

# BOOTCAMP SALESFORCE MARKETING CLOUD DEVELOPER

**Nombre del Proyecto:** MOA Hoteles

**Autor:** Javier Blanco Rodríguez

**Fecha Entrega:** Septiembre 2023

**Nivel Escogido:** Experto



## Tabla de contenido

<b>INTRODUCCIÓN .....</b>	<b>4</b>
<b>MODELO DE DATOS.....</b>	<b>5</b>
<u>DATA EXTENSIONS .....</u>	<u>5</u>
<u>MODELO DE DATOS RELACIONAL .....</u>	<u>11</u>
<b>PARTE TÉCNICA – SSJS &amp; AMPSCRIPT.....</b>	<b>14</b>
<u>Conexión con el CRM .....</u>	<u>14</u>
<u>Cloud Page Inicio Formulario.....</u>	<u>14</u>
<u>Thank You Page con API con SSJS .....</u>	<u>16</u>
<u>Email Welcome Dinámico según Idioma y Divisa.....</u>	<u>16</u>
<u>Cloud Page Confirmar Reserva .....</u>	<u>17</u>
<u>Cloud Page Cancelar Reserva.....</u>	<u>18</u>
<u>Cloud Page Modificar Reserva .....</u>	<u>18</u>
<u>Thank You Page Modificar Reserva .....</u>	<u>18</u>
<u>Cloud Page Baja Comunicaciones.....</u>	<u>19</u>
<u>Email Reminder 1 Mes .....</u>	<u>19</u>
<u>Email Reminder 48h.....</u>	<u>20</u>

	3
<b>MARKETING AUTOMATION – JB &amp; AS .....</b>	<b>22</b>
<a href="#">Journey Builder – Flujo Principal.....</a>	22
<a href="#">Automation Studio – Automatizaciones Totales .....</a>	26
<a href="#">Automation Studio – Tracking Envíos.....</a>	28
<a href="#">Automation Studio – Recoger FTP Reservas Canceladas.....</a>	28
<a href="#">Automation Studio – Contar Reservas Totales, Canceladas y Confirmadas .....</a>	31
<b>PARTE FUNCIONAL.....</b>	<b>35</b>
<a href="#">Conexión con el CRM Paso a Paso - Trailhead .....</a>	35
<a href="#">Configuración para la llamada API de la BU.....</a>	53
<a href="#">Creación Sender Profile, From y Delivery Profile .....</a>	57
<a href="#">Configuración SFTP - FileZilla .....</a>	59
<b>PRUEBAS .....</b>	<b>61</b>
<a href="#">Conexión con el CRM .....</a>	61
<a href="#">Cloud Page Formulario .....</a>	67
<a href="#">Thank You Page con Llamada API en SSJS .....</a>	71
<a href="#">Email Welcome Dinámico según Idioma y Divisa.....</a>	72
<a href="#">Cloud Page Reserva Confirmada .....</a>	79
<a href="#">Cloud Page Reserva Cancelada.....</a>	80
<a href="#">Cloud Page Modificar Reserva .....</a>	81
<a href="#">Thank You Page Reserva Modificada.....</a>	83

<a href="#">Cloud Page Baja Comunicaciones.....</a>	<a href="#">85</a>
<a href="#">Email Reminder 1 Mes.....</a>	<a href="#">86</a>
<a href="#">Email Reminder 48h antes.....</a>	<a href="#">88</a>

## 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

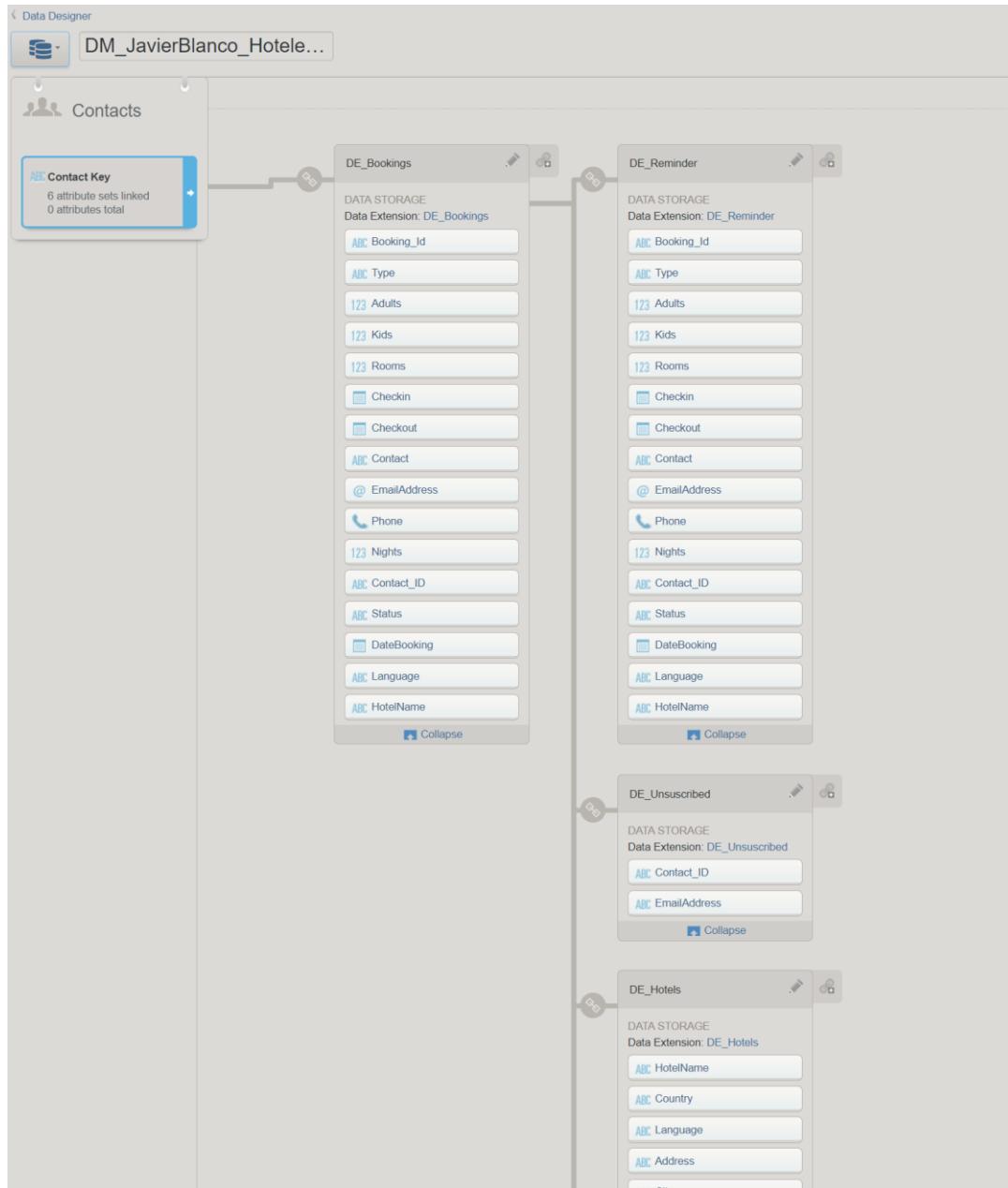
Fields					
Name	Data Type	Length	Primary Key	Nullable	
Booking_Id	Text	50	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Type	Text	50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Adults	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Kids	Number		<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"/>	

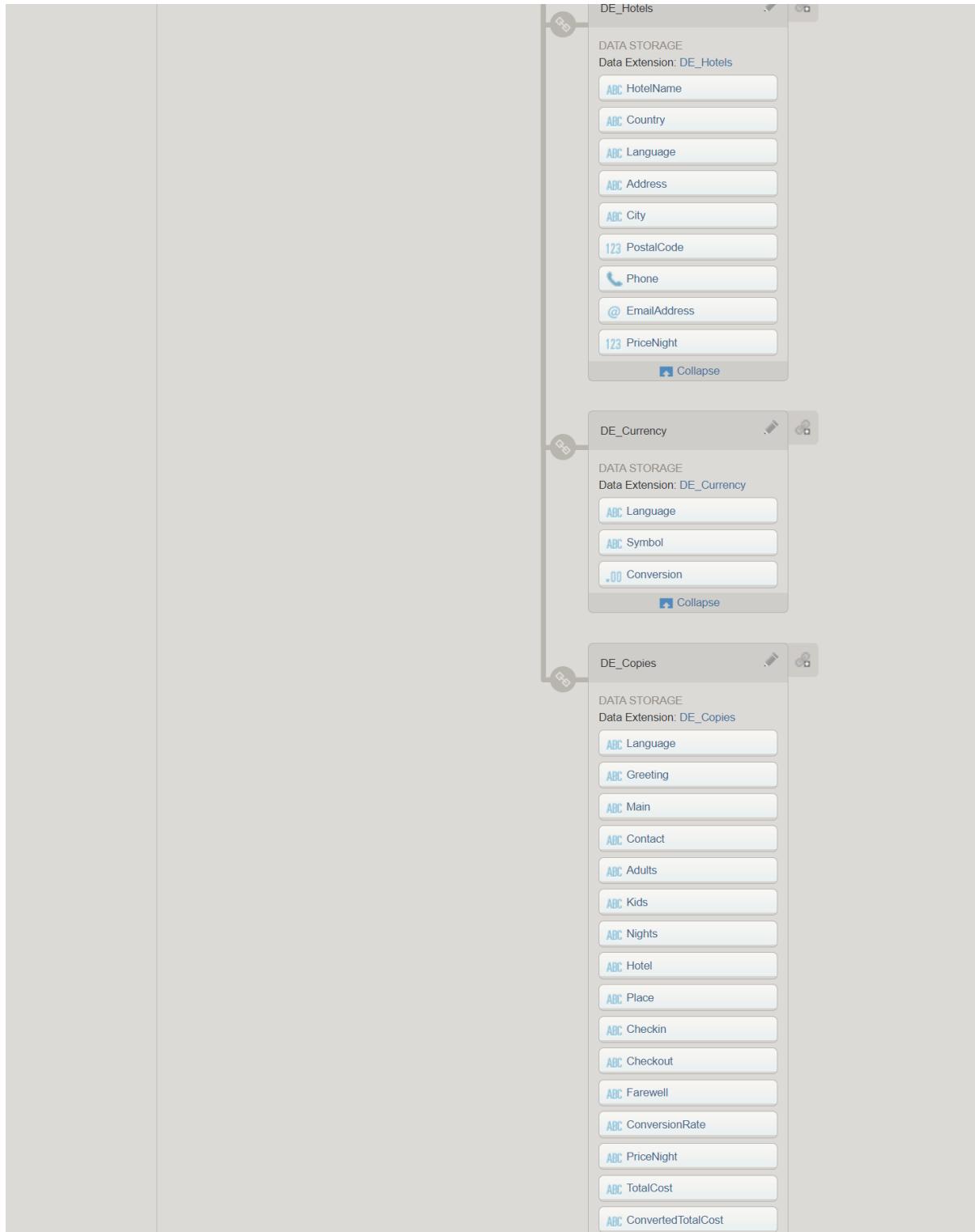


Javier Blanco Rodríguez – MOA Hoteles

11

## 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

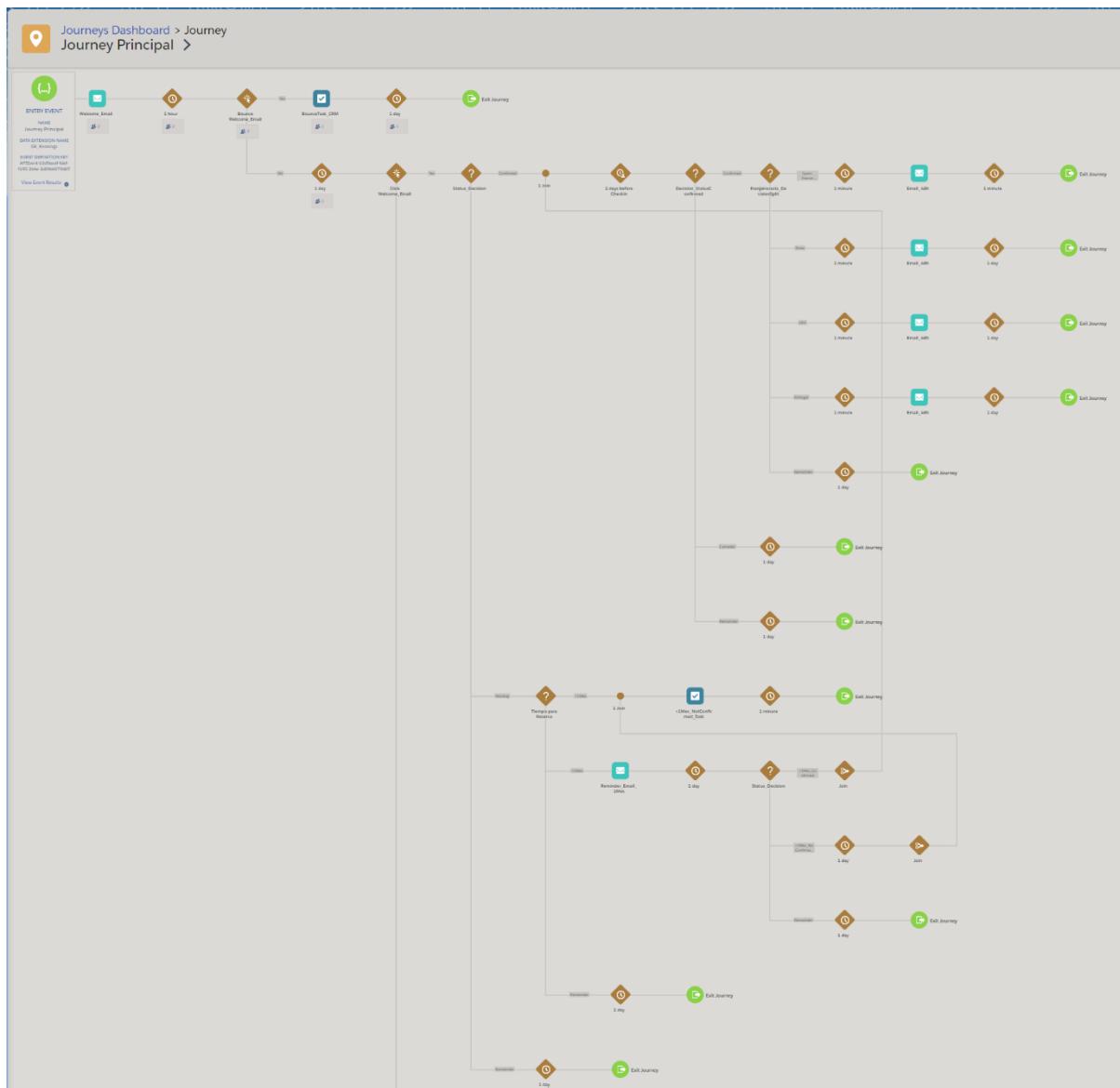
- k. **LookupRows:** Realizar búsquedas en las tablas de datos de extensión (DE) para recuperar registros que coincidan con ciertos criterios.

- 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**.

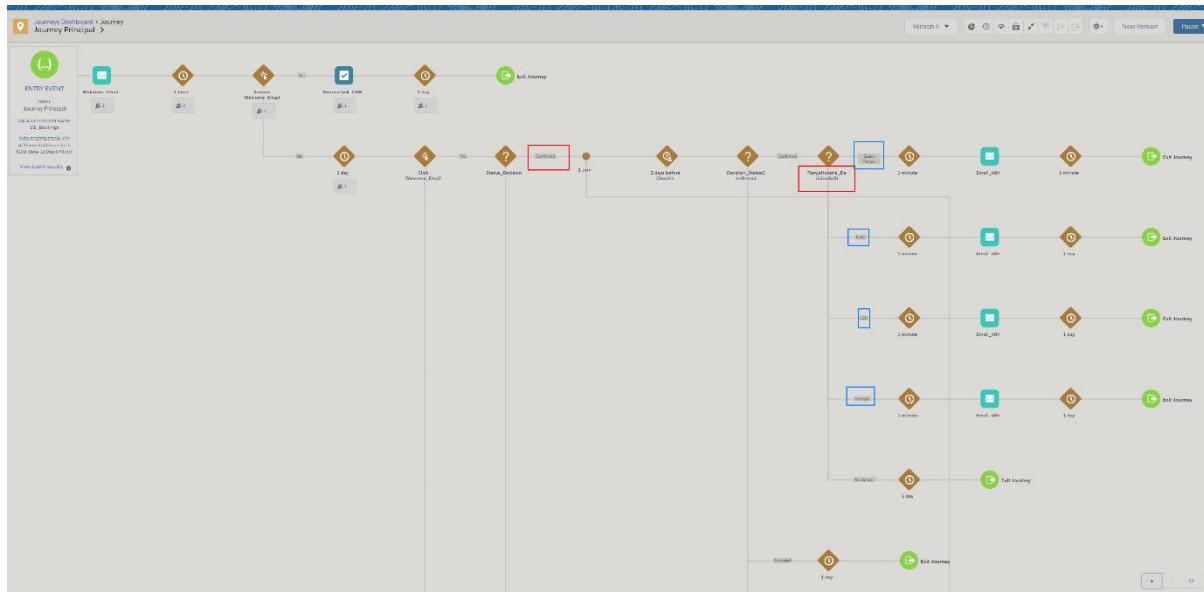
## MARKETING AUTOMATION – JB & AS

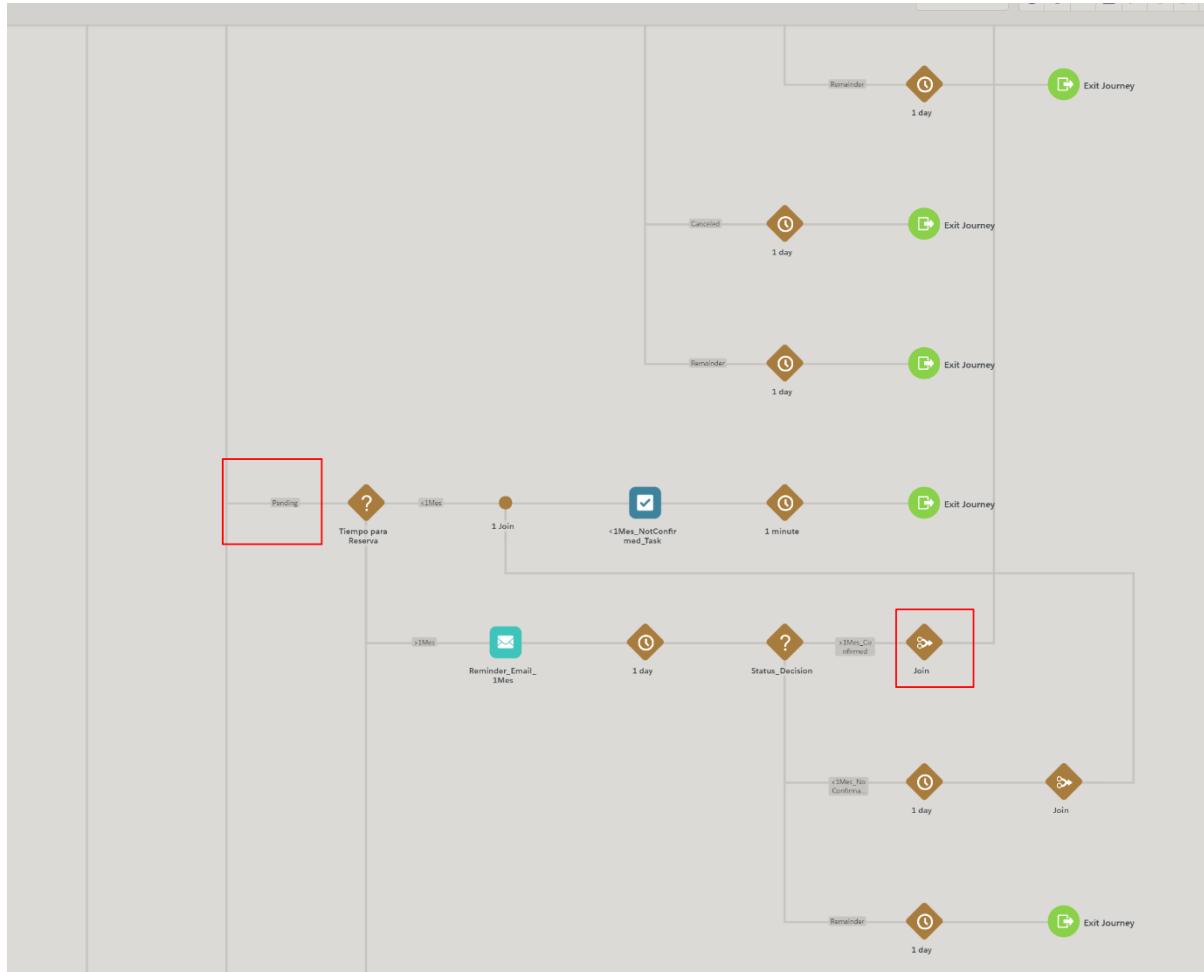
### Journey Builder – Flujo Principal:

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**

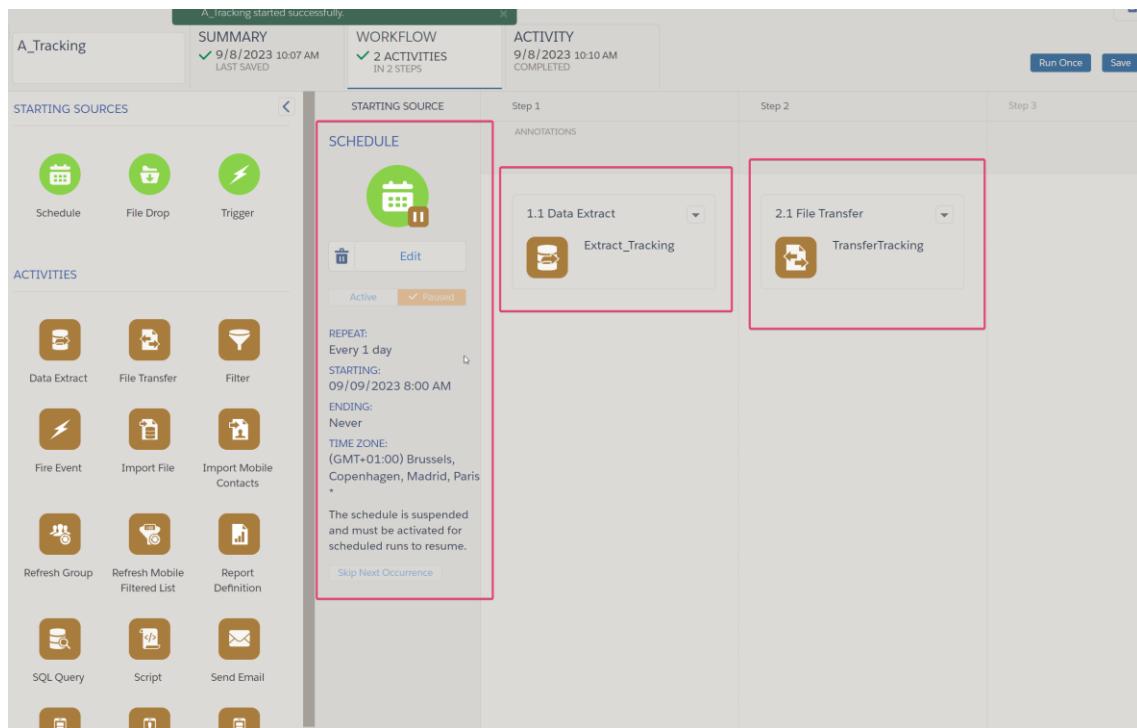
Create New Data Extract Activity

**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 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:** The main navigation bar includes "Automation Studio", "Overview", and "Activities".
- Import\_BookingCancelled Automation:** A specific automation named "Import\_BookingCancelled" is selected, showing its "SUMMARY" (last saved on 9/8/2023 at 9:03 AM) and "WORKFLOW" (1 ACTIVITY IN 1 STEP).
- Starting Sources:** The "FILE DROP" source is highlighted, indicating it's the starting point for the automation.
- Activities:** The "Import File" activity is selected, with the ID "ID\_BookingCancelled" displayed.
- Annotations:** Annotations provide details about the file location ("import") and whether files are queued ("Yes").
- Available Activities:** A grid of other available activities is shown, including Data Extract, File Transfer, Filter, Fire Event, Import File, and Import Mobile Contacts.

## 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)

Edit Query Activity

PROPERTIES    QUERY    TARGET DATA EXTENSION    SUMMARY

Selected Data Extension: DE\_TotalStatusBookings

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

1 - 22 of 22 Items 25 ▲ Per Page

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.

## 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

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

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 summary indicates it was last saved on 9/12/2023 at 4:25 PM and contains 2 activities in 2 steps. The starting source is set to "Schedule". The automation consists of three steps:

- Step 1:** An SQL Query activity named "DE\_Reminder" (icon: magnifying glass). It is currently active and has a status of "Paused".
  - Annotations:** A note states: "The schedule is suspended and must be activated for scheduled runs to resume." A "Skip Next Occurrence" link is also present.
- Step 2:** A Send Email activity named "Reminder\_Email" (icon: envelope). It is currently active.
- Step 3:** Not visible in the screenshot.

The left sidebar lists various activity icons, including Data Extract, File Transfer, Filter, Fire Event, Import File, Import Mobile Contacts, Refresh Group, Report Definition, SQL Query, Script, Send Email, Send GroupConnect, Send Push, Send SMS, Verification, and Wait.

## 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>8:13 (hace 2 minutos)

para mí ▾

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 <a href="#">[Verify]</a>	Active	<input checked="" type="checkbox"/>
Username	blancorjavier@gmail.com	Marketing User	<input type="checkbox"/>
Nickname	Usuario16932513789707447017 <a href="#">[i]</a>	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	<a href="#">View</a>
Language	Spanish	Data.com User Type	<a href="#">[i]</a>
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	<a href="#">[i]</a>	Send Apex Warning Emails	<input type="checkbox"/>
App Registration: Salesforce Authenticator	<a href="#">[i]</a>	Salesforce CRM Content User	<input checked="" type="checkbox"/>
Security Key (U2F or WebAuthn)	<a href="#">[i]</a>	Receive Salesforce CRM Content Email Alerts	<input checked="" type="checkbox"/>
Lightning Login	<a href="#">[i]</a>	Receive Salesforce CRM Content Alerts as Daily Digest	<input checked="" type="checkbox"/>
Temporary Verification Code (Expires in 1 to 24 Hours)	<a href="#">[Generate]</a> <a href="#">[i]</a>	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
<a href="#">Edit</a>   <a href="#">Del</a>	User Layout		

Action	Page Layout Name	Created By	Modified By
<a href="#">Edit</a>   <a href="#">Del</a>	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.

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	<b>Lead Layout</b>		

Save ▾ Quick Save Preview As... Cancel Undo Redo Layout Properties

**Quick Find** Related List Name \*
 

- [Activity History](#)
- [Approval History](#)
- [Campaign History](#)
- [Content Deliveries](#)
- [Data Integration ...](#)
- [Email Sends](#)
- [File](#)
- [Groups](#)
- [HTML Email Status](#)
- [Individual Email ...](#)
- [Notes & Attachments](#)
- [SMS Sends](#)
- [Open Activities](#)

**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

Save ▾ Quick Save Preview As... Cancel Undo Redo Layout Properties

**Quick Find** Page Name \*
 

- [Section](#)
- [Blank Space](#)
- [LeadActions](#)

**Additional Information** (Header visible on edit only)
 

Product Interest	Sample Text	Current Generator(s)	Sample Text
SIC Code	Sample Text	Primary	Sample Text
Number of Locations	761		

**System Information** (Header visible on edit only)
 

Created By	Sample Text	Last Modified By	Sample Text
------------	-------------	------------------	-------------

**Description Information** (Header visible on edit only)
 

Description	Sample Text	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

Copyright © 2000-2023 salesforce.com, inc. All rights reserved. | Privacy Statement | Security Statement | Terms of Use | 5

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, a checkmark in the 'Role' column, and a dropdown menu in the 'Profile' column. At the bottom of the list are 'Cancel' and 'Next' buttons.

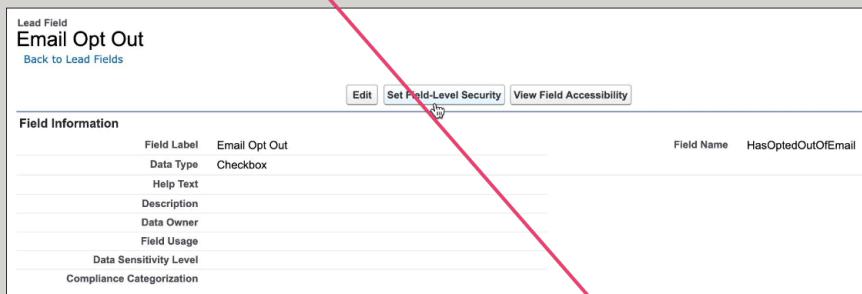
Full Name	Alias	Username	Role	Ac...	Profile
Chatter Expert	Chatter	chatty.00d7r000004whijuaa.ilg615xe7pfc@chatter.salesforce.com	<input checked="" type="checkbox"/>		Chatter Free User
Integration User	integ	integration@00d7r000004whijuaa.com	<input checked="" type="checkbox"/>		Analytics Cloud Integration 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' with 'Users' selected, and 'Platform Tools' with 'Apps' selected. 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	<a href="https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/ETFramework.wsdl">https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/ETFramework.wsdl</a>
SOAP Service Endpoint	<a href="https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/Service.asmx">https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/Service.asmx</a>
Temporary Password	
Verify Password	

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

Ya está creado

The screenshot shows the 'Users' setup page for 'Users > Usuario-API-MC-MOA'. The page includes a navigation bar with 'Edit', 'Change Password', 'Grant Account Login Access', and 'View MFA Events'. A yellow banner at the top right says 'Save successful. To send emails from this domain, request a verification for the domain.' Below the banner, there are two tabs: 'General Settings' (selected) and 'Multi-Factor Authentication'. The 'General Settings' tab displays the following user information:

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	<a href="https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/ETFramework.wsdl">https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/ETFramework.wsdl</a>
SOAP Service Endpoint	<a href="https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/Service.asmx">https://mchn8kdspj3pfr55f9x132xgkx94.soap.marketingcloudapis.com/Service.asmx</a>
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

The 'Multi-Factor Authentication' tab shows the status for three methods:

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 Setup interface:

- Left Window (Users List):** Shows a list of users with columns for Name, Email Address, and Username. A specific user, "Usuario-API-MC-MOA" (Email: javier.blanco@nateevo.com), is selected and highlighted with a red box. The "Manage Roles" button is also highlighted with a red box.
- Right Window (Roles Assignment):** Shows the "Roles" section for the selected user. It lists various roles with checkboxes. Two roles are checked and highlighted with red boxes: "Administrator" and "Marketing Cloud Administrator".

The sidebar on the left shows navigation links for Administration, Data Management, Platform Tools, and Settings.

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 bar is 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 templates under the 'Engagement' category:

- 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 of the template cards, 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 Marketing Cloud. A modal window titled 'Allow Access?' is open, listing permissions requested by 'Salesforce Marketing Cloud' such as access to identity URL service, user data via APIs, and various REST API resources. In the background, the main configuration page for 'Integration' is visible. It includes fields for 'Is Sandbox' (unchecked), 'Scope By User' (unchecked), and 'Salesforce System User'. A 'Connection' button is present. Below this, there are sections for 'Forward-to-a-Friend Subscriber List' (with a 'Select...' button), 'Folder for Salesforce Single Sends' (with a 'Select...' button), and 'Folder for Salesforce Mass Sends' (with a 'Select...' button). A note at the bottom says 'Do you want to allow access for' followed by a list of permissions.

Ya los tenemos conectados

The screenshot shows the 'Salesforce Integration' setup page in the Marketing Cloud interface. At the top, there's a success message: 'The configuration settings have been saved.' Below this, the 'Connector Settings' section is visible, with a red box highlighting the 'Connection' row. The connection details are as follows:

Salesforce System User	javier.blanco@nateevo.sandbox
Salesforce Org ID	00D7R000004whjUAA
Connection	Connected

Below the connector settings, the 'Marketing Cloud Settings' section contains the following configuration:

Forward-to-a-Friend Subscriber List	Forward-to-a-Friend Subscriber List
Tracking Folder for Salesforce Single Sends	Salesforce Single Sends
Tracking Folder for Salesforce Mass Sends	Salesforce Mass Sends

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

Salesforce Marketing Cloud

**Connected App Edit**

Version 10  
Description Salesforce Marketing Cloud

**Basic Information**

Start URL: [ ] Mobile Start URL: [ ]

**OAuth Policies**

Permitted Users: Admin approved users are pre-authorized  
Enable Single Logout: [ ]

IP Relaxation: Relax IP restrictions  
Refresh Token Policy: Immediately expire refresh token  
Options: Refresh token is valid until revoked, Expire refresh token if not used for: [ ] Day(s), Expire refresh token after: [ ] Day(s)

**Session Policies**

Timeout Value: --None-- [ ] High assurance session required: [ ]

**Custom Connected App Handler**

Apex Plugin Class: [ ] Run As: [ ]

**User Provisioning Settings**

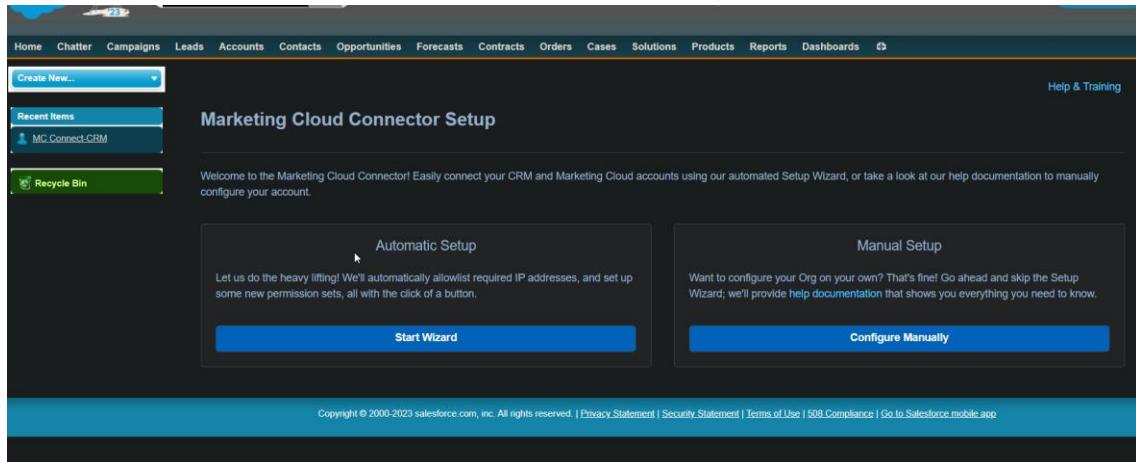
Enable User Provisioning: [ ]

Save Cancel

En permission set seleccionamos este

Permission Sets		Manage Permission Sets
Permission Set	Marketing_Cloud_Connected_App	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

**Set up the Marketing Cloud Connector.**  
Almost there! Specify the settings for the Marketing Cloud Connector to complete your configuration. You can edit these settings at any time.

## Marketing Cloud Connector Settings

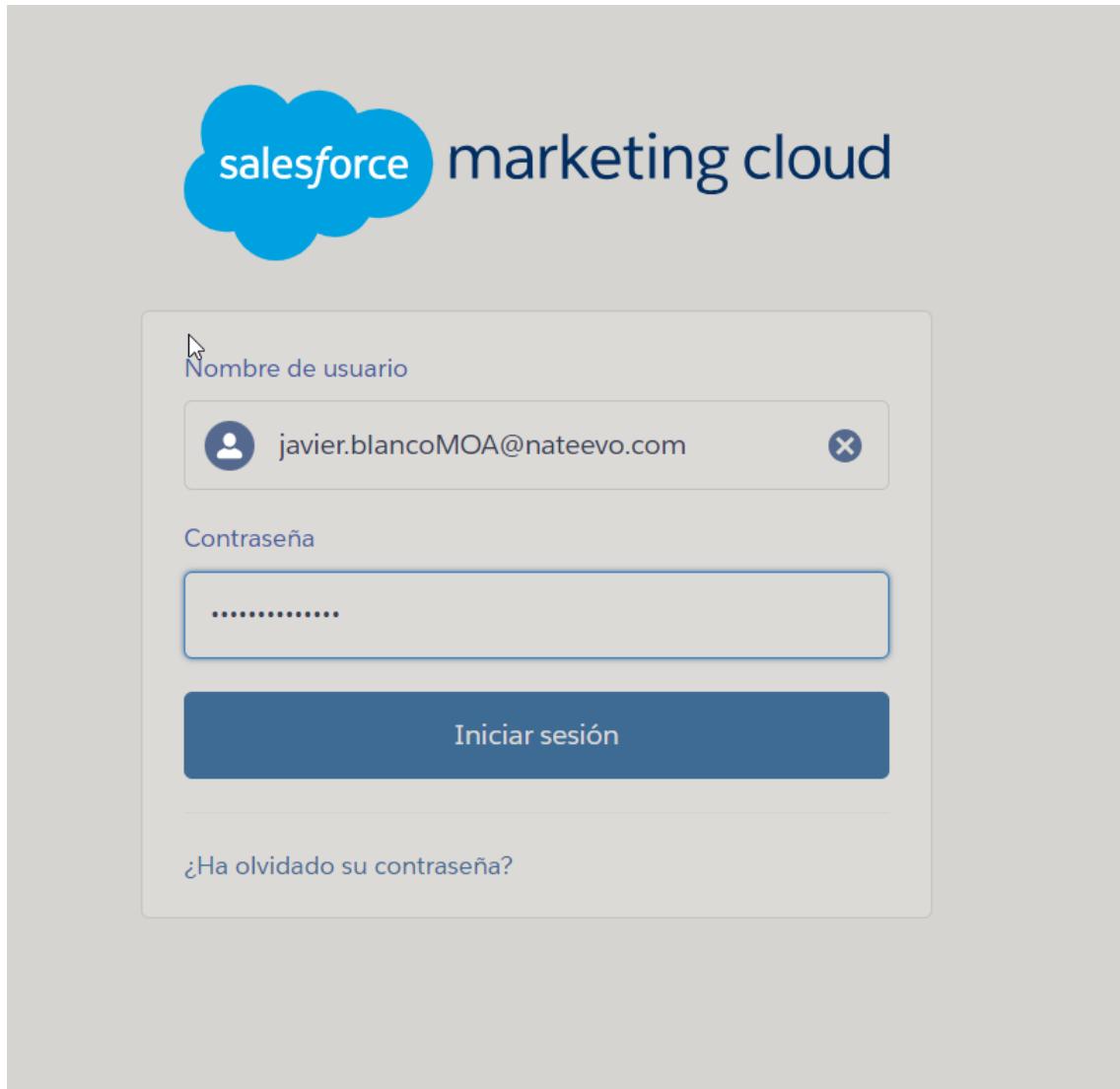
Email Send | Manage Business Units | Manage Users | Manage Email Linkages | Tracking Data Cleanup | Change API User

**Account**

Marketing Cloud Type <span style="color: green;">?</span>	Enterprise2.0
Send Types <span style="color: green;">?</span>	<input checked="" type="checkbox"/> Email
API User Username <span style="color: green;">?</span>	MC-API-User-JavierBlanco
API User MID <span style="color: green;">?</span>	515013255

**Integration Health**

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, Username, 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, and TOTP.

Name	Value
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-eef7f83263869
Time Zone	(GMT+01:00) Brussels, Copenhagen, Madrid, Paris *
Culture Code	English (United States)
Enabled	Yes
API User	Yes
SOAP WSDL	<a href="https://mchn8kdspj3pf559x132xgk94.soap.marketingcloudapis.com/ETFramework.wsdl">https://mchn8kdspj3pf559x132xgk94.soap.marketingcloudapis.com/ETFramework.wsdl</a>
SOAP Service Endpoint	<a href="https://mchn8kdspj3pf559x132xgk94.soap.marketingcloudapis.com/Service.asmx">https://mchn8kdspj3pf559x132xgk94.soap.marketingcloudapis.com/Service.asmx</a>
Salesforce.com Status	Integrated [Modify Settings] Wednesday, August 30, 2023 10:01:57 AM
Last Login	Wednesday, August 30, 2023 9:01:13 AM
Created	Wednesday, August 30, 2023 9:09:29 AM
Modified By	Usuario-API-MC-MOA, Wednesday, August 30, 2023 9:09:29 AM
Multi-Factor Authentication	
Salesforce Authenticator	Not Registered
Security Key	Not Registered
TOTP	Registered Aplicación Autenticator #1 Revoke
Temporary Code	Generate

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	<a href="#">Synchronize</a>
Lead	61	<a href="#">Synchronize</a>
User	183	<a href="#">Synchronize</a>
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](#)

Below the modal, there is a pagination control: 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. In Platform Tools, under Apps, there are links for Salesforce Integration, Google Analytics Integration, Feature Settings, Einstein, and Installed Packages. The 'Installed Packages' link is highlighted with a red box. The main content area shows a table titled 'All Packages' with 50 items. The table has columns for PACKAGE NAME, DESCRIPTION, and INSTALL DATE. One row, 'API REST', is highlighted with a red box and has a note: 'Ejemplo para las pruebas de renta 4'. Another row, 'Fran Formacion 2022', has a note: 'Fran Formacion 2022'. The top right of the main area has a 'Feedback' button, a user profile for 'PSMCDB INT 01 JAVIB', and a 'New' button.

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
<b>API REST</b>	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 <small>i</small> API_JavierBlanco_MOA	Description
Type <small>i</small> Custom	Status In Development
Source Account PSMCDB INT 01 JAVIB	Package Id 3e4d23d8-9c0b-4a59-82cd-a0941f3ed3f1
JWT Signing Secret STFJuoE7bjy3lh_ZwUz4lg5i-1A4pYEirz... <small>copy</small>	

**Components** Add Component

**API Integration** Edit

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/ <small>copy</small>		
REST Base URI <small>i</small> https://mchn8kdspj3prf55f9x132xgkx94.rest.marketingcloudapis.com/ <small>copy</small>		
SOAP Base URI <small>i</small> https://mchn8kdspj3prf55f9x132xgkx94.soap.marketingcloudapis.com/ <small>copy</small>		

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

<https://Salesforce Marketing Cloud APIs / Messaging & Journeys / REST / Auth / Request SFMC 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://Salesforce Marketing Cloud APIs / Messaging & Journeys / REST / Interactions \(Journey Builder\) / Fire Entry Event](https://Salesforce Marketing Cloud APIs / Messaging & Journeys / REST / Interactions (Journey Builder) / Fire Entry Event)

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 lists one item: 'javier.blanco@nateevo.com'. The columns include 'FROM EMAIL', 'STATUS' (set to 'Verified'), 'IS SENDABLE ADDRESS' (set to 'Yes'), 'TYPE' (set to 'User Domain'), and 'LAST VERIFICATION MAIL SEND' (set to 'Wed Sep 06 2023 12:20:00 GMT+0200 (hora de verano de Europa central)').

Creamos Sender Profile:

The screenshot shows a web-based application interface for managing sender profiles. At the top left is a navigation bar with a mail icon and the text 'Setup Sender Profiles'. Below this is a search bar and a 'Sender Profiles' section header. A table lists four profiles: 'alejandro.lanzarote@nateevo.com' (External Key: 1507), 'default' (External Key: default), and 'Javier Blanco' (External Key: Javier Blanco). The 'Create' and 'Delete' buttons are visible at the top of the list.

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 a header row with the column titles. The second row contains the word "Default" under "Name" and "Default" under "External Key". The third row contains the name "JBR" under "Name" and "JBR" under "External Key". The fourth row contains the name "Account defaults" under "Description". A red rectangular box highlights the "JBR" entry in the table.

Name	External Key	Description
Default	Default	Account defaults
JBR	JBR	

## Configuración FTP - FileZilla

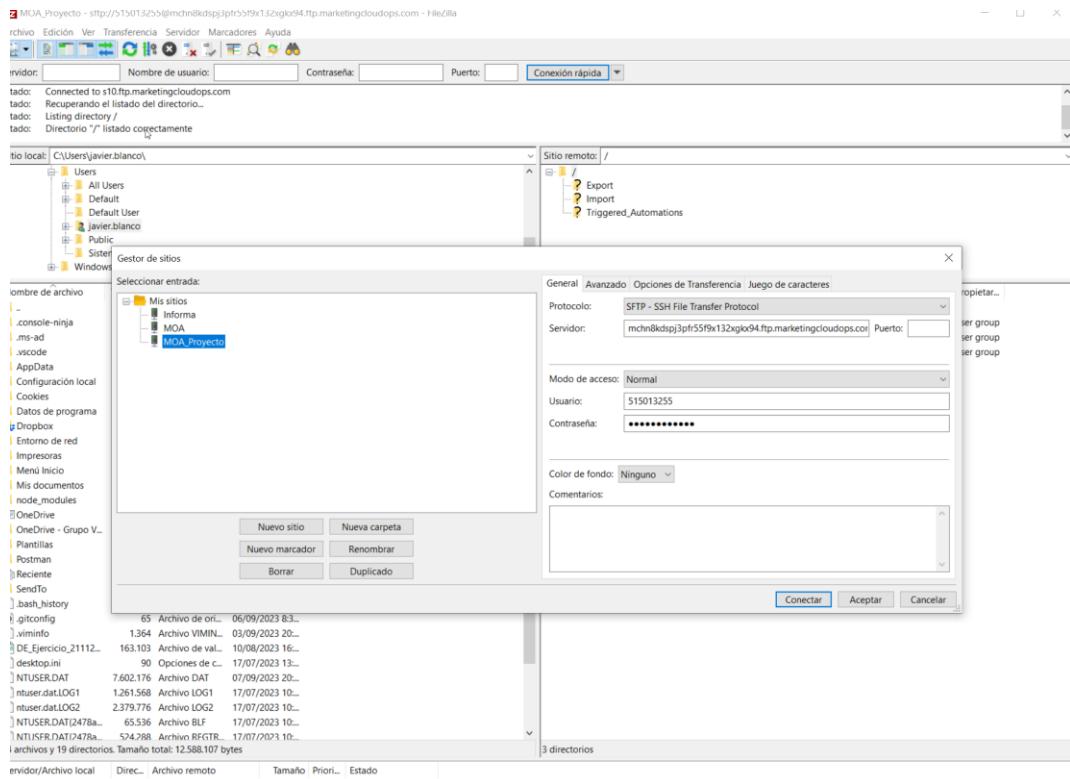
Creamos usuario

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 Table:**

FTP Username	Status	E-mail Address	Permissions	Password Expiry
515013255	Enabled	javier.blanco@nateevo.com	Full	12/7/2023
  - Activity:** All Users, 515013255 - Crea... 9/8/2023 8:44 AM, updated by Javier Blanco

## Configuramos el Filezilla



## PRUEBAS

### Conexión con el CRM

Crear Lead

The screenshot shows a lead creation form with the following fields and instructions:

- Text:** Rellene el siguiente formulario si desea evaluar su empresa en materia ESG gratis.
- Email:** javier.blancoMOA@nateevo.com
- Name:** Javier Blanco
- Company:** MOA
- Source:** NATEEVO
- Checklist:**  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 )
- Button:** 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's a toolbar with options like 'Export query', 'Include deleted and archived records?', 'Use Tooling API?', 'Query history', 'Saved queries', and 'Export help'. Below the toolbar is a query editor window containing the following SQL code:

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

Below the query editor is a large table titled 'Export result' showing a list of leads. The table has columns: Id, Email, Name, Company, and LastModifiedDate. There are 26 records listed. A green callout box points to the 'Export' button at the bottom of the table.

	<b>Id</b>	<b>Email</b>	<b>Name</b>	<b>Company</b>	<b>LastModifiedDate</b>
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	00Q7R00001oF8qIJAC	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

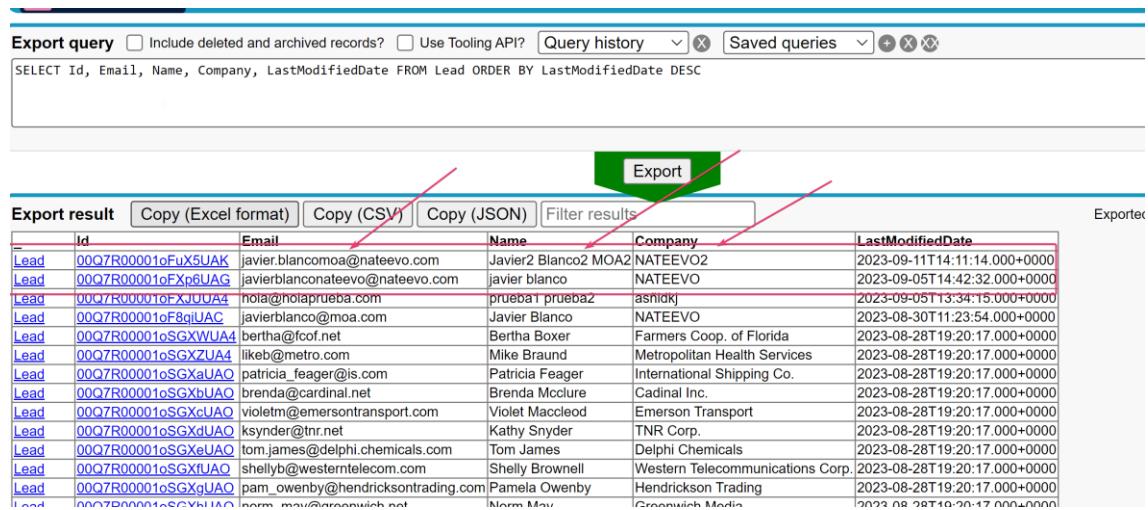
Empresa

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)



The screenshot shows a browser window with a query results page. At the top, there are options to 'Include deleted and archived records?' and 'Use Tooling API?'. Below that is a 'Query history' dropdown and a 'Saved queries' dropdown. The main area contains a SQL query:

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

Below the query results, there is a table with columns: Id, Email, Name, Company, and LastModifiedDate. The table contains several rows of lead data. At the bottom right of the table, there is an 'Export' button with a green background and white text. Red arrows point from the text above to the 'Export' button and the column headers.

Id	Email	Name	Company	LastModifiedDate
Lead_00Q7R00001oFuX5UAK	javier.blancomo@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:**

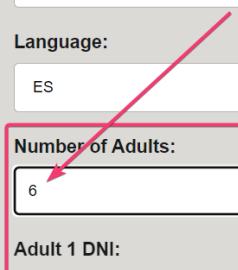
**Adult 4 DNI:**

**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

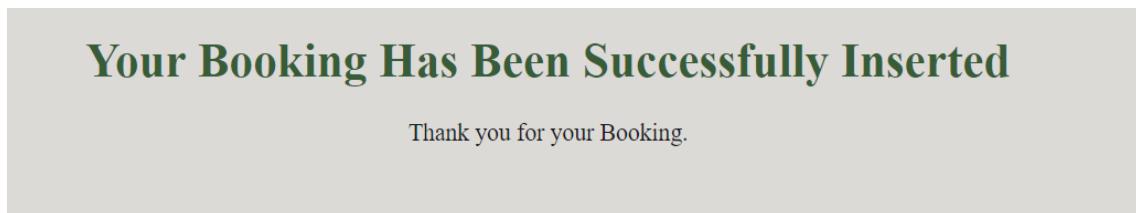
**Number of Rooms:**  
1

**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	666666666	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	MOAUZA

## Email Welcome

Comprobación Copies diferentes idiomas:

The screenshot shows a 'Preheader' section with 'Layout' and 'Plain Text' tabs. The 'Plain Text' tab contains the following content:

```

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

```

A red box highlights the 'Language' field in the booking details table, which is set to 'ES'. A red arrow points from this field to the 'Spanish' text in the email preview.

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

The screenshot shows a 'Subject: Andrea Pink' and 'Preheader:' section with 'Layout' and 'Plain Text' tabs. The 'Plain Text' tab contains the following content:

```

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

```

A red box highlights the 'Language' field in the booking details table, which is set to 'FR'. A red arrow points from this field to the 'French' text in the email preview.

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

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 €

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

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.

Número 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	55555555
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

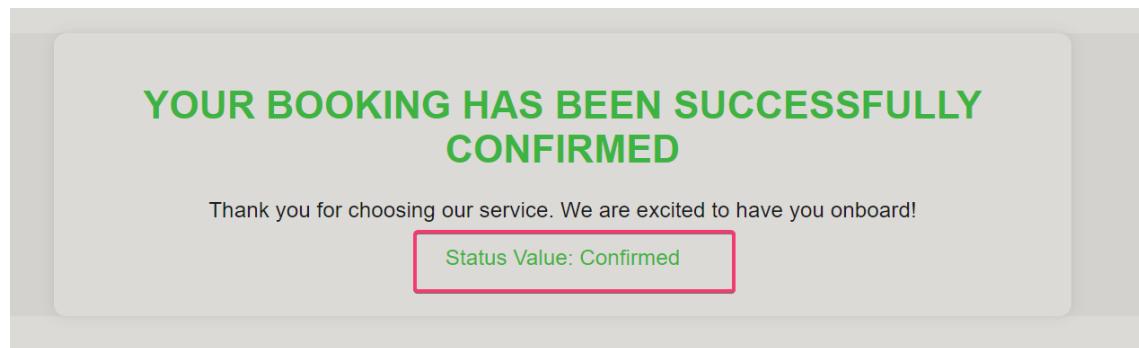
Click para Cancelar Reserva

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
-----------	----------------------	---------	---	------------	-----------	---------------	-------------------------------------	----



Javier Blanco Rodríguez – MOA Hoteles

80

## CloudPage Canceled Booking

**Precio Total Convertido 150 €**

Click para Confirmar

Click para Ver y Modificar Reserva

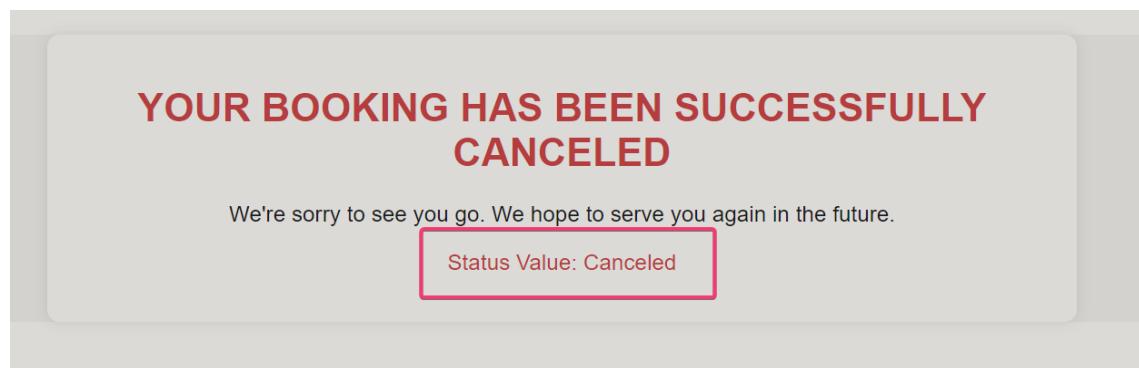
Click para Cancelar Reserva

Darse de Baja

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

97d4e26cc9129df2a67f2bea805ff1ee210e053ee740b9c63fae75ef8ddb8739016230f3d045f889a0cd3ac4a90ff1185cd859314e4faa4d2e630460084d7fa

Imprimimos Status en la CP: Canceled

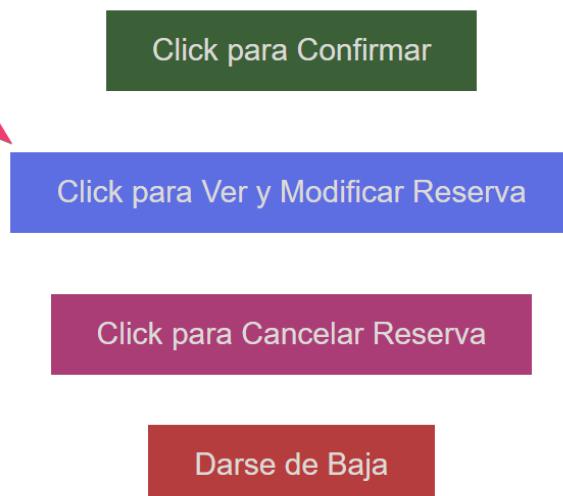


Comprobamos en DE\_Bookings su Status

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

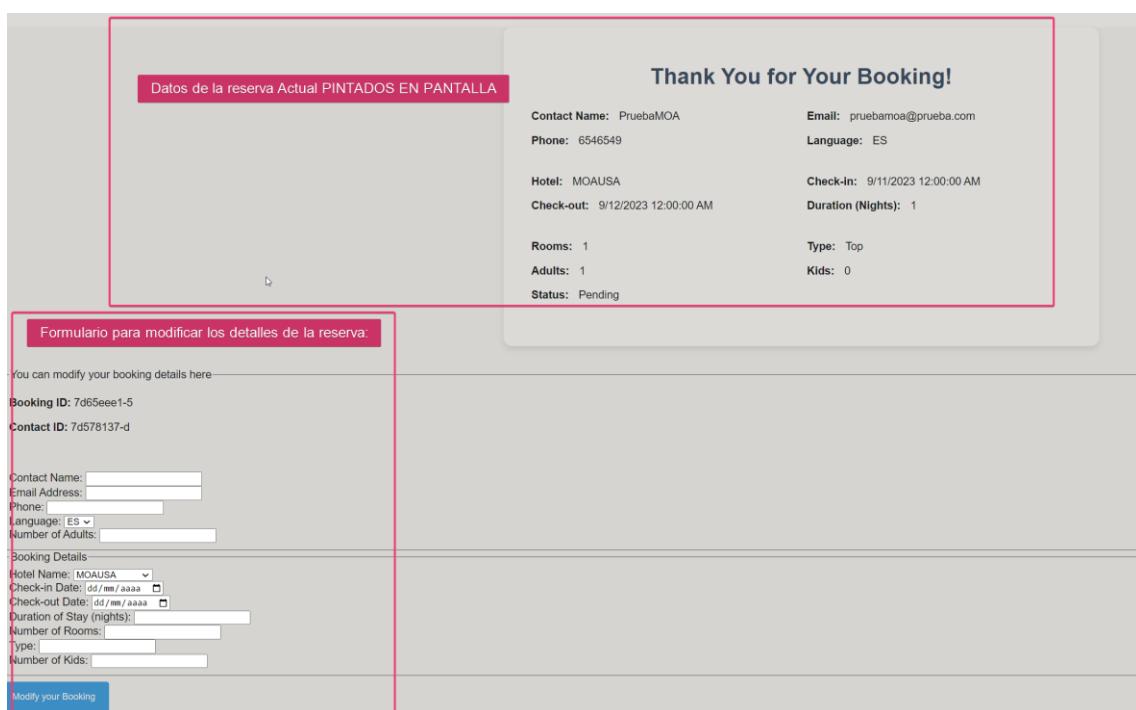
## CloudPage1 Modified Booking

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 message says "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:

Nos muestra por pantalla los datos actualizados en la CP\_Modified1

The screenshot shows a booking confirmation page with the following details:

**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:

The screenshot shows a Data Extension (DE) with the following data:

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

The contact name "PruebaMOA3" is highlighted with a red box.

CloudPage Unsubscribed

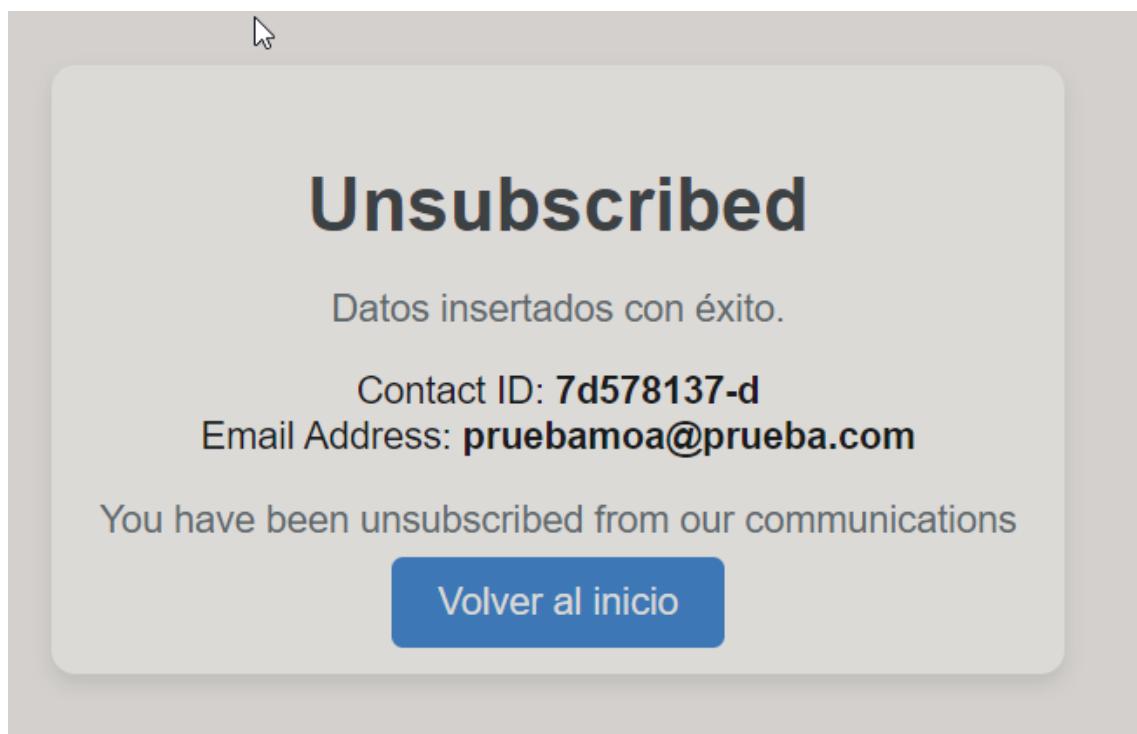
Click para Confirmar

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\_Unsuscribed

The screenshot shows the Marketing Cloud interface for a Data Extension named 'DE\_Unsubscribed'. The table contains one record with the following data:

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 'Subscriber Preview and Attributes' panel for a subscriber with ID BK036901. The attributes listed include Booking\_Id, 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, the 'Layout' tab of the email editor is selected, showing a plain text template. The template includes a red-bordered box containing the text 'Days until checkin 37'. Below it, there are several text blocks: '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', and a bulleted list: '• USA', '• San Diego', '• Main Avenue, 134', and '• 91911'. At the bottom, there are two time-related lines: '10/23/2023 12:00:00 AM 10/23/2023 12:00:00 AM' and 'Check-out date 5/27/2023 12:00:00 AM', followed by the message 'We hope you enjoy your stay.'



Javier Blanco Rodríguez – MOA Hoteles

88

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:

## Ejemplo1:Aleman

The screenshot shows a software interface for managing email subscribers and templates. On the left, a sidebar lists subscriber details for 'BK036881' (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 GE, HotelName MOALisbon). On the right, the email template is previewed. The subject is 'cambio2' and the preheader is empty. The layout is set to 'Plain Text'. The main content includes a message in German encouraging the recipient to leave reviews, followed by a promotional text about Lisbon's history and charm, and a concluding sentence. Below the main content, there is a section with small text links related to the booking details.

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

**LISSABON, 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:



Javier Blanco Rodríguez – MOA Hoteles

90

The screenshot shows a preheader area with a table of booking details and a main content area with promotional text.

**Booking Details:**

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	sdaedf
EmailAddress	asd@esdf.com
Phone	asdf
Nights	1
Contact_ID	6542367
Status	Confirmed
DateBooking	Saturday, September 9, 2023 12:00 AM
Language	ES
HotelName	MOAUSA

**Preheader Content:**

Quedan solo 48h ¡para tu reserva! Aquí te dejamos experiencias que podrás hacer:

**Main Content Area:**

**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**

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  
Lugar

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 [Nateau](#)

**ANEXOS**

