



## Twilio for SFDC Marketing Cloud

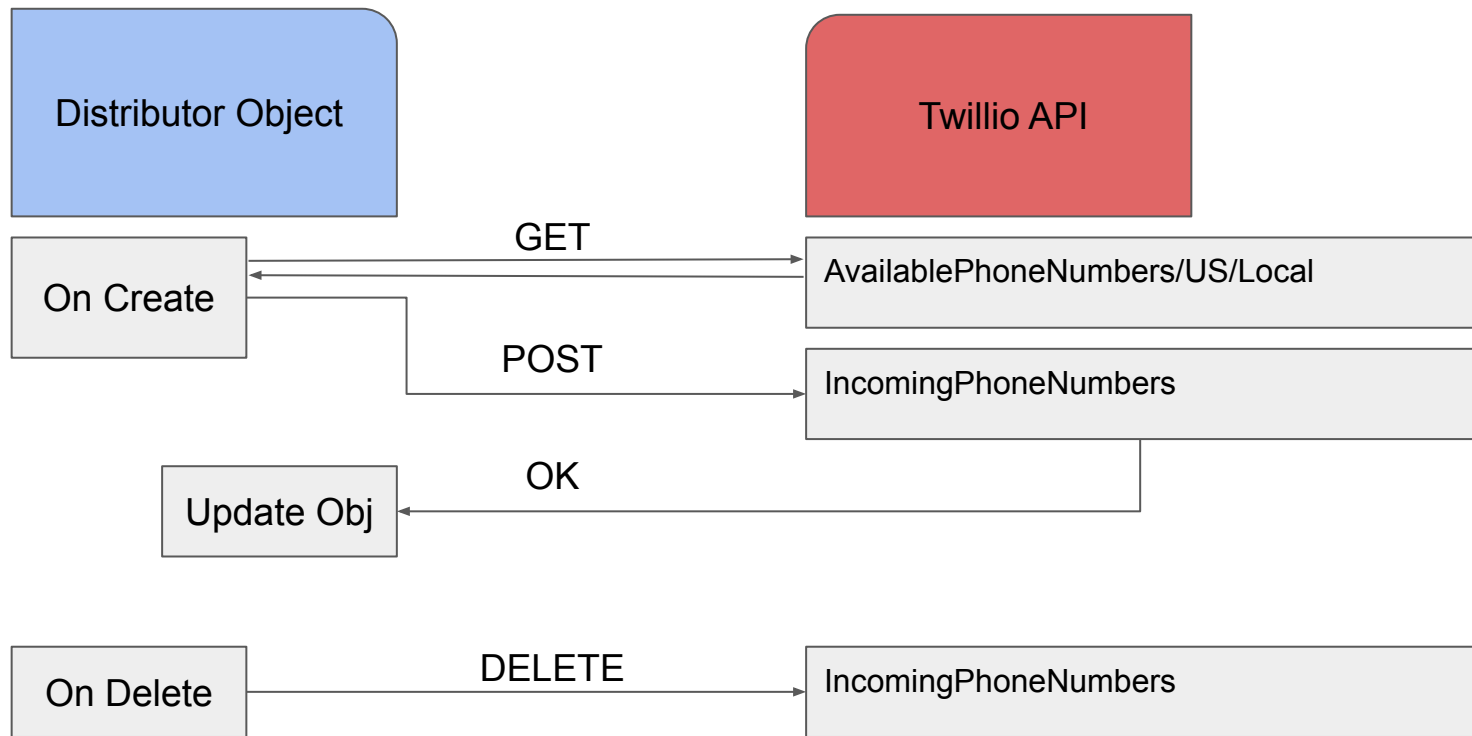
PoC Solution Brief



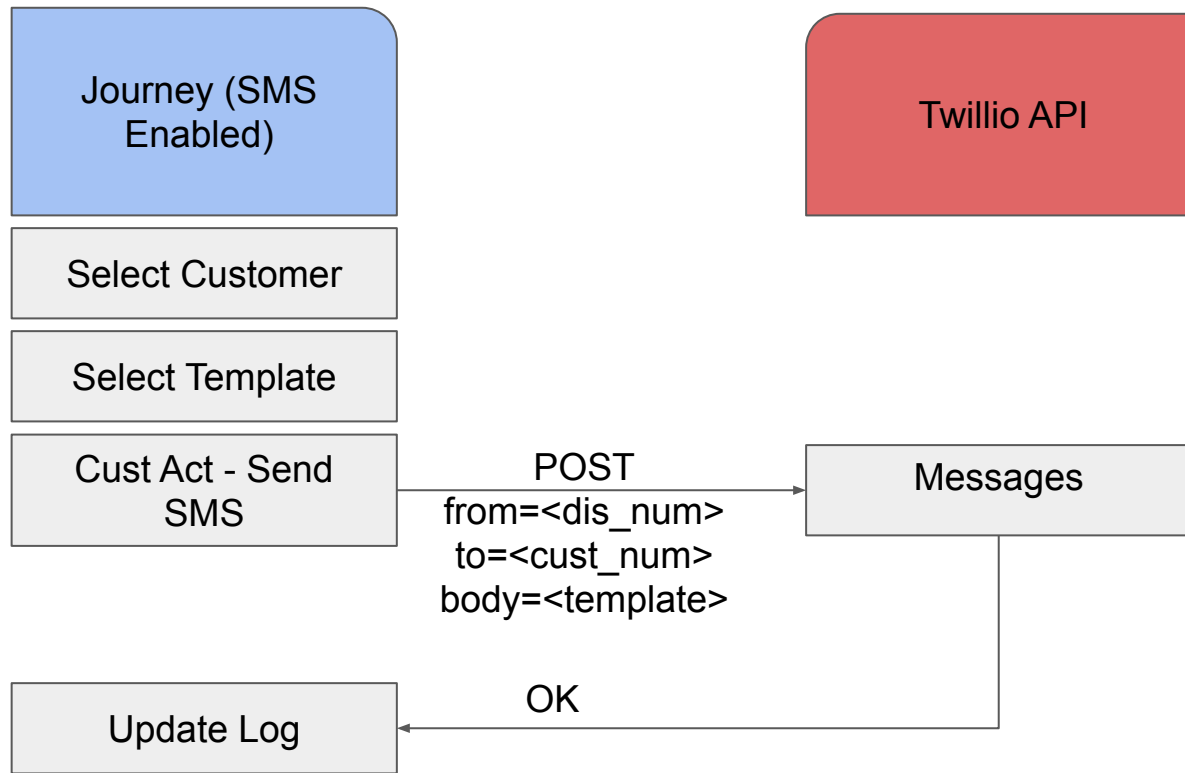
## Solution Overview (PoC)

- Utilize Twilio's capability to pull numbers from our inventory easily
- Map unique number to each Distributor during Creation
- Connect MC Journey to Twilio API via a Custom Action
- Pass in the Distributor Number, Customer Number and Message Body (from Template)
- Responses will be sent to Distributor Handset as Forwarded Message, Notification to Both and also written into Activity Log of MC Journey
- Distributor will respond FROM the SFDC Custom App (not Handset!) and will have access to Templates and all Message History
- Upon Distributor Deletion Phone Number will be released

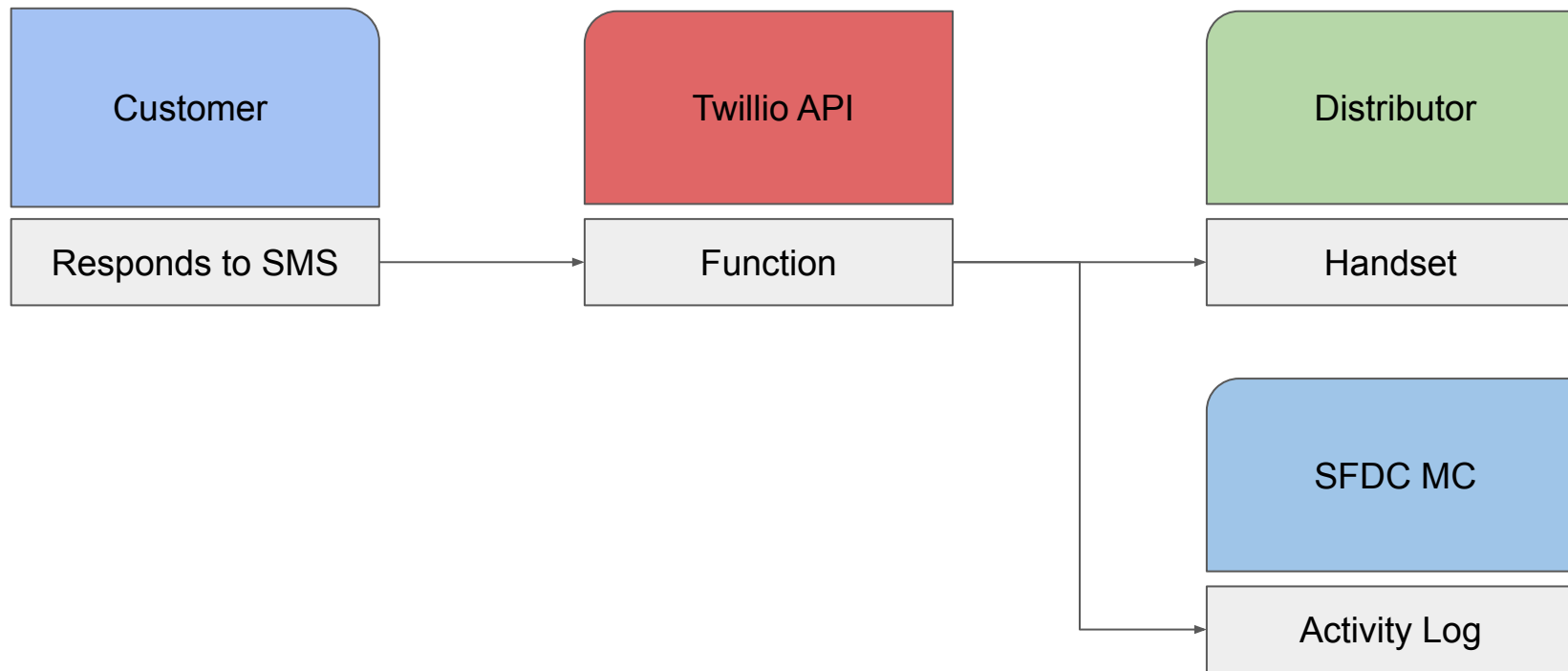
# Distributor Creation / Deletion



# SMS Message Outbound from Journey



# SMS Message Inbound from Customer



# SMS Response from Distributor (SFDC Custom App)

