.com	javier blanco	NATEEVO	2023-09-05T14:42:32.000+0000
Lead 00Q7R00001oFXJUU4	nola@holapueba.com	prueba1 prueba2	[asnlidK]	2023-09-05T13:34:15.000+0000
Lead 00Q7R00001oF8qIUAC	javierblanco@moa.com	Javier Blanco	NATEEVO	2023-08-30T11:23:54.000+0000
Lead 00Q7R00001oSGXWUA4	bertha@fcnf.net	Bertha Boxer	Farmers Coop. of Florida	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXZUA4	likeb@metro.com	Mike Braund	Metropolitan Health Services	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXaUAO	patricia_feager@is.com	Patricia Feager	International Shipping Co.	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXbUAQ	brenda@cardinal.net	Brenda McClure	Cadinal Inc.	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXcUAQ	violetm@emersontransport.com	Violet Macleod	Emerson Transport	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXdUAQ	ksynder@lnr.net	Kathy Snyder	TNR Corp.	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXeUAQ	tom.james@delphi.chemicals.com	Tom James	Delphi Chemicals	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXiUAQ	shellyb@westerntelecom.com	Shelly Brownell	Western Telecommunications Corp.	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXgUAQ	pam_owenby@hendricksontrading.com	Pamela Owenby	Hendrickson Trading	2023-08-28T19:20:17.000+0000
Lead 00Q7R00001oSGXhUAQ	pam_owenby@hendricksontrading.com	Norm May	Greenwich Martin	2023-08-28T19:20:17.000+0000

CloudPage Formulario

Customer Information

Contact Name:

Email Address:

Phone:

Language:

 ES

Number of Adults:

Booking Details

Hotel Name:

 MOAUSA

Check-in Date:

 dd / mm / aaaa □

Check-out Date:

 dd / mm / aaaa □

Duration of Stay (nights):

Number of Rooms:

Type:

Number of Kids:

Make a Booking

Input DNI Adultos Según numero de adultos

Customer Information

Contact Name: PruebaMOA

Email Address: pruebamoa@prueba.com

Phone: 6546549

Language: ES

Number of Adults: 1

Adult 1 DNI:

Booking Details

Hotel Name: MOAUSA

Check-in Date: dd/mm/aaaa

Check-out Date: dd/mm/aaaa

Duration of Stay (nights):

Number of Rooms:

Type:

Number of Kids:



Customer Information

Contact Name:
PruebaMOA

Email Address:
pruebamoa@prueba.com

Phone:
6546549

Language:
ES

Number of Adults:
6

Adult 1 DNI:

Adult 2 DNI:

Adult 3 DNI:

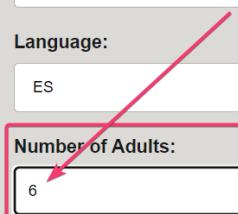
Adult 4 DNI:

Adult 5 DNI:

Adult 6 DNI:

Booking Details

Hotel Name:



Contact Name:
PruebaMOA

Email Address:
pruebamoa@prueba.com

Phone:
6546549

Language:
ES

Number of Adults:
1

Adult 1 DNI:
75709533L

Booking Details

Hotel Name:
MOAUSA

Check-in Date:
11/09/2023

Check-out Date:
12/09/2023

Duration of Stay (nights):
1

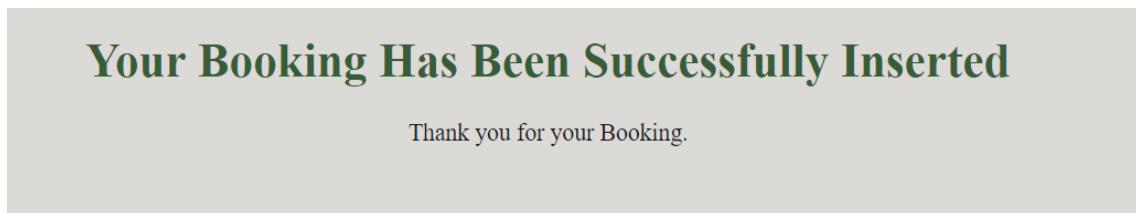
Number of Rooms:
1

Type:
Top

Number of Kids:
0

Make a Booking

Thank You Page tras Formulario – API SSJS



Comprobamos Reserva Insertada en DE_Bookings:

Booking_Id	Type	Adults	Kids	Rooms	Checkin	Checout	Contact	EmailAddress	Phone	Nights
BK036871	Top	2	3	2	Tuesday, October 03, 2023 12:00 AM	Friday, May 05, 2023 12:00 AM	Joseph Green	joseph.green@email.com	1111111111	2
BK036881	Top	1	1	1	Wednesday, October 04, 2023 12:00 AM	Sunday, May 14, 2023 12:00 AM	Andrea Pink	andrea.pink@email.com	2222222222	10
BK036891	Medium	2	2	2	Friday, October 13, 2023 12:00 AM	Tuesday, May 16, 2023 12:00 AM	Margarita Blanco	margarita.blanco@email.com	3333333333	17
BK036901	Medium	2	1	1	Monday, October 23, 2023 12:00 AM	Saturday, May 27, 2023 12:00 AM	Luis Blue	luis.blue@email.com	4444444444	4
BK036911	Basic	1	0	1	Tuesday, October 03, 2023 12:00 AM	Thursday, June 08, 2023 12:00 AM	Peter Black	peter.black@email.com	5555555555	5
BK036921	Basic	2	0	1	Tuesday, October 03, 2023 12:00 AM	Thursday, April 20, 2023 12:00 AM	Joe White	joe.white@email.com	6666666666	17
7d85ee1-5	Top	1	0	1	Monday, October 11, 2023 12:00 AM	Tuesday, September 12, 2023 12:00 AM	PruebaMOA	pruebamoa@prueba.com	6546549	1

Nos la inserta como PENDING- Vamos a confirmar en el mail o cancelarla

03, Thursday, April 20, 2023 12:00 AM	Joe White	joe.white@email.com	6666666666	17	6542360	Canceled	Saturday, September 09, 2023 12:00 AM	GE	MOABerlin
Iber 11, Tuesday, September 12, 2023 12:00 AM	PruebaMOA	pruebamoa@prueba.com	6546549	1	7d578137-d	Pending	Monday, September 11, 2023 12:00 AM	ES	MOAU

Email Welcome

Comprobación Copies diferentes idiomas:

The screenshot shows a 'Subscriber Preview and Attributes' table on the left and an 'Email Welcome' preview on the right.

Subscriber Preview and Attributes:

ATTRIBUTE	VALUE
Booking_Id	BK036871
Type	Top
Adults	2
Kids	3
Rooms	2
Checkin	Tuesday, October 3, 2023 12:00 AM
Checkout	Friday, May 5, 2023 12:00 AM
Contact	Joseph Green
EmailAddress	joseph.green@email.com
Phone	111111111
Nights	2
Contact_ID	6542365
Status	Pending
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	ES
HotelName	MOAlcobendas

Email Welcome Preview (Spanish):

Muchas gracias por hacer su reserva.
Estos son los detalles de tu reserva
A nombre de Joseph Green
Número de adultos 2
Número de niños 3
Hotel MOAlcobendas
Lugar

- Spain
- Alcobendas
- Calle Madrid
- 28108

Fecha Check-in 10/3/2023 12:00:00 AM
Fecha Check-out 5/5/2023 12:00:00 AM
Esperamos que disfrute su estancia.
Número de noches 2
Tasa de conversión 1.000

The screenshot shows a 'Subscriber Preview and Attributes' table on the left and an 'Email Welcome' preview on the right.

Subscriber Preview and Attributes:

ATTRIBUTE	VALUE
Booking_Id	BK036881
Type	Top
Adults	1
Kids	1
Rooms	1
Checkin	Wednesday, October 4, 2023 12:00 AM
Checkout	Sunday, May 14, 2023 12:00 AM
Contact	Andrea Pink
EmailAddress	andrea.pink@email.com
Phone	222222222
Nights	10
Contact_ID	6542366
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	FR
HotelName	MOAParis

Email Welcome Preview (French):

Hôtel MOAParis
Lieu

- France
- Paris
- Notre Dame
- 465125

Date d'arrivée 10/4/2023 12:00:00 AM
Date de départ 5/14/2023 12:00:00 AM
Nous esperons que vous aimez votre séjour.
Nombre de nuits 10
Taux de conversion 1.000
Prix par nuit 180 €
Prix total 1800 €
Prix total converti 1800 €

Cliquez pour confirmer

ATTRIBUTE	VALUE
Booking_Id	BK036891
Type	Medium
Adults	2
Kids	2
Rooms	2
Checkin	Friday, October 13, 2023 12:00 AM
Checkout	Tuesday, May 30, 2023 12:00 AM
Contact	Margarita Blanco
EmailAddress	margarita.blanco@email.com
Phone	33333333
Nights	17
Contact_ID	6542367
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	RU
HotelName	MOAKremlin

Layout
Plain Text

- Stalin
- 5423652

Дата заезда 10/13/2023 12:00:00 AM

Проверить дату 5/30/2023 12:00:00 AM

Надеемся, Вам здесь нравится.

Количество ночей 17

Коэффициент конверсии 104.690

Цена за ночь 130 €

Итоговая цена 2210 €

Общая конвертированная цена 231364.9 ₽

Нажмите, чтобы подтвердить

Нажмите, чтобы просмотреть и изменить бронирование

Нажмите, чтобы отменить бронирование

ATTRIBUTE	VALUE
Booking_Id	BK036901
Type	Medium
Adults	2
Kids	1
Rooms	1
Checkin	Monday, October 23, 2023 12:00 AM
Checkout	Saturday, May 27, 2023 12:00 AM
Contact	Luis Blue
EmailAddress	luis.blue@email.com
Phone	44444444
Nights	4
Contact_ID	6542368
Status	Canceled
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	EN
HotelName	MOAUSA

Layout
Plain Text

On behalf of Luis Blue

Number of adults 2

Number of kids 1

Hotel MOAUSA

Place

- USA
- San Diego
- Main Avenue, 134
- 91911

Check-in date 10/23/2023 12:00:00 AM

Check-out date 5/27/2023 12:00:00 AM

We hope you enjoy your stay.

Number of nights 4

Conversion rate 1.070

Price per night 150 €

ATTRIBUTE	VALUE
Booking_Id	BK036911
Type	Basic
Adults	1
Kids	0
Rooms	1
Checkin	Tuesday, October 3, 2023 12:00 AM
Checkout	Thursday, June 8, 2023 12:00 AM
Contact	Peter Black
EmailAddress	peter.black@email.com
Phone	55555555
Nights	5
Contact_ID	6542369
Status	Pending
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	PT
HotelName	MOALisbon

Muito obrigado por fazer sua reserva.

Estes são os detalhes da sua reserva

Em nome de Peter Black

Número de adultos 1

Número de filhos 0

Hotel MOALisbon

Lugar

- Portugal
- Lisboa
- Luciano Cordeiro 78
- 658723

Data de entrada 10/3/2023 12:00:00 AM

Data de saída 6/8/2023 12:00:00 AM

Esperamos que aproveite sua estadia.

Numero de noites 5

ATTRIBUTE	VALUE
Booking_Id	BK036921
Type	Basic
Adults	2
Kids	0
Rooms	1
Checkin	Tuesday, October 3, 2023 12:00 AM
Checkout	Thursday, April 20, 2023 12:00 AM
Contact	Joe White
EmailAddress	joe.white@email.com
Phone	66666666
Nights	17
Contact_ID	6542360
Status	Canceled
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	GE
HotelName	MOABerlin

Dies sind die Details Ihrer Reservierung

Im Namen von Joe White

Anzahl erwachsene 2

Anzahl der kinder 0

Hotel MOABerlin

Ort

- Germany
- Berlin
- Stralauer Platz 36
- 10243

Beitrittsdatum 10/3/2023 12:00:00 AM

Abreisedatum 4/20/2023 12:00:00 AM

Wir hoffen, Sie genießen Ihren Aufenthalt.

Anzahl der Nächte 17

Wechselkurs 1.000

Preis pro Nacht 140 €

Conversión Moneda

Booking_Id	BK036901
Type	Medium
Adults	2
Kids	1
Rooms	1
Checkin	Monday, October 23, 2023 12:00 AM
Checkout	Saturday, May 27, 2023 12:00 AM
Contact	Luis Blue
EmailAddress	luis.blue@email.com
Phone	444444444
Nights	4
Contact_ID	6542368
Status	Canceled
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	EN
HotelName	MOAUSA

We hope you enjoy your stay.

Number of nights 4

Conversion rate 1.070

Price per night 150 €

Total Cost 600 €

Total Converted Price 642 \$

Click to Confirm

Click to View and Modify Booking

Click to Cancel Booking

Unsubscribe

ATTRIBUTE	VALUE
Booking_Id	BK036891
Type	Medium
Adults	2
Kids	2
Rooms	2
Checkin	Friday, October 13, 2023 12:00 AM
Checkout	Tuesday, May 30, 2023 12:00 AM
Contact	Margarita Blanco
EmailAddress	margarita.blanco@email.com
Phone	333333333
Nights	17
Contact_ID	6542367
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	RU
HotelName	MOAKremlin

Layout Plain Text

Надеемся, Вам здесь нравится.

Количество ночей 17

Коэффициент конверсии 104.690

Цена за ночь 130 €

Итоговая цена 2210 €

Общая конвертированная цена 231364.9 ₽

Нажмите, чтобы подтвердить

Нажмите, чтобы просмотреть и изменить бронирование

Нажмите, чтобы отменить бронирование

Отписаться

Preheader:

ATTRIBUTE	VALUE
Booking_Id	BK036921
Type	Basic
Adults	2
Kids	0
Rooms	1
Checkin	Tuesday, October 3, 2023 12:00 AM
Checkout	Thursday, April 20, 2023 12:00 AM
Contact	Joe White
EmailAddress	joe.white@email.com
Phone	666666666
Nights	17
Contact_ID	6542360
Status	Canceled
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	DE
HotelName	MOABerlin

Layout:

Wir hoffen, Sie genießen Ihren Aufenthalt.

Anzahl der Nächte 17

Wechselkurs 1.000

Preis pro Nacht 140 €

Gesamtpreis 2380 €

Gesamter umgerechneter Preis 2380 €

Klicken Sie zum Bestätigen

Klicken Sie hier, um die Buchung anzuzeigen

Klicken Sie hier, um die Buchung zu stornieren

Abbestellen

Preheader:

ATTRIBUTE	VALUE
Booking_Id	BK036911
Type	Basic
Adults	1
Kids	0
Rooms	1
Checkin	Tuesday, October 3, 2023 12:00 AM
Checkout	Thursday, June 8, 2023 12:00 AM
Contact	Peter Black
EmailAddress	peter.black@email.com
Phone	555555555
Nights	5
Contact_ID	6542369
Status	Pending
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	PT
HotelName	MOALisbon

Layout:

Esperamos que aproveite sua estadia.

Numero de noites 5

Taxa de conversão 1.000

Preço por noite 80 €

Preço total 400 €

Preço total convertido 400 €

Clique para confirmar

Clique para visualizar e modificar reserva

Clique para cancelar reserva

Cancelar subscrição



Botones diferentes idiomas también

EmailAddress	joseph.green@email.com
Phone	111111111
Nights	2
Contact_ID	6542365
Status	Pending
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	ES
HotelName	MOAlcobendas

Click para Confirmar

Click para Ver y Modificar Reserva

Click para Cancelar Reserva

Darse de Baja

Phone	222222222
Nights	10
Contact_ID	6542366
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	FR
HotelName	MOAParis

Cliquez pour confirmer

Cliquez pour afficher et modifier la réservation

Cliquez pour annuler la réservation

Se désabonner

EmailAddress	margarita.blanco@email.com
Phone	333333333
Nights	17
Contact_ID	6542367
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	RU
HotelName	MOAKremlin

Нажмите, чтобы подтвердить

Нажмите, чтобы просмотреть и изменить бронирование

Нажмите, чтобы отменить бронирование

Отписаться

EmailAddress	luis.blue@email.com
Phone	444444444
Nights	4
Contact_ID	6542368
Status	Canceled
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	EN
HotelName	MOAUSA

Click to Confirm

Click to View and Modify Booking

Click to Cancel Booking

Unsubscribe

EmailAddress	peter.black@email.com
Phone	555555555
Nights	5
Contact_ID	6542369
Status	Pending
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	PT
HotelName	MOALisbon

[Clique para confirmar](#)

[Clique para visualizar e modificar reserva](#)

[Clique para cancelar reserva](#)

[Cancelar subscrição](#)



Phone	666666666
Nights	17
Contact_ID	6542360
Status	Canceled
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	GE
HotelName	MOABerlin

[Klicken Sie zum Bestätigen](#)

[Klicken Sie hier, um die Buchung anzuzeigen](#)

[Klicken Sie hier, um die Buchung zu stornieren](#)

[Abbestellen](#)



CloudPage Confirmed Booking

Click para Confirmar

Click para Ver y Modificar Reserva

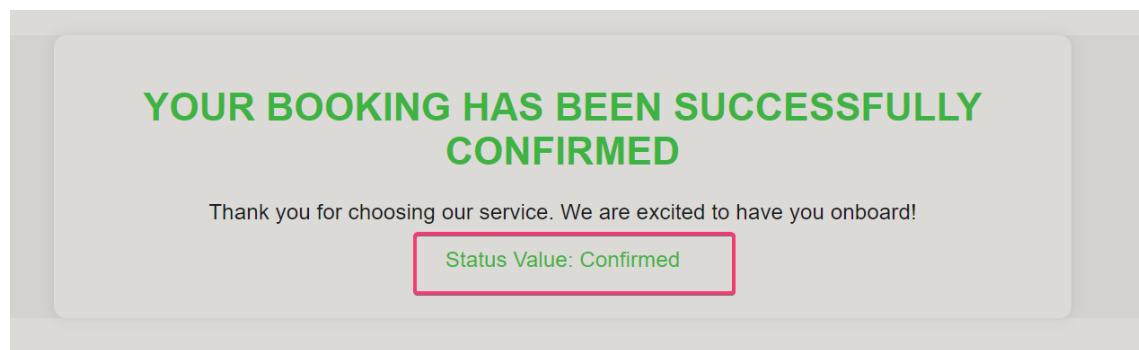
Click para Cancelar Reserva

Darse de Baja

by: **Nateevo**

Edificio B. Madrid. Madrid. 20108. España

Imprimimos Status en la CP: Confirmed



Comprobamos en DE_Bookings su Status

PruebaMOA	pruebamoa@prueba.com	6546549	1	7d578137-d	Confirmed	2023 12:00 AM	Monday, September 11, 2023 12:00 AM	ES
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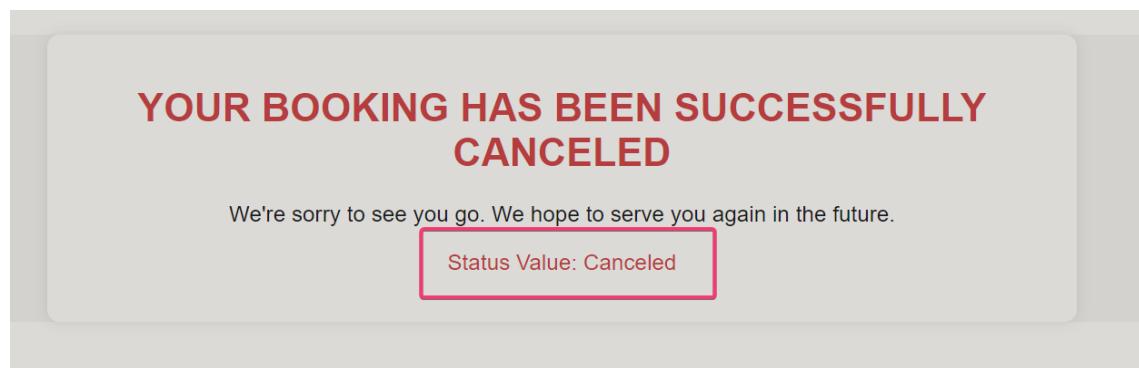
CloudPage Canceled Booking

Precio Total Convertido 150 €**Click para Confirmar****Click para Ver y Modificar Reserva****Click para Cancelar Reserva****Darse de Baja**

It was sent by: **Nateevo**
Europa 1, Edificio B, Madrid, 20108, España

97d4e26cc9129df2a67f2bea805ff1ee210e053ee740b9c63fae75ef8ddb8739016230f3d045f889a0cd3ac4a90ff1185cd859314e4faa4d2e630460084d7fa

Imprimimos Status en la CP: Canceled

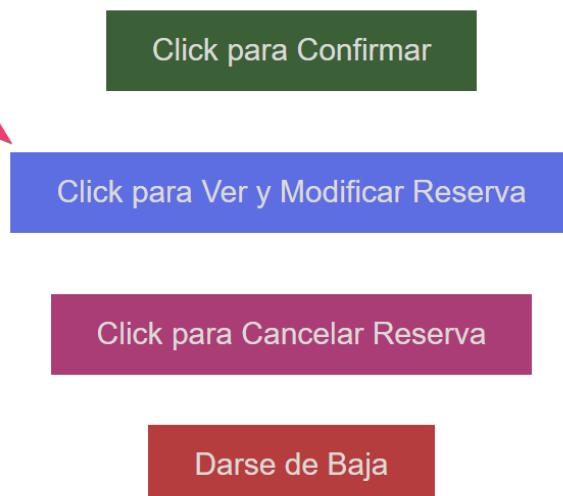


Comprobamos en DE_Bookings su Status

PruebaMOA	pruebamoa@prueba.com	6546549	1	7d578137-d	Canceled
-----------	----------------------	---------	---	------------	----------

CloudPage1 Modified Booking

v10



Arriba se imprimen datos de la reserva actual

Abajo se abre un formulario para MODIFICAR datos de la reserva

Thank You for Your Booking!

Datos de la reserva Actual PINTADOS EN PANTALLA

Contact Name: PruebaMOA Email: pruebamoe@prueba.com
Phone: 6546549 Language: ES

Hotel: MOAUSA Check-in: 9/11/2023 12:00:00 AM
Check-out: 9/12/2023 12:00:00 AM Duration (Nights): 1

Rooms: 1 Type: Top
Adults: 1 Kids: 0
Status: Pending

Formulario para modificar los detalles de la reserva:

You can modify your booking details here

Booking ID: 7d65ee1-5
Contact ID: 7d578137-d

Contact Name: [] Email Address: []
Phone: [] Language: ES
Number of Adults: []

Booking Details
Hotel Name: MOAUSA
Check-in Date: dd/mm/aaaa []
Check-out Date: dd/mm/aaaa []
Duration of Stay (nights): []
Number of Rooms: []
Type: []
Number of Kids: []

Modify your Booking

Manteniendo Booking ID y Contact ID de la reserva

The screenshot shows a user interface for modifying booking details. At the top, a red box highlights the text "You can modify your booking details here". Below this, a red box highlights the "Booking ID: 7d65eee1-5" and "Contact ID: 7d578137-d" fields. Further down, there are input fields for "Contact Name" (empty), "Email Address" (empty), "Phone" (empty), "Language" (set to "ES"), and "Number of Adults" (empty). A cursor arrow points towards the "Contact ID" field.

You can modify your booking details here

Booking ID: 7d65eee1-5
Contact ID: 7d578137-d

Contact Name:

Email Address:

Phone:

Language: ES

Number of Adults:

CloudPage2 Modified Booking

You can modify your booking details here

Booking ID: 7d65eee1-5
Contact ID: 7d578137-d

Contact Name:

Email Address:

Phone:

Language: ES

Number of Adults:

85

Nos muestra por pantalla los datos actualizados en la CP_Modified1

These are the new modified details of your Booking!

Contact Name:	PruebaMOA3	Email:	pruebamoa@prueba.com
Phone:	667912297	Language:	ES
Hotel:	MOAUSA	Check-in:	2023-09-11
Check-out:	2023-09-12	Duration (Nights):	1
Rooms:	1	Type:	Top
Adults:	1	Kids:	0
Status:	Confirmed	Booking ID:	7d65eee1-5
Contact ID:	7d578137-d		

Comprobamos en la DE que se hayan actualizado esos datos:

PruebaMOA3	pruebamoa@prueba.com	667912297	1
------------	----------------------	-----------	---

CloudPage Unsubscribed

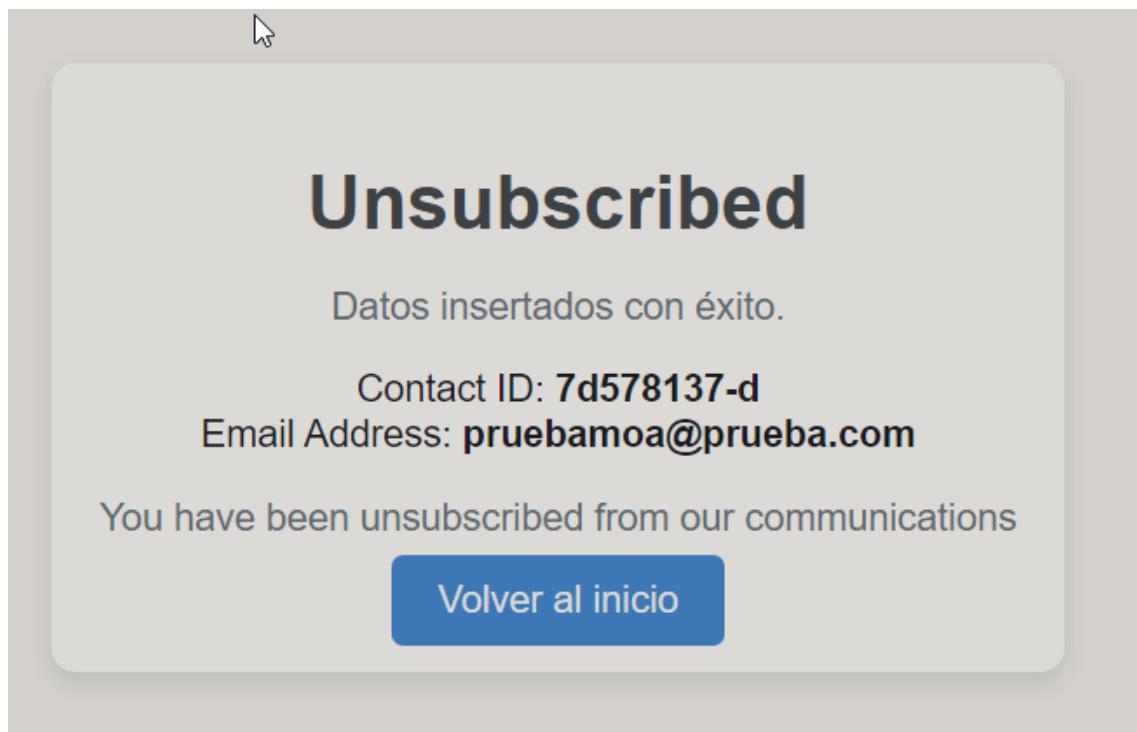
Click para Confirmar

Click para Ver y Modificar Reserva

Click para Cancelar Reserva

Darse de Baja

Vemos la CP para las bajas



Comprobamos que ha sido insertado en la DE_Unsubscribed

The screenshot shows the Marketing Cloud interface for a Data Extension named 'DE_Unsubscribed'. The top navigation bar includes 'Email', 'Overview', 'Content', 'Subscribers' (selected), 'Interactions', 'A/B Testing', 'Tracking', and 'Actions'. Below the navigation is a breadcrumb path 'Data Extensions > DE_Unsubscribed'. A red box highlights the 'DE_Unsubscribed' name and the table below it. To the right of the table, a green checkmark indicates 'Available'. Below the table are 'Properties', 'Records', and 'Tracking' tabs. At the bottom left are 'Export' and 'Import' buttons. The table has columns 'Contact_ID' and 'EmailAddress'. One row is visible: '7d578137-d' and 'pruebamoa@prueba.com'.

Contact_ID	EmailAddress
7d578137-d	pruebamoa@prueba.com

Email Reminder 1 Mes

En este email le mostramos los días que le quedan para el Checkin restando la fecha del Checkin a la fecha de hoy, junto con los datos de la reserva y un enlace para VER Y MODIFICAR reserva, cancelarla, o darse de baja en suscripciones:

The screenshot shows a software interface for managing email campaigns. On the left, there's a sidebar with icons for Properties, Content, and Preview and Test. Below that is a table titled "Subscriber Preview and Attributes" showing details for subscriber "BK036901". The table includes columns for ATTRIBUTE and VALUE, listing information like Booking_Id (BK036901), Type (Medium), Adults (2), Kids (1), Rooms (1), Checkin (Monday, October 23, 2023, 12:00 AM), Checkout (Saturday, May 27, 2023, 12:00 AM), Contact (Luis Blue), EmailAddress (luis.blue@email.com), Phone (44444444), Nights (4), Contact_ID (6542368), Status (Canceled), DateBooking (Saturday, September 9, 2023 12:00 AM), Language (EN), and HotelName (MOAUSA). On the right, under "Preview and Test", the "Layout" tab is selected, showing a plain text template. A red box highlights the text "Days until checkin 37". Below it, the template contains the following text:

Subject: Reminder for Luis Blue
Preheader: MOAUSA

Layout Plain Text

Days until checkin 37

Thank you very much for making your reservation.

These are the details of your reservation

On behalf of Luis Blue

Number of adults 2

Number of kids 1

Hotel MOAUSA

Place

- USA
- San Diego
- Main Avenue, 134
- 91911

10/23/2023 12:00:00 AM 10/23/2023 12:00:00 AM

Check-out date 5/27/2023 12:00:00 AM

We hope you enjoy your stay.



Javier Blanco Rodríguez – MOA Hoteles

89

Number of nights 4

Conversion rate 1.070

Price per night 150 €

Total Cost 600 €

Total Converted Price 642 \$

Click to View and Modify Booking

[Click to Cancel Booking](#)

[Unsubscribe](#)

Email Reminder 48h

En este email dinámico, según el idioma y los datos de la reserva, le recordamos sitios de interés al lado de su sitio y un enlace para ver sus detalles de reserva y cancelar la suscripción a las comunicaciones. Adjunto imágenes:



Javier Blanco Rodríguez – MOA Hoteles

90

Ejemplo1:Aleman

The screenshot shows a booking summary on the left and an email editor interface on the right.

Booking Summary:

ATTRIBUTE	VALUE
Booking_Id	BK036881
Type	Top
Adults	1
Kids	0
Rooms	1
Checkin	Friday, September 22, 2023 12:00 AM
Checkout	Saturday, September 23, 2023 12:00 AM
Contact	cambio2
EmailAddress	cambio@cambio.com
Phone	234234
Nights	1
Contact_ID	6542366
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	DE
HotelName	MOALisbon

Email Editor Interface:

Subject: cambio2
Preheader:
Layout Plain Text Desktop

Text Content:

Es bleiben nur noch 48 Stunden für Ihre Reservierung! Hier hinterlassen wir Ihnen Erfahrungen, die Sie machen können:

LISABON, DIE CHARMANTE HAUPTSTADT PORTUGALS, IST EINE STADT, IN DER GESCHICHTE UND MODERNE IN PERFEKTER HARMONIE ZUSAMMENLEBEN.

SIE KÖNNEN DEN TAG BEGINNEN, INDEM SIE SICH IN DEN ENGEN GASSEN

Vielen Dank für Ihre Reservierung.
Dies sind die Details Ihrer Reservierung
Im Namen von cambio2
Anzahl erwachsene 1
Anzahl der kinder 0
Hotel MOALisbon
Ort
• Portugal

Wir hoffen, Sie genießen Ihren Aufenthalt.

Anzahl der Nächte 1

Wechselkurs 1.000

Preis pro Nacht 80 €

Gesamtpreis 80 €

Gesamter umgerechneter Preis 80 €

Abbestellen

Ejemplo2:

The screenshot shows a Mailchimp Preheader editor interface. On the left, there's a sidebar with a table of booking attributes and their values. On the right, the main area has a 'Layout' tab selected, displaying a promotional message in Spanish: "Quedan solo 48h ¡para tu reserva! Aquí te dejamos experiencias que podrás hacer:". Below this, there's a large green text block: "NUEVA YORK ES UNA CIUDAD DE EXPERIENCIAS ILIMITADAS, DONDE CADA RINCÓN VIBRA CON VIDA Y DIVERSIDAD. DESDE LA IMPONENTE GRANDEZA DEL HORIZONTE DOMINADO POR RASCACIELOS COMO EL EMPIRE STATE, HASTA LAS". At the bottom of the editor, there are several small text snippets: "Muchas gracias por hacer su reserva.", "Estos son los detalles de tu reserva", "A nombre de sdasdf", "Número de adultos 1", "Número de niños 1", "Hotel MOAUSA", and "Lugar".

ATTRIBUTE	VALUE
Booking_Id	BK036891
Type	Top
Adults	1
Kids	1
Rooms	1
Checkin	Saturday, September 16, 2023 12:00 AM
Checkout	Saturday, September 30, 2023 12:00 AM
Contact	sdaesdf
EmailAddress	asd@esdf.com
Phone	asd
Nights	1
Contact_ID	6542367
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	ES
HotelName	MOAUSA

Número de noches 2

Tasa de conversión 1.000

Precio por Noche 150 €

Coste Total 300 €

Precio Total Convertido 300 €

Darse de Baja

This email was sent by [Notaevo](#)

ANEXOS

