

Documentation Salesforce Marketing Cloud

Step by step Integration



Account creation

Create an account on [SMSbrana.cz](https://smsbrana.cz)

Vytvořte si bezplatný účet. Začněte odesílat SMS ještě dnes.

- Rychlá a jednoduchá registrace na pár kliknutí
- Okamžitý přístup k Portálu - bezkódové webové rozhraní pro odesílání SMS
- Dostupné API platformy pro snadnou implementaci do vaší aplikace, e-shopu nebo CRM systému
- Technická podpora a konzultace vhodného řešení

Prohlédněte si [Ceník služeb a přehled tarifů](#), žádné skryté poplatky u nás nenajdete.

Máte již účet na SMSbráně? [Přihlaste se](#)

Registrace - Firma

Firma / Podnikatel

Fyzická osoba

Uživatelské jméno ⓘ

IČ ⓘ

Název firmy

E-mail ⓘ

Kontaktní telefon ⓘ

+420

☐ Zaškrtnutím souhlasíte s [provozními podmínkami](#)



Nejsem robot



reCAPTCHA
Ochrana soukromí - Smluvní podmínky

After completing the entire account activation procedure, two keys will be made available in the system. It will be possible to register in the intermediary panel:

salesforce.smsbrana.cz/panel/login

 Integration panel for 

Login

Login

Password

Sign in

Enter the credentials received in the SMSBraná.cz panel. If you don't remember password, you can find it in settings in portal.smsbrana.cz



Nastavení služeb

Šablony

SMS Connect | API

Below you can see the settings form. Then generate a URL

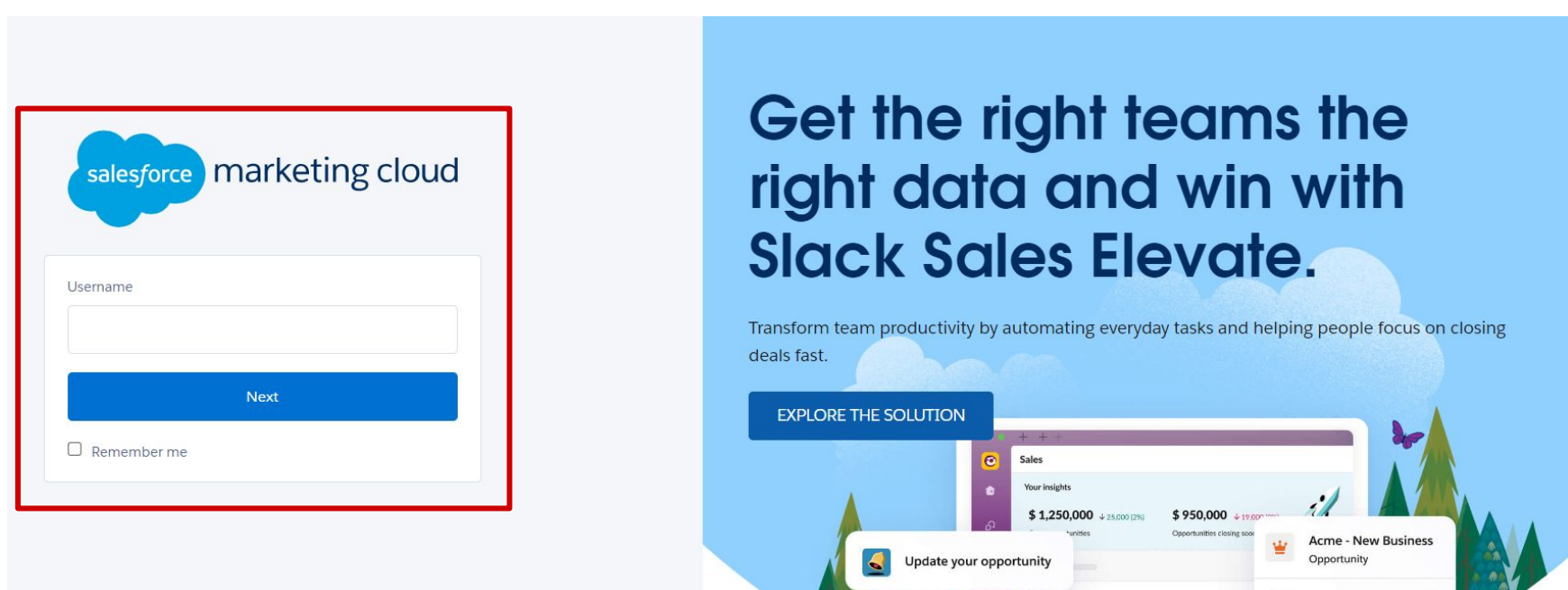
The screenshot shows the 'Settings' page for SMSBRÁNA's integration with Salesforce Marketing Cloud. The left sidebar contains links for Settings, Journeys, Reports, Logs, and Manual. The main content area is titled 'Settings' and contains three sections: 'URL SFMC' with a text input field and a 'Copy' button; 'Webhook token' with a text input field and a 'Generate' button; and 'Key' with a text input field and a 'Generate' button. A red box highlights the 'URL SFMC' field, and another red box highlights the 'Generate' buttons for 'Webhook token' and 'Key'. A red arrow points to the 'Generate' button for 'Key'.

Press both “Generate” buttons to generate a Webhook token and Key. These will again create a unique URL for SFMC (to be used in the next step). Also remember to save your settings.

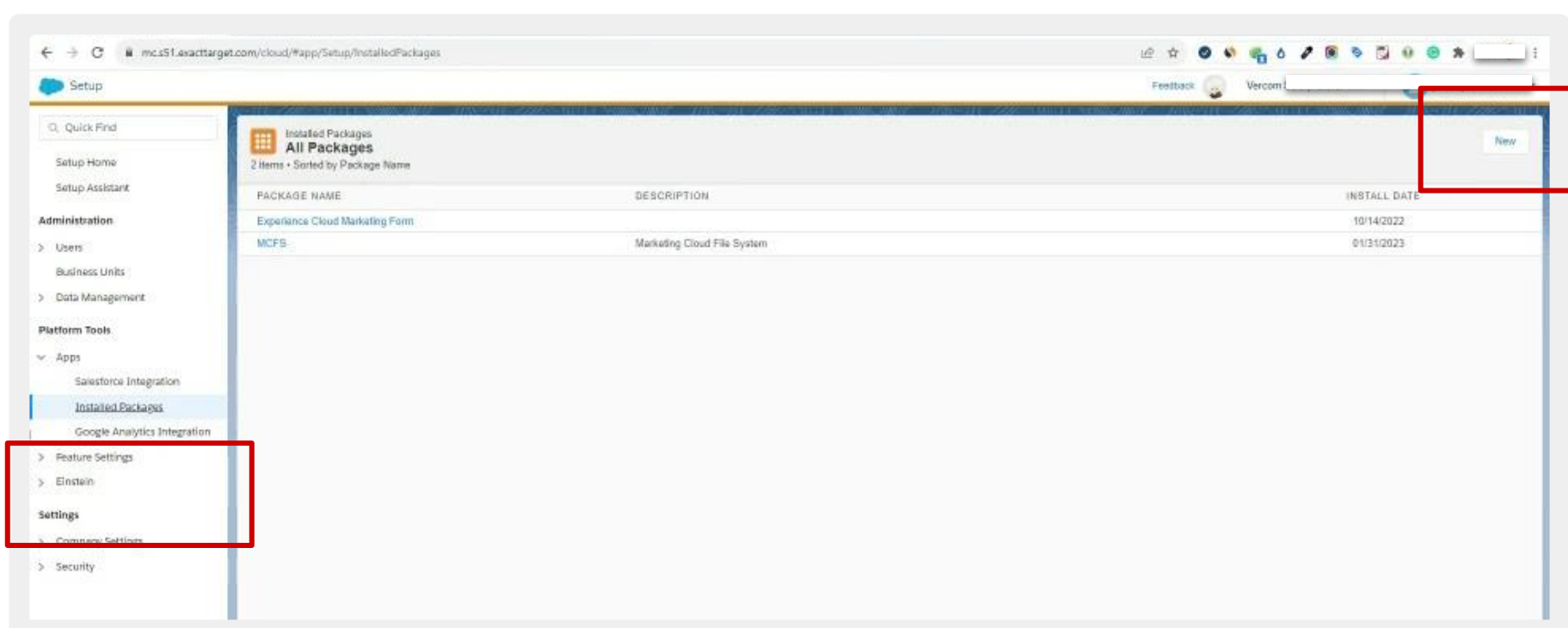
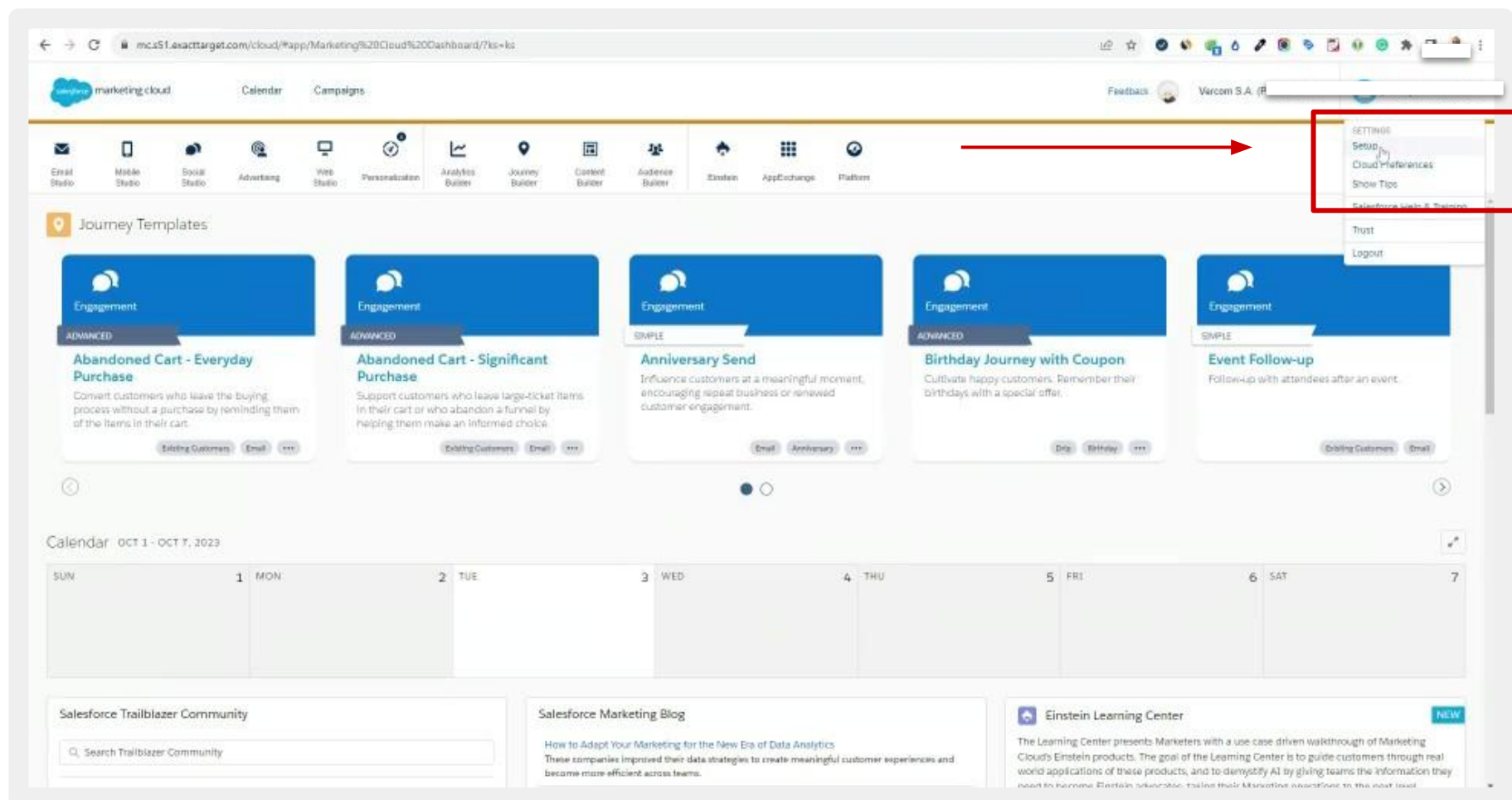
The screenshot shows the 'JWT' section of the settings page. It includes a text input field for the JWT token, a 'Phone' field with a placeholder value, a 'Sender' dropdown menu, a 'Delivery email' field, and a checkbox for 'Shorten URL'. A red arrow points to the 'Save' button at the bottom of the form.

Tool settings

Now [go to Salesforce Marketing Cloud](#) by logging in to the website.



Select Setup



Go to installed packages and click NEW. Create a package by naming it. This can be the name of your brand.

The screenshot shows the 'New Package Details' form. It has a title bar with a close button. The form contains two input fields: 'Name' and 'Description'. At the bottom, there are 'Cancel' and 'Save' buttons.

Copy the generated code and return to point 2 - Salesforce settings

Setup

Quick Find

Setup Home

Setup Assistant

Administration

Users

Business Units

Data Management

Platform Tools

Apps

Salesforce Integration

Installed Packages

Google Analytics Integration

Feature Settings

Content Builder

Email Studio

Mobile Studio

Tags

Einstein

Settings

Company Settings

Security

SETUP > INSTALLED PACKAGES

SmsBrama

DETAILS

ACCESS

Summary

Name

SmsBrama

Description

Type

Custom

Status

In Development

Source Account

Vercom S.A. (Partner Main*)

Package Id

f0eefd4a-cbfc-45d2-83ca-761f5112993e

JWT Signing Secret

jsQMLNL9i...

Components

Journey Builder Activity

Name

SmsBrama Journey

Description

Unique Key

82ff9fa8-5704-49d4-bfcc-8b5b5258193c

Enter the code in the space provided and save the settings

JWT

CGo9b66XD0rgTtuprhqijsSQMLNL9i0gSvC_pbtGW1N_t2CdpI56veF9Dc

Phone

[[Contact.Attribute.Smsbrana.phone]]

Sender

Gynekologie

Delivery email

przemek@serwersms.pl

☒ Shorten URL

Save

The required component is Journey Builder Activity. Create a component for your package

Setup

Quick Find

Setup Home

Setup Assistant

Administration

Users

Business Units

Data Management

Platform Tools

Apps

Salesforce Integration

Installed Packages

Google Analytics Integration

Feature Settings

Einstein

Settings

Company Settings

Security

SETUP > INSTALLED PACKAGES

SmsBrama

DETAILS

ACCESS

Summary

Name

SmsBrama

Description

Type

Custom

Status

In Development

Source Account

Vercom S.A. (Partner Main*)

Components

Journey Builder Activity

Name

SmsBrama Journey

Description

Unique Key

82ff9fa8-5704-49d4-bfcc-8b5b5258193c

Add Component

Choose Your Component Type

NAME

DESCRIPTION

☐ API Integration

Integrate Marketing Cloud APIs into your app. [Learn More](#)

☐ Marketing Cloud App

Integrate an externally hosted app via iframe. [Learn More](#)

☒ Journey Builder Activity

Create a custom activity for Journey Builder. [Learn More](#)

☐ Journey Builder Entry Source

Create a custom entry source for Journey Builder. [Learn More](#)

☐ Custom Content Block

Create a custom content block for Content Builder. [Learn More](#)

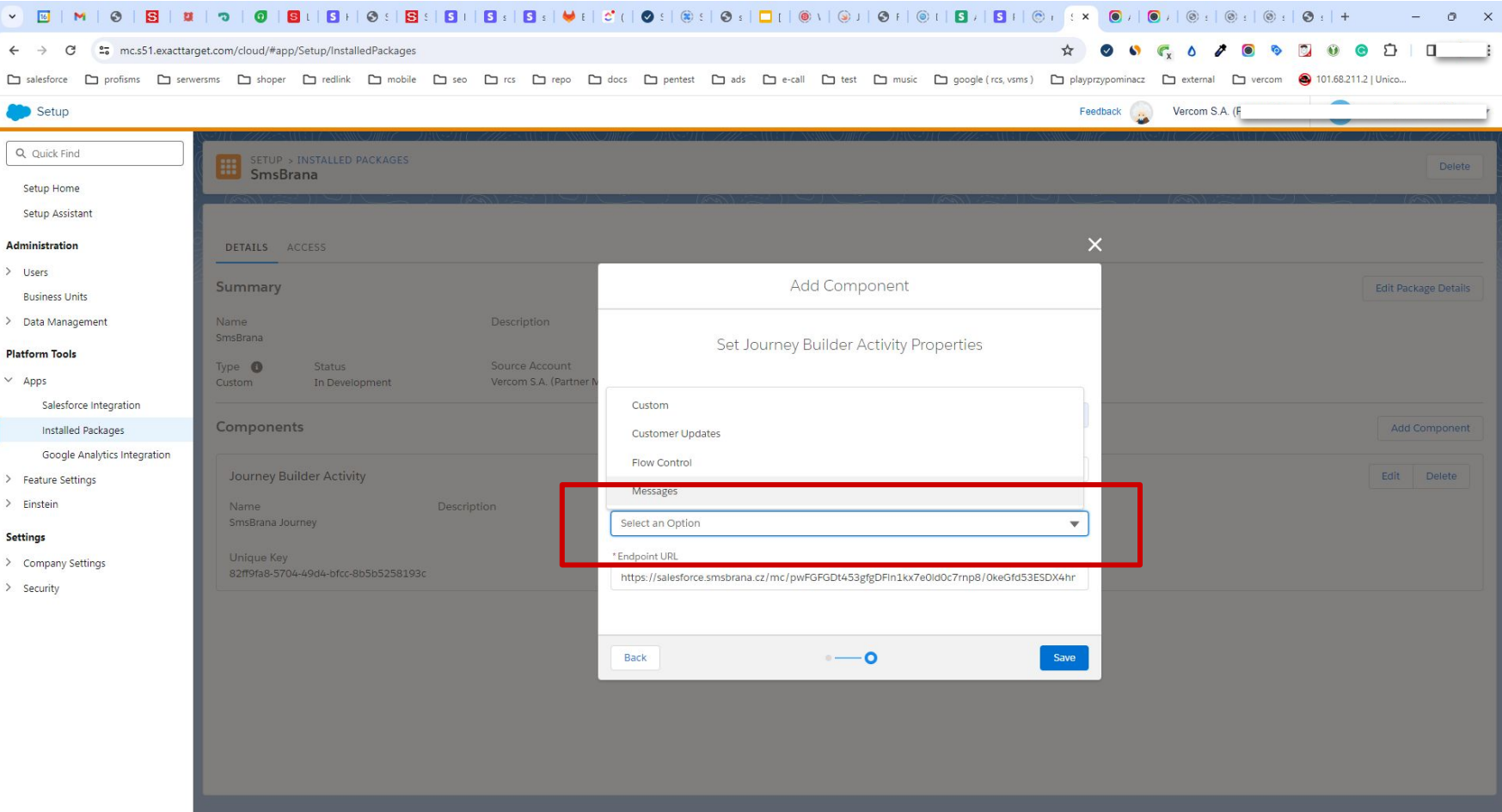
☐ Solution Package

Create a custom solution for Package Manager. [Learn More](#)

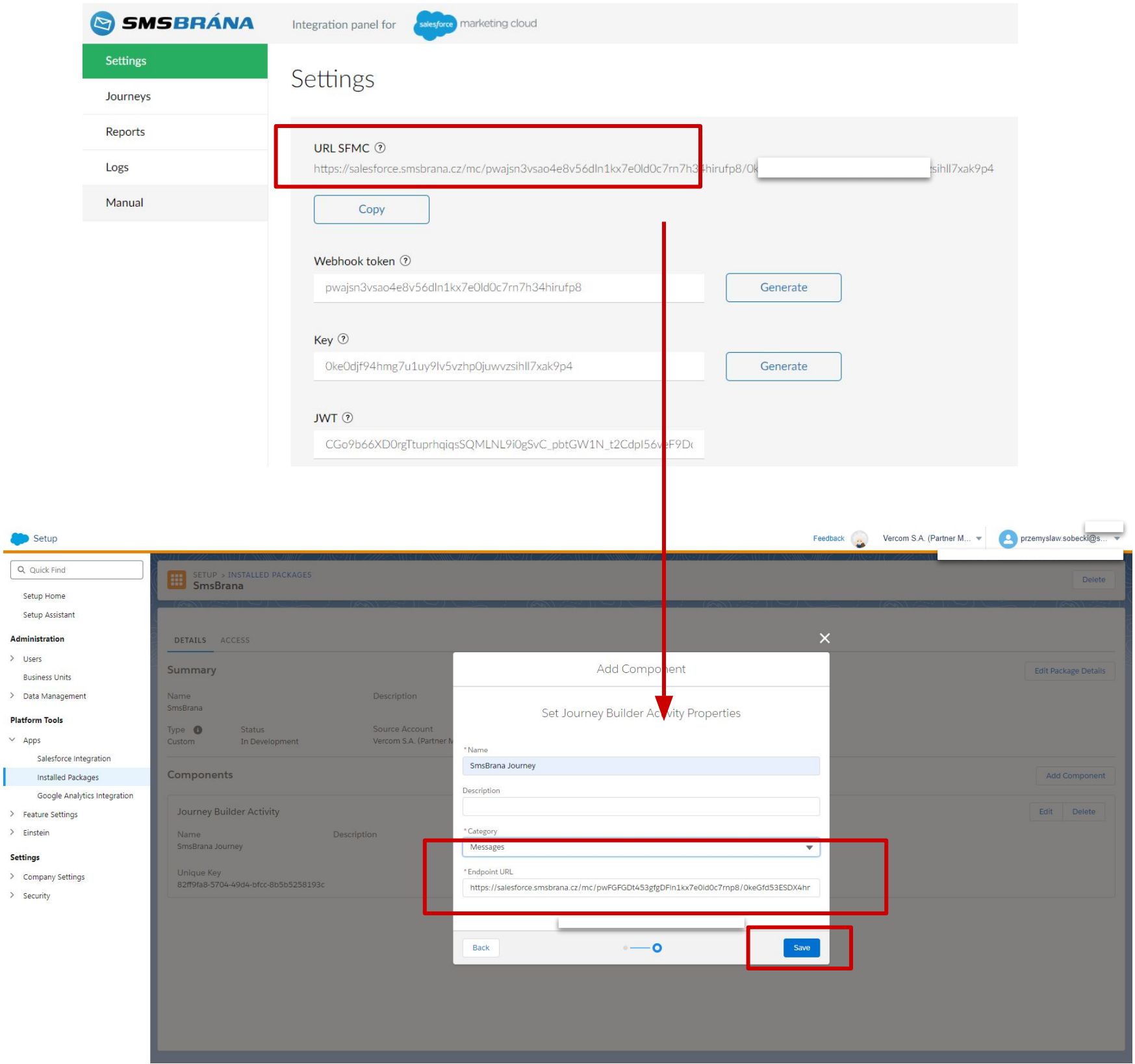
Cancel

Next

Select the category in which the component will appear. In the case of SMS messages, it will be Messages - as in the graphic below (don't forget to add a name).

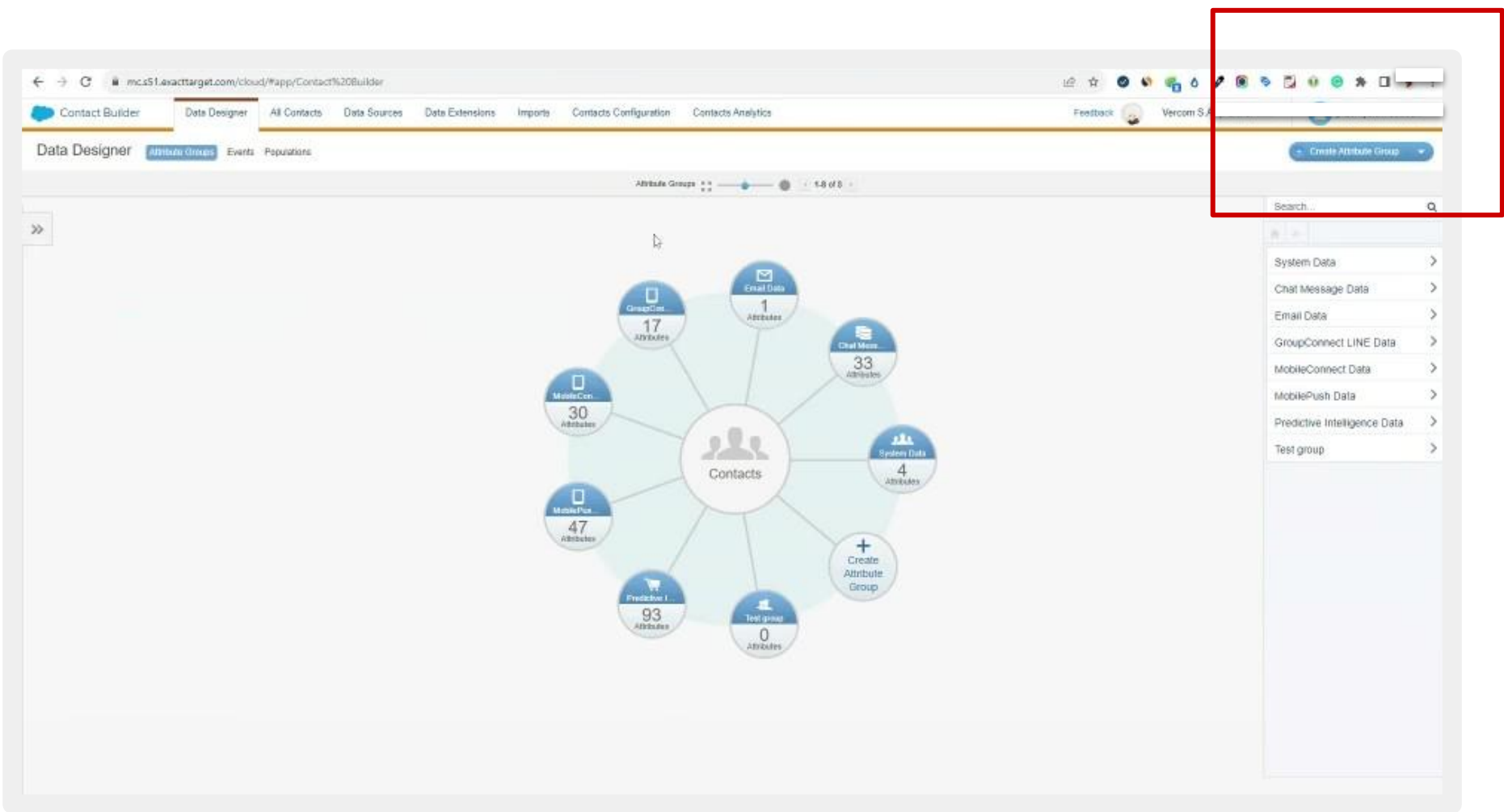
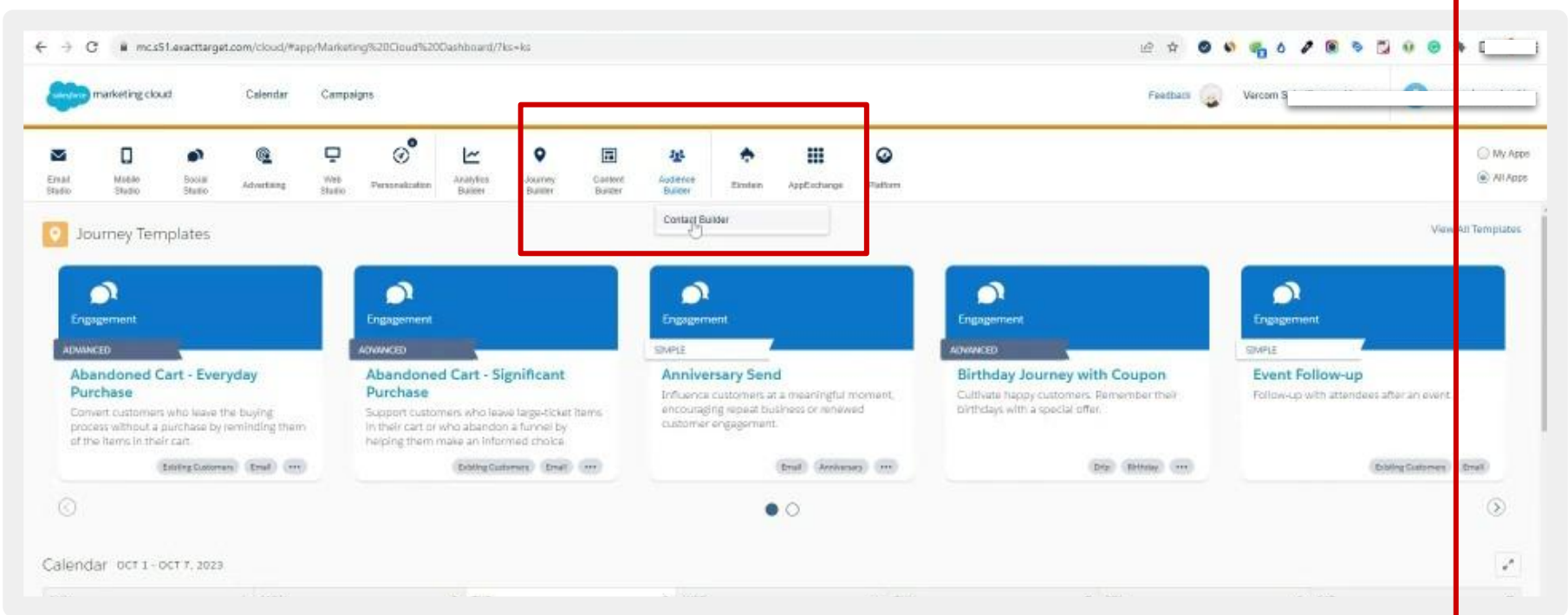


Copy the URL for SFMC that was generated earlier.

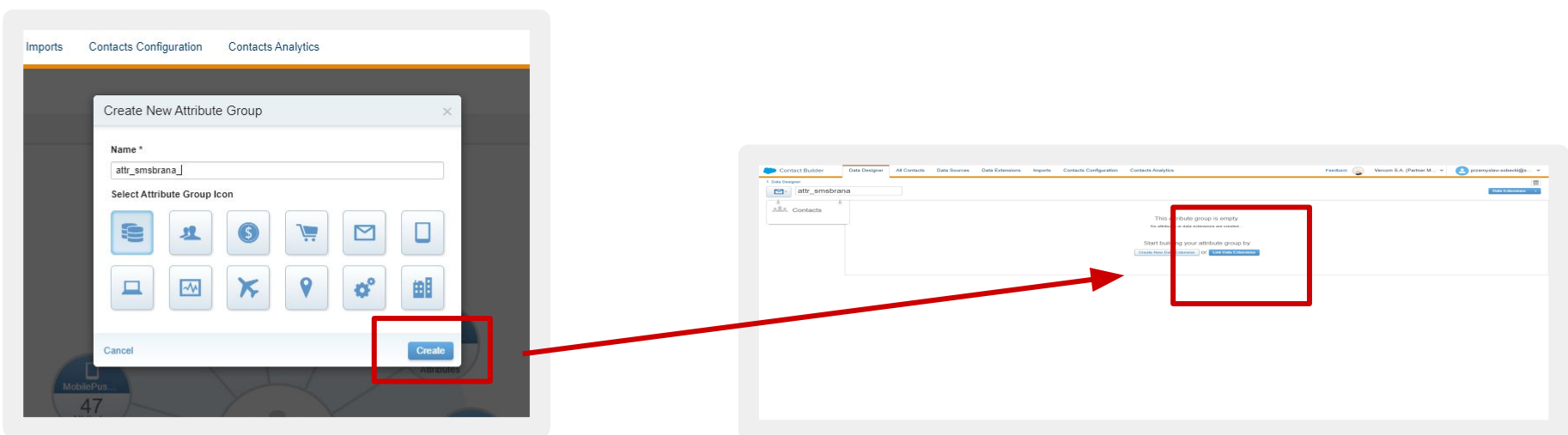


Creating a journey

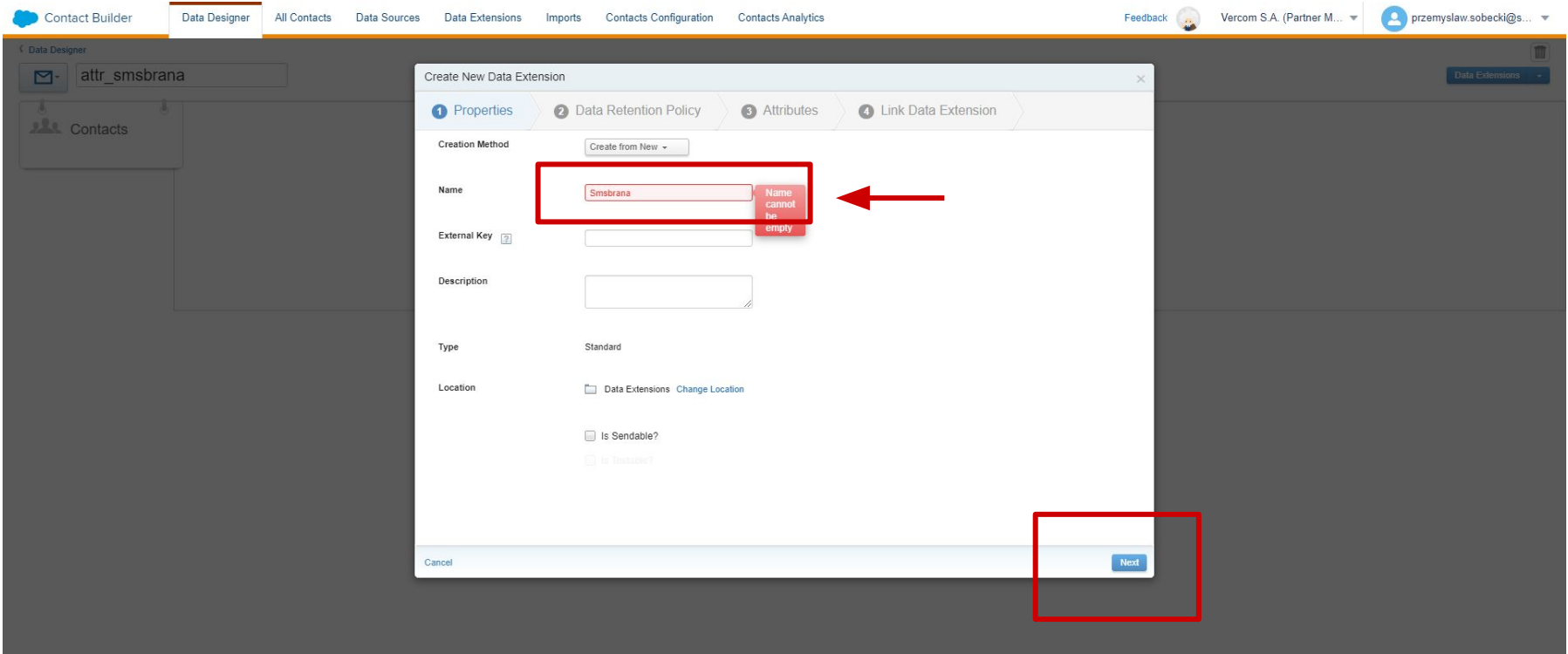
Data is necessary to create a journey. In the next step, select "Contact Builder" to create attributes



Select "Create New Extension". See graphic number 2.

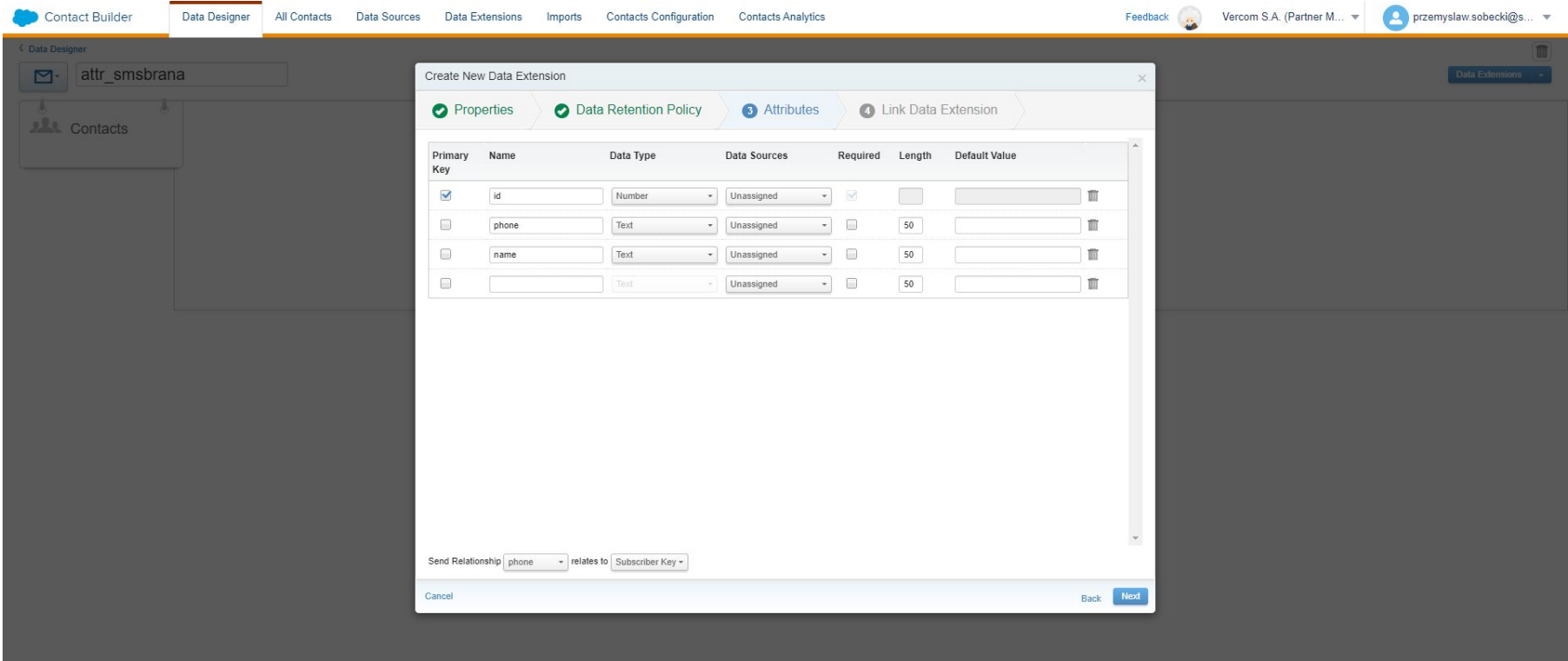


Create a name and go to the next step by selecting "Next".

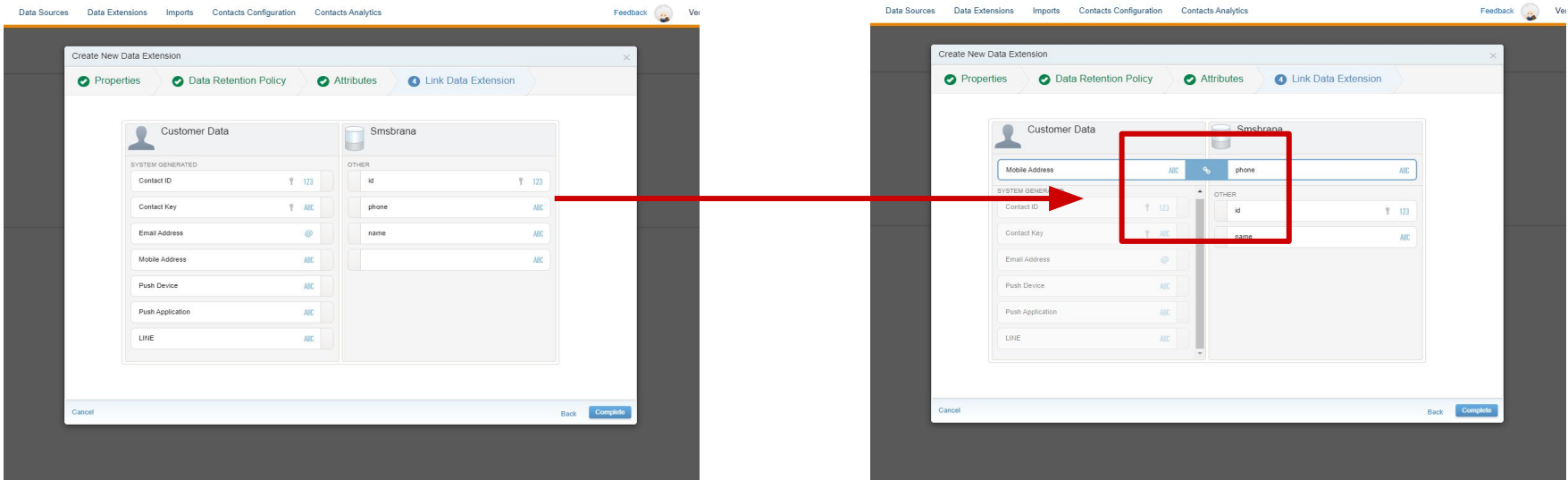


Import contacts

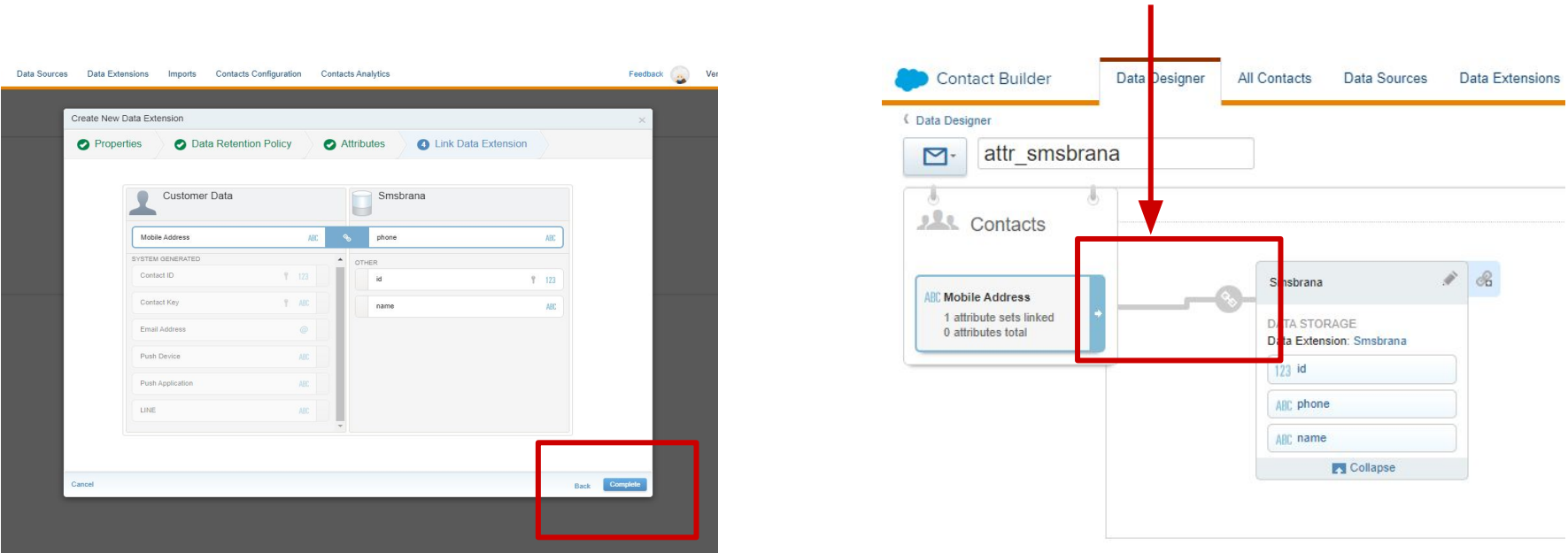
Contacts are imported in two ways. If you have a large number of contacts, you will do this using a csv file. If there is less data, you can add it manually.



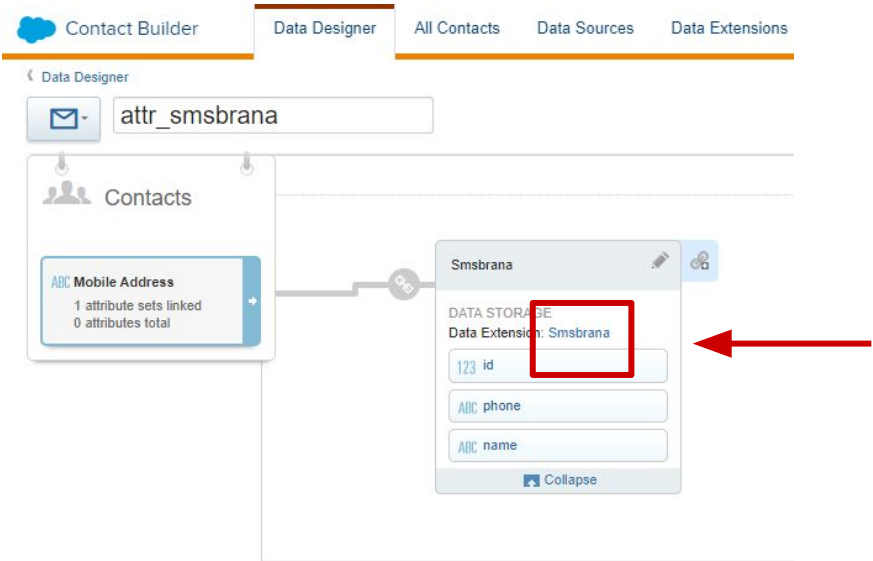
Data mapping between the extension and existing data in Salesforce. Find the key that will connect both tables. The character in the red rectangle indicates correct data mapping.



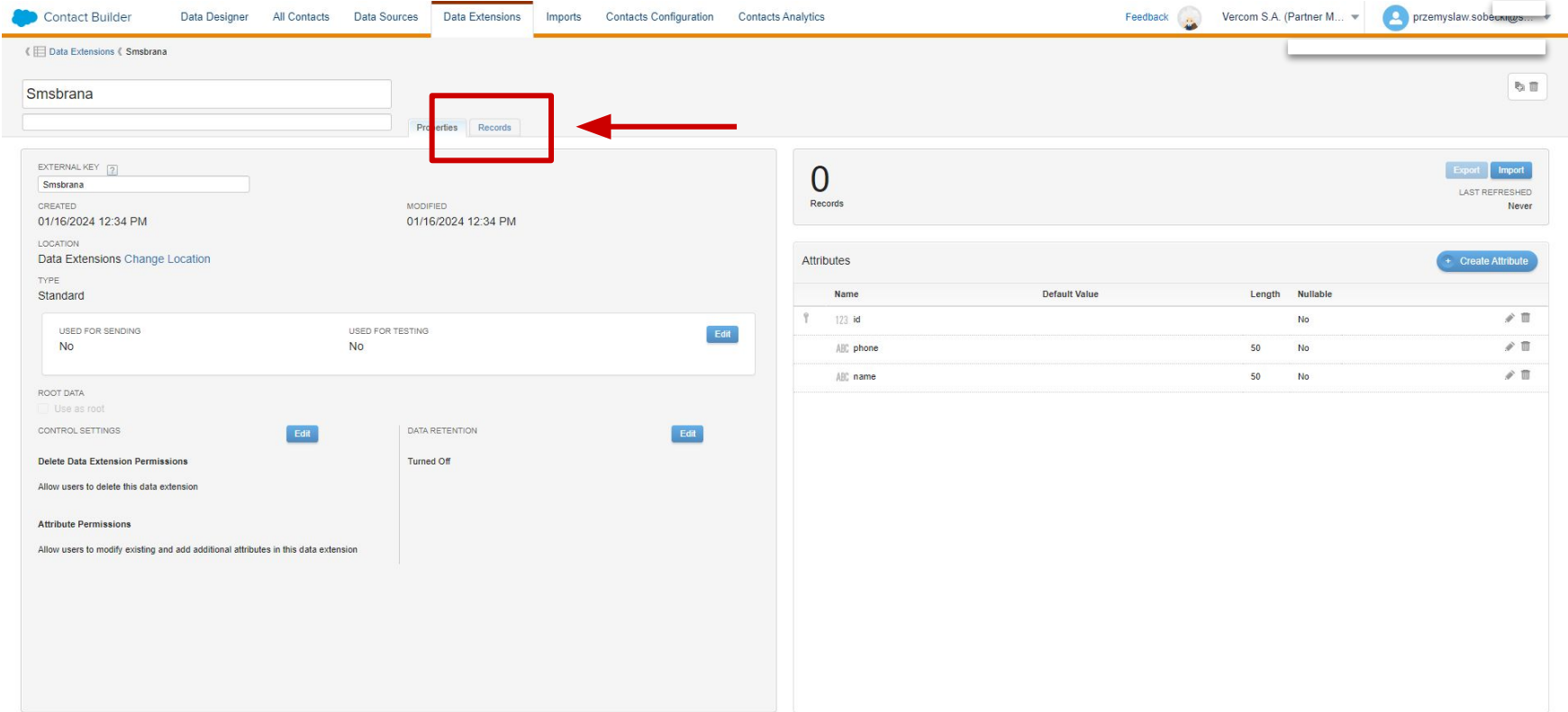
When you select the button marked with a red rectangle, you will go to the place shown in the image number 2. If you are in this place, it means that the data has been connected correctly!



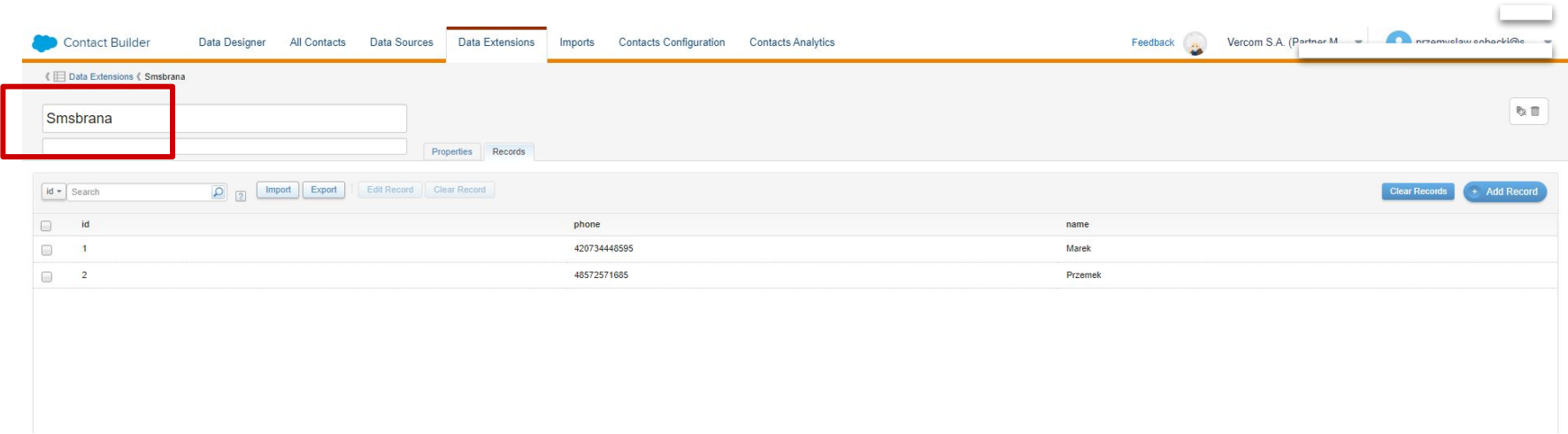
The next step is to add data. To add them, select the button.



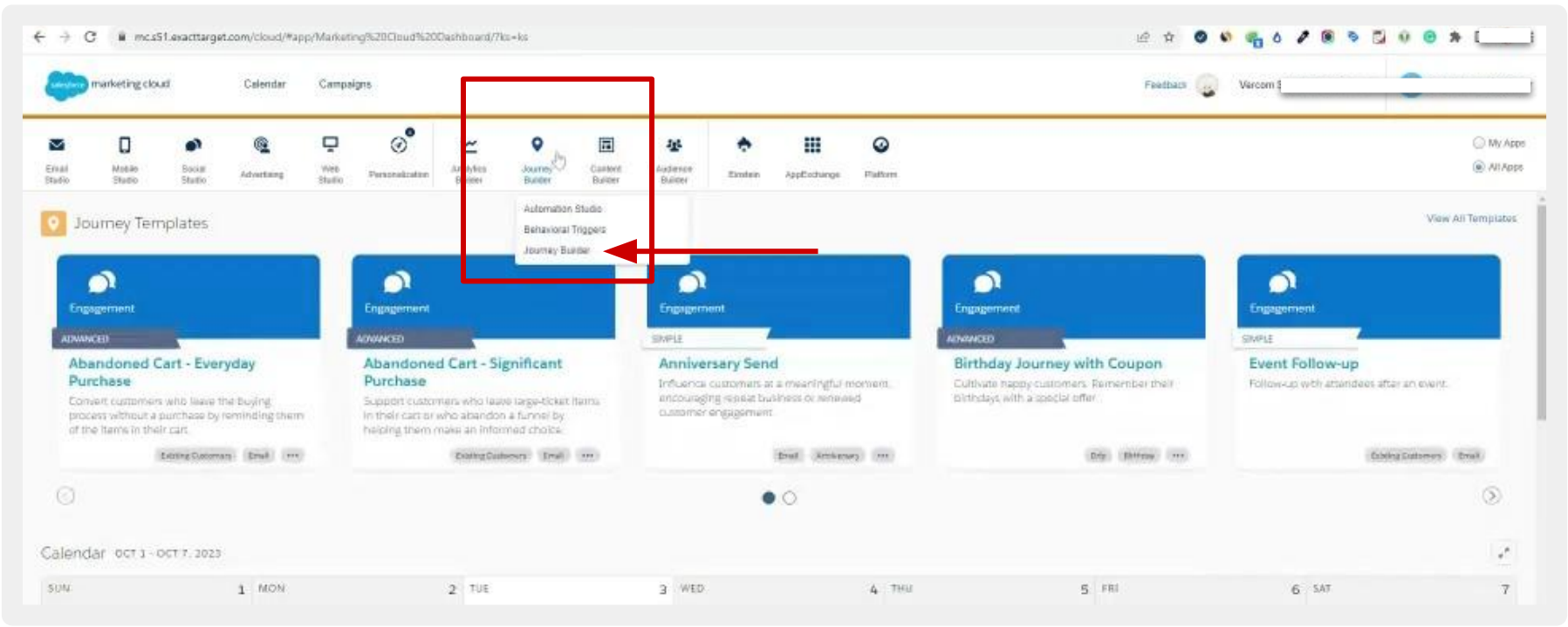
Adding data can be done by importing csv or manually. If you are adding records manually, select Records.



Manually adding data is shown below. After clicking Records, you will go to the tab shown in this graphic. Now go back to the place where you created the trip by selecting the selected button.

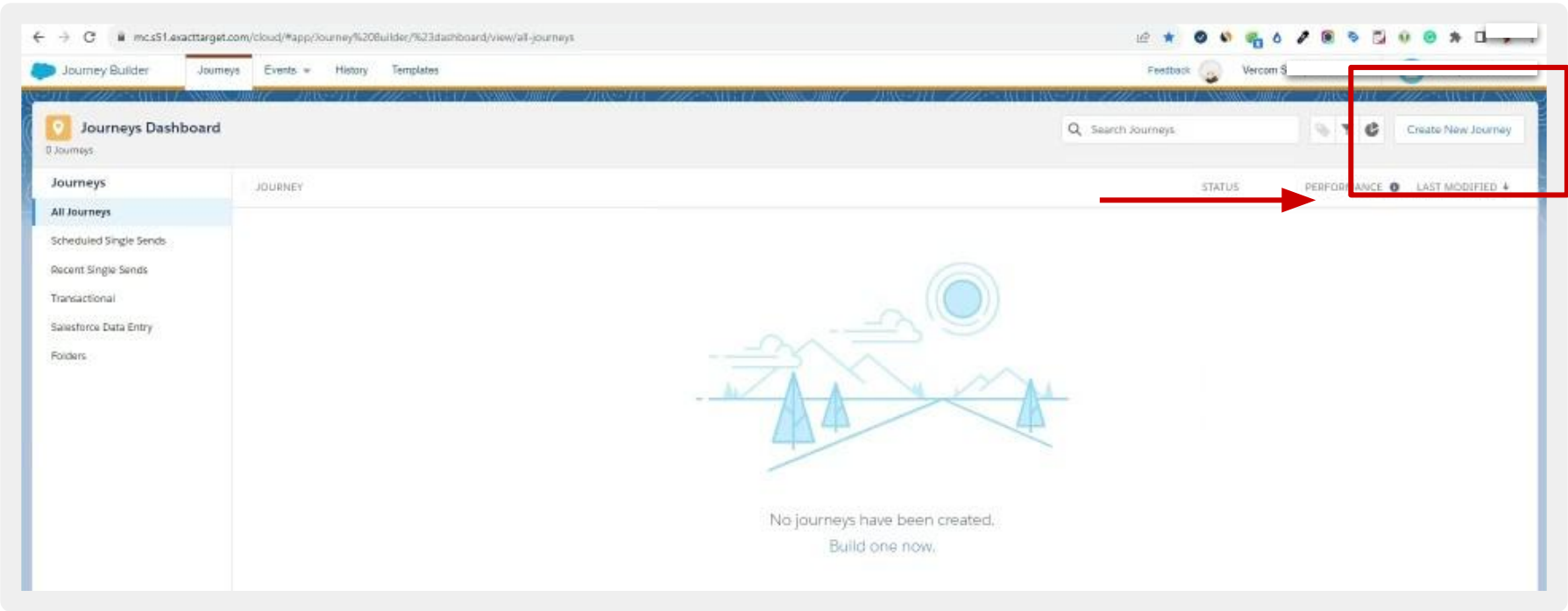


At this point, you have everything to create a "New Journey".

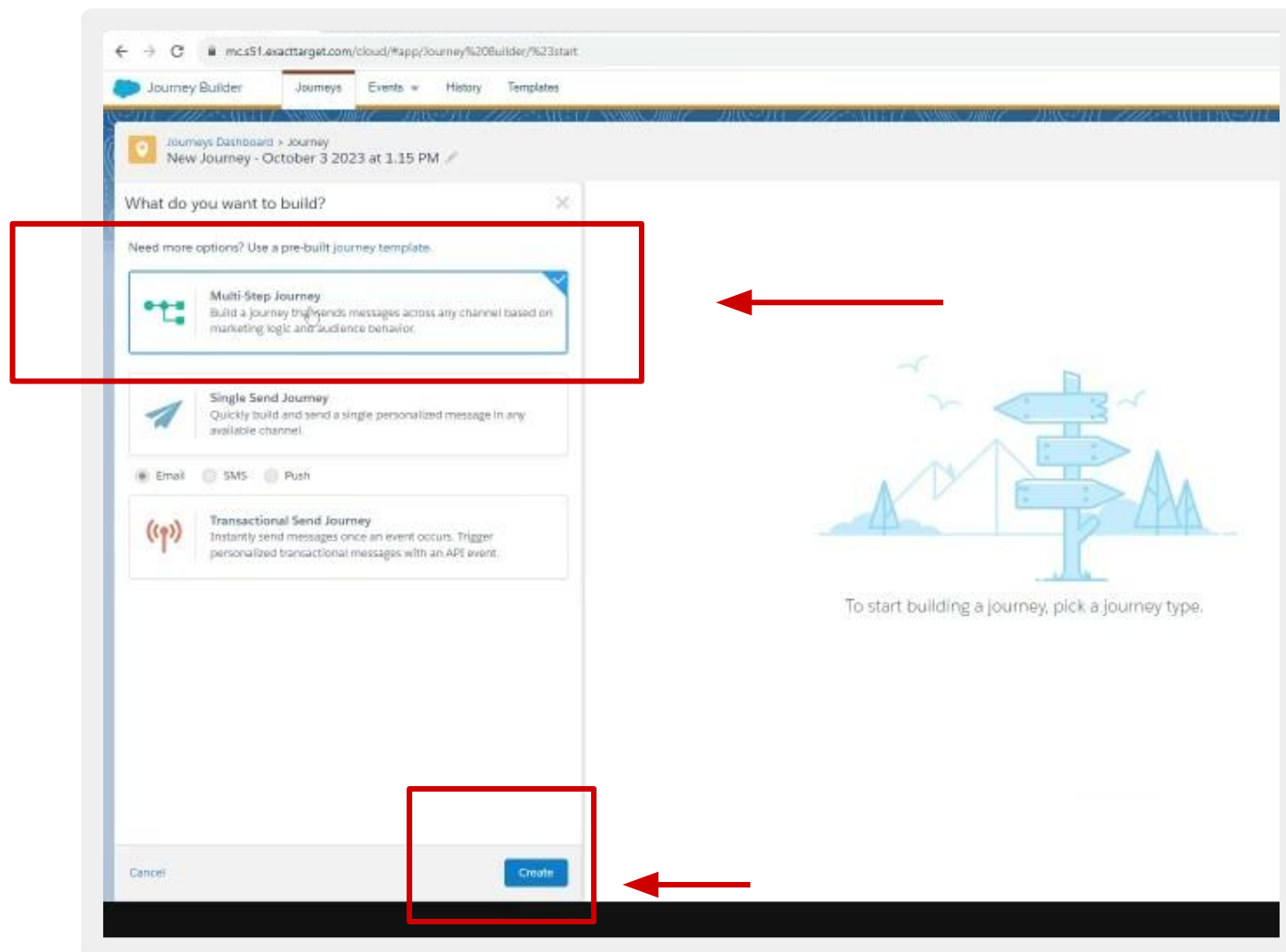


Journey Builder

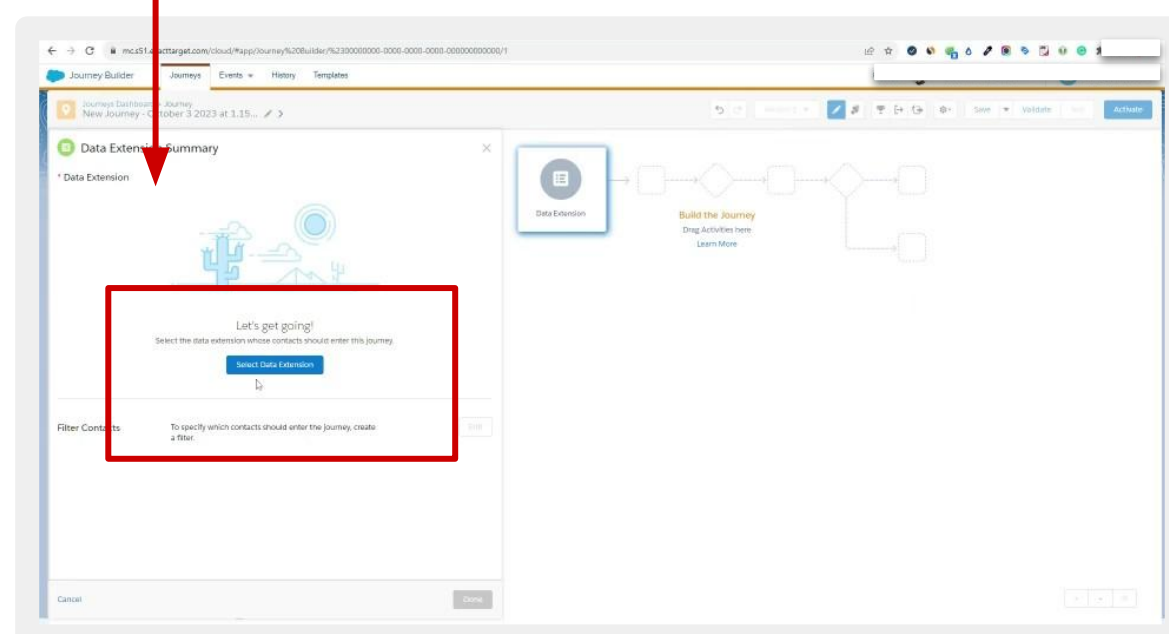
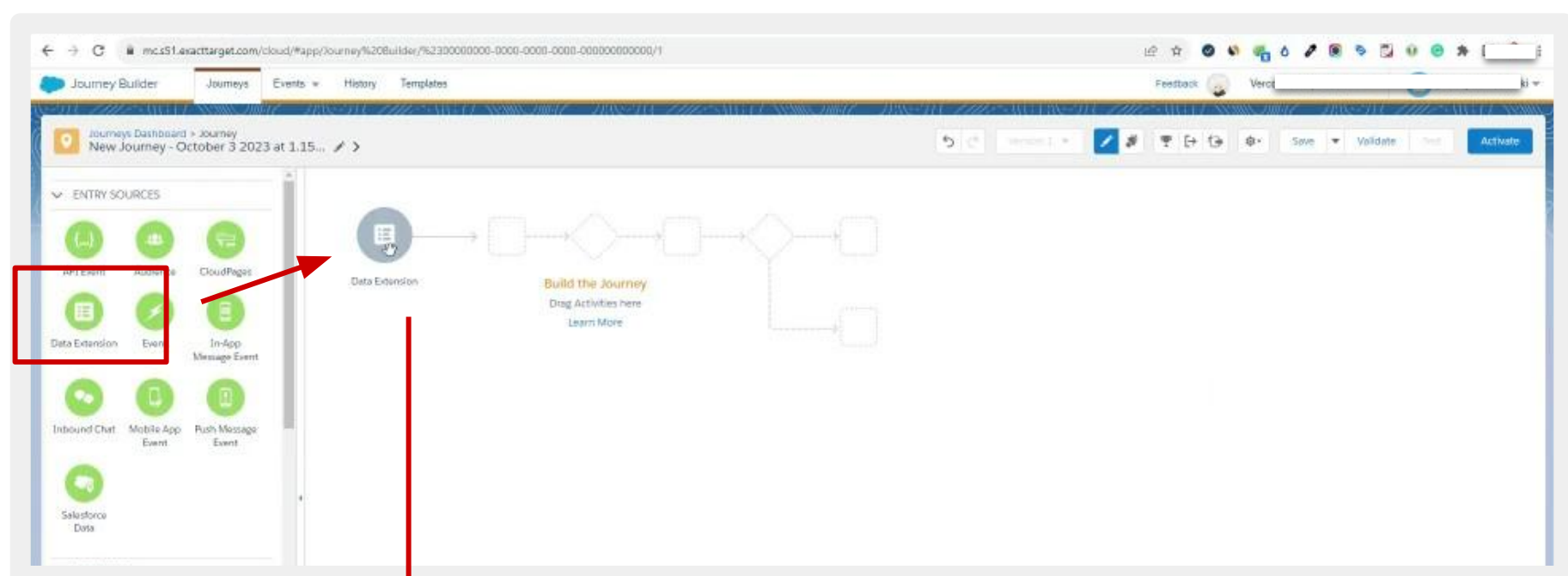
Select “Create New Journey”.



Select Multi step journey and press the “Create” button.

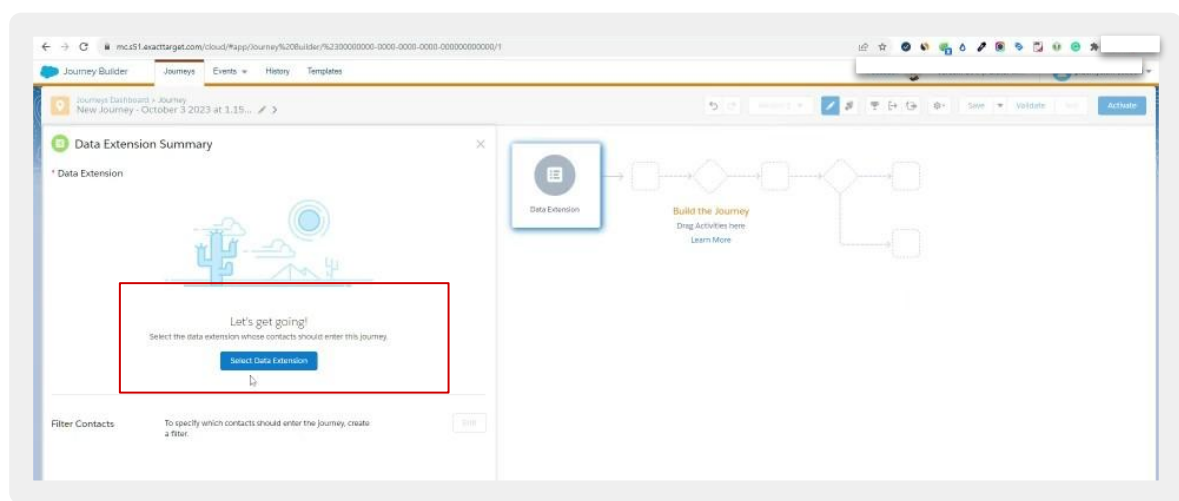


Now move on to creating scenarios. Starting with the data source of our extension.

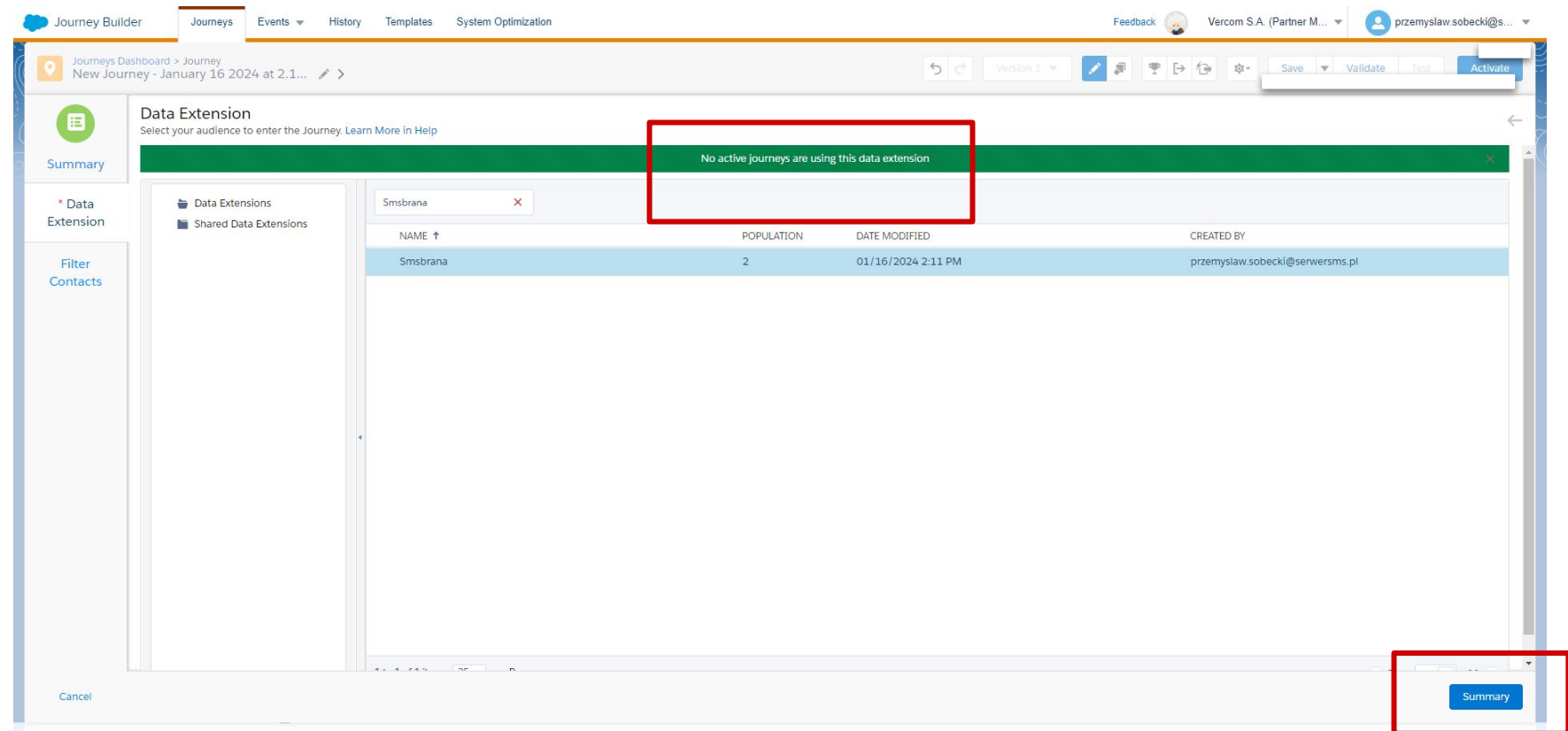


Creating scenarios

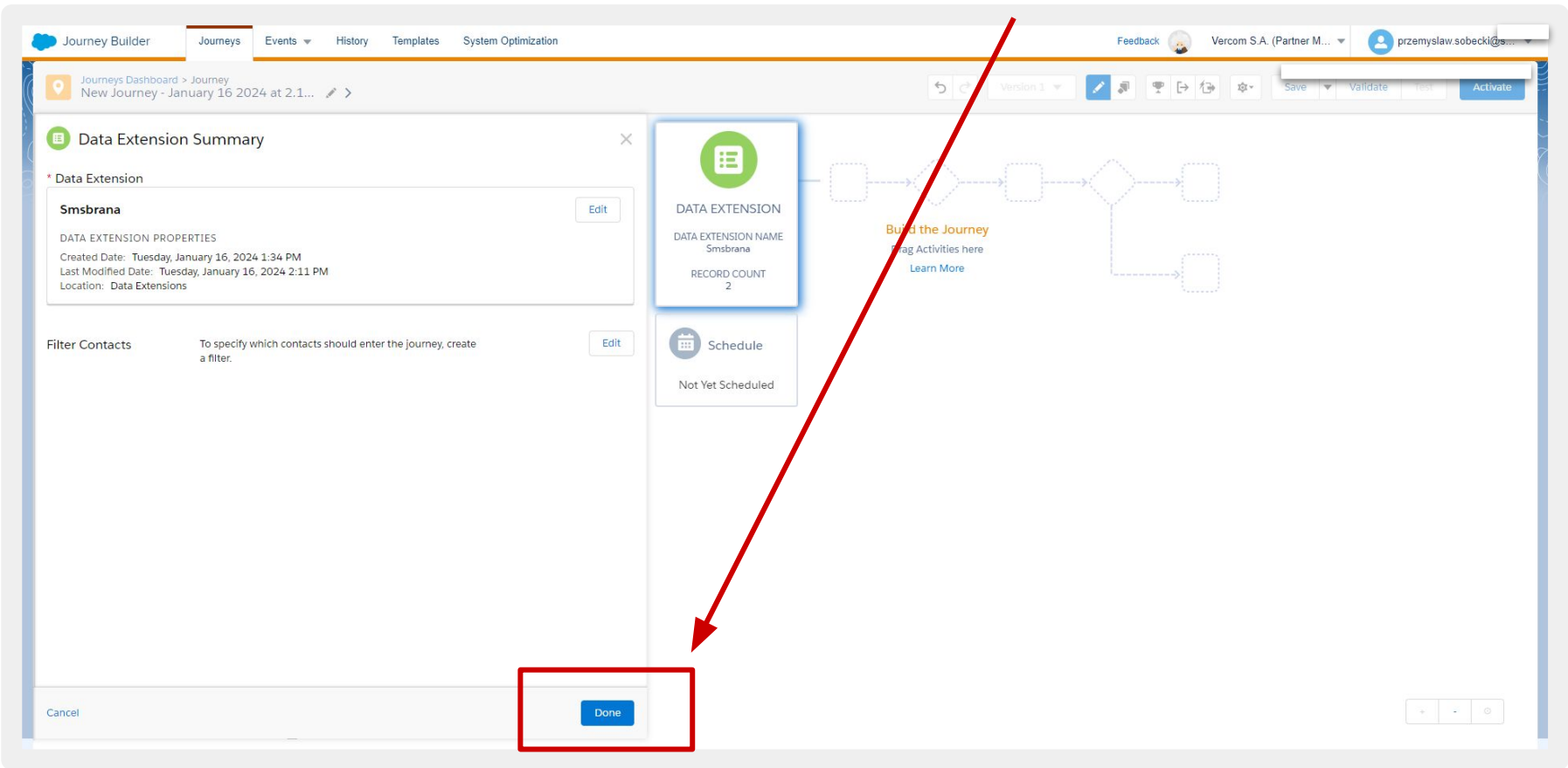
In the next step, select the extension (click Data extension) that was added in the path as the first step of the journey. Below you can see the entire Flow, where you can create your own marketing automation.



After selecting "Select Data Extension" and selecting the name that was created earlier, an inscription will appear on a green background. Which means this data source is not used for any other trips. Remember that you can only use one source at a time. Proceed by selecting "Summary".

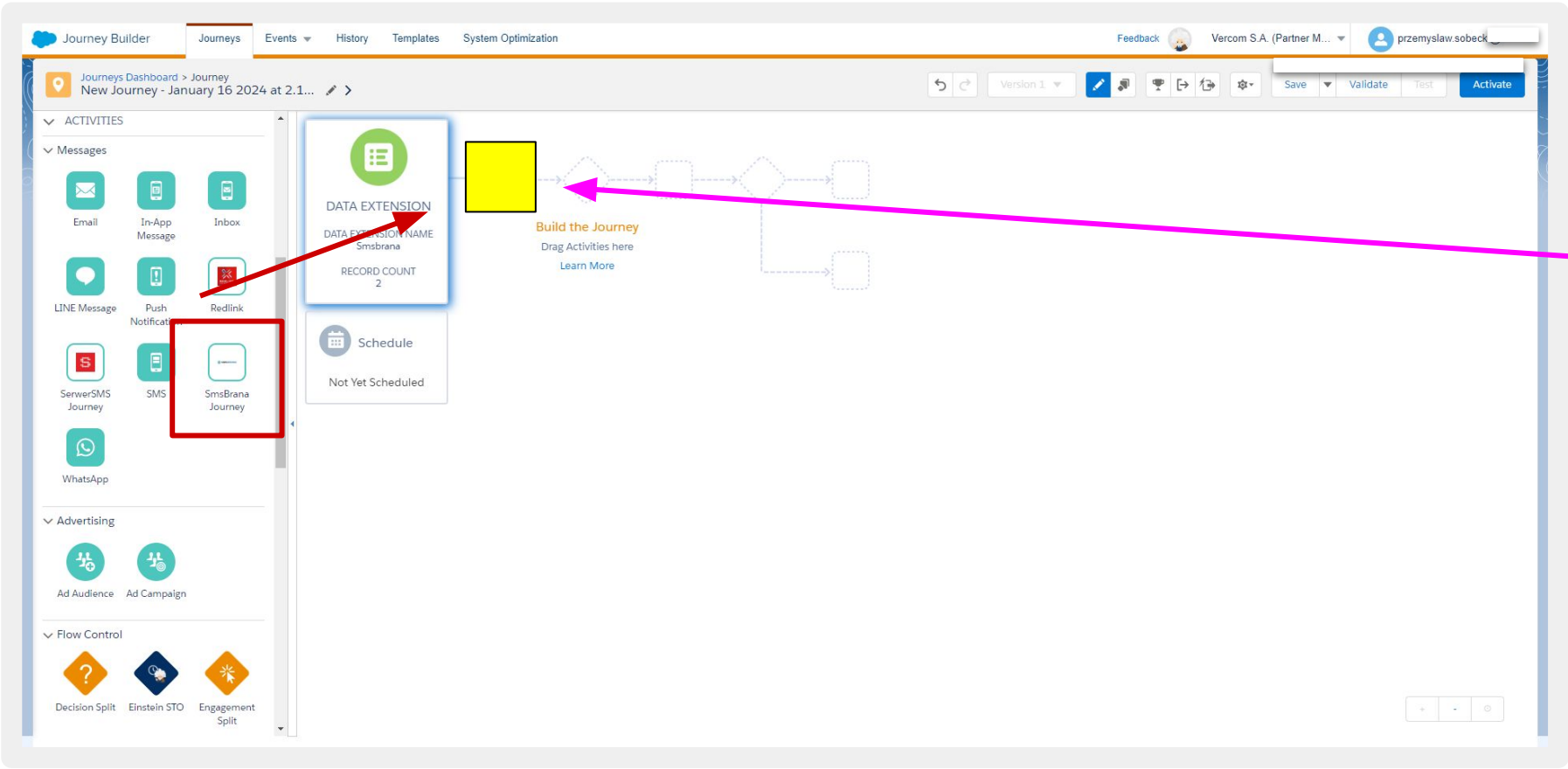


Then select “summary” going to the view below. Then you will notice your brand name. If everything is correct, press "Done".



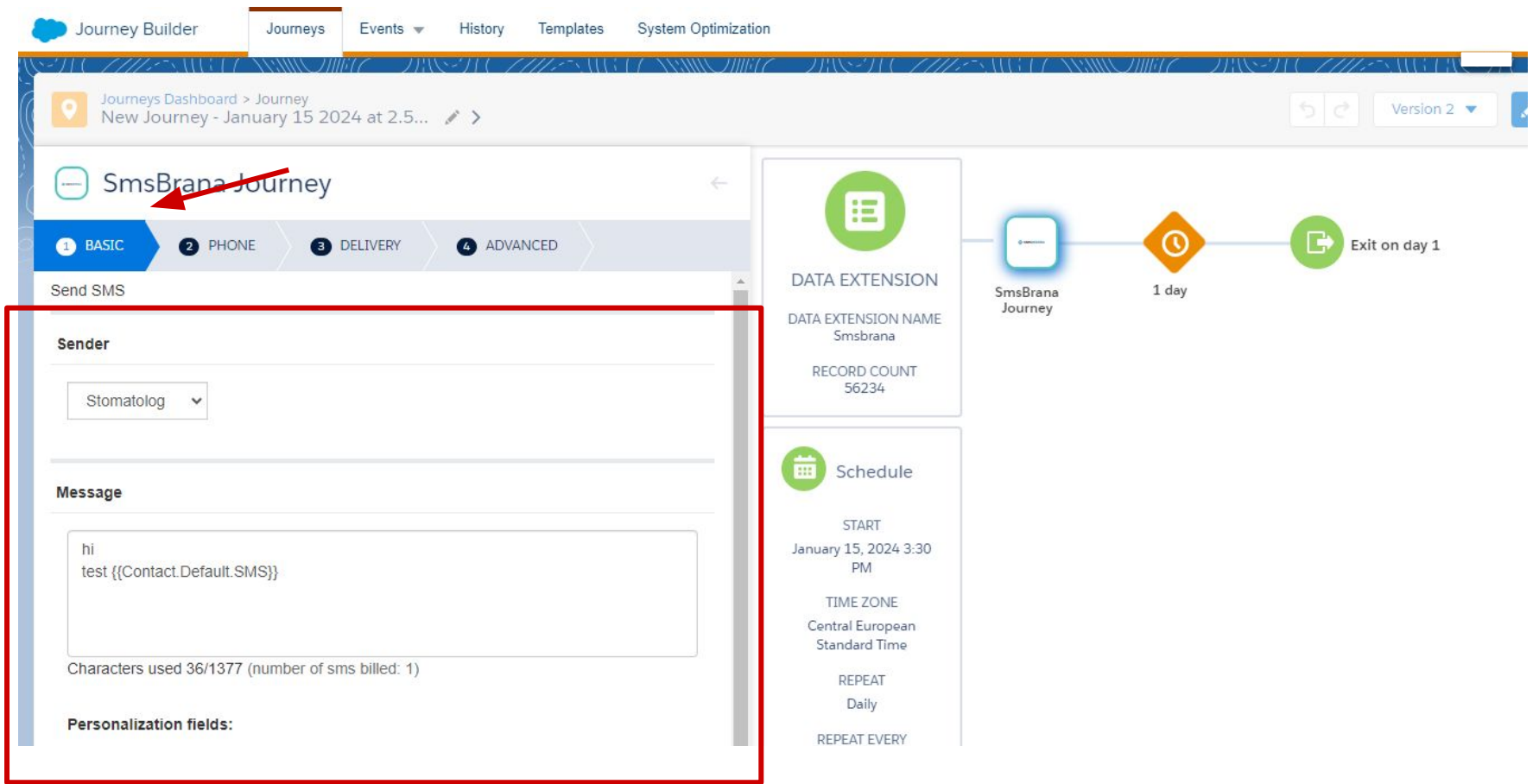
Integration testing

To test the integration, select the window with your brand logo and move it to the layout with lines and flow. Use “activity” for this. In our case, it is an SMS message. After moving the brand window, click on it to go to the next step.

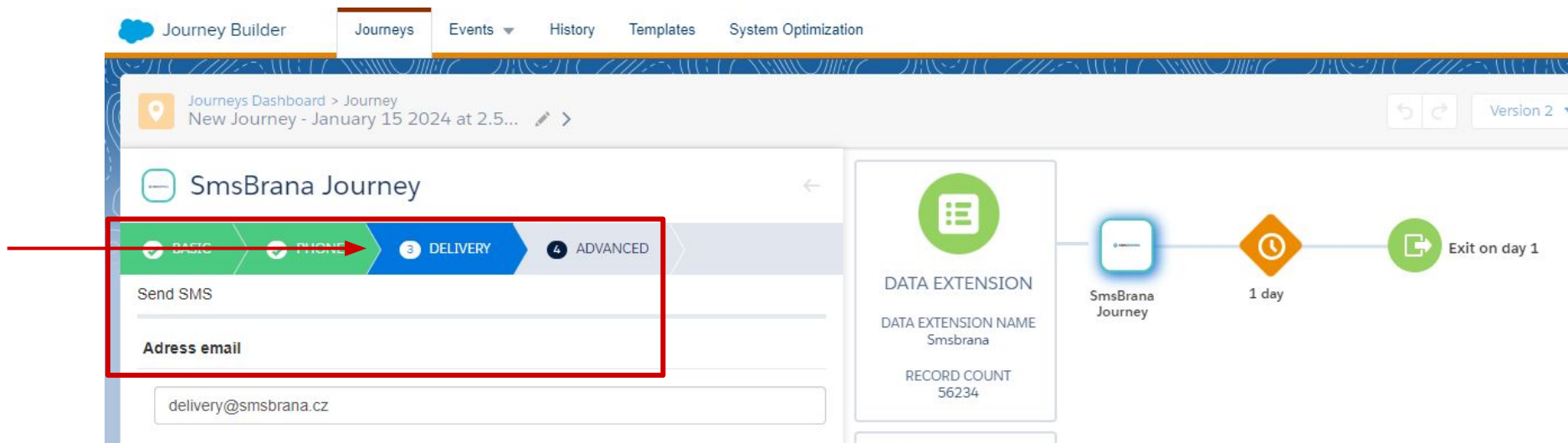
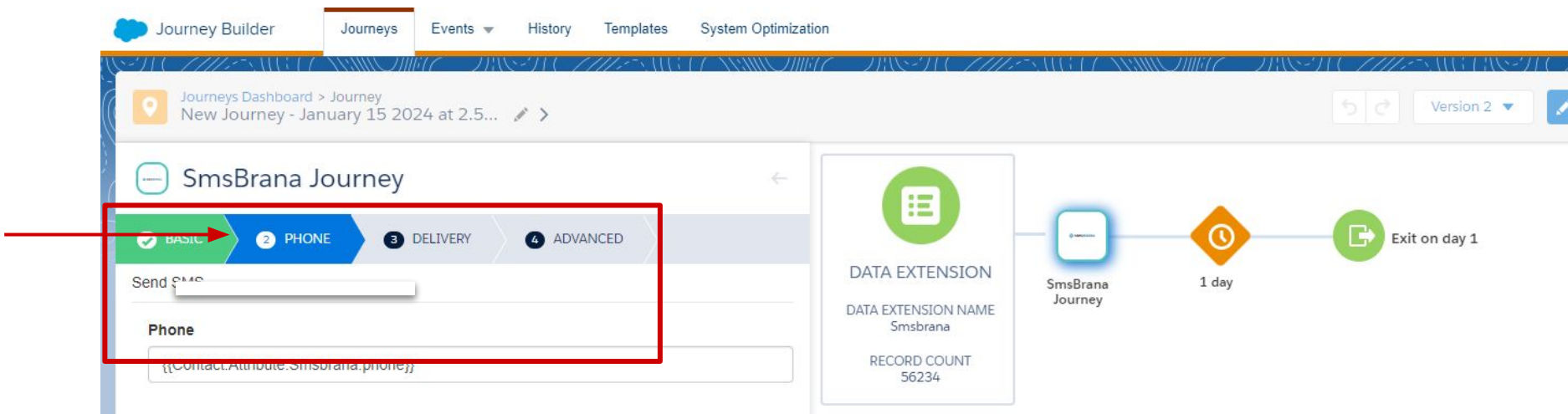


Plugin configuration

Now we move on to configuring the plugin. First, select the sender of the message (the sender's name in the SMS appearing instead of the number) marked as Sender and the content of the "Message" message that will be sent. Remember: if the message is too long, you must select the "long sms" parameter

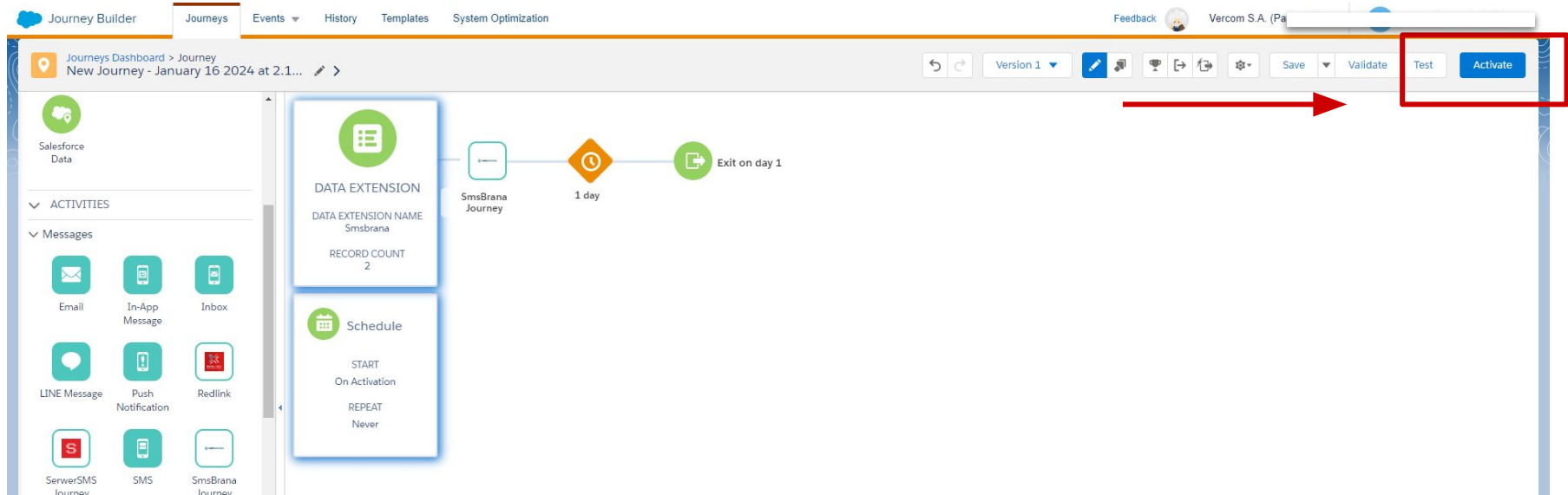
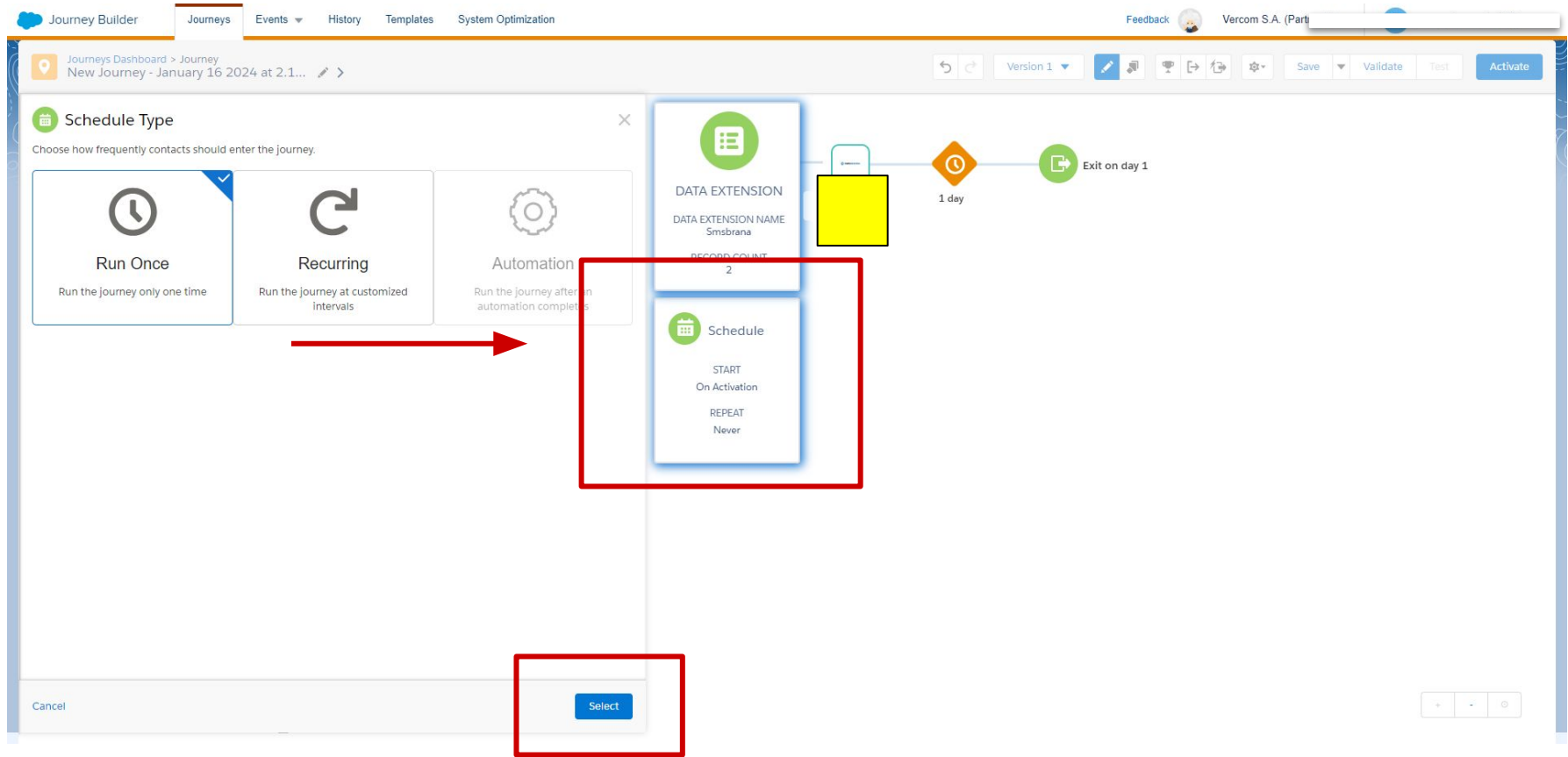


In the next step, select the source from which the phone number will be downloaded. This is necessary because the system substitutes the value from our extension. It is also necessary to specify the report delivery address. See the DELIVERY marking under the brand logo.

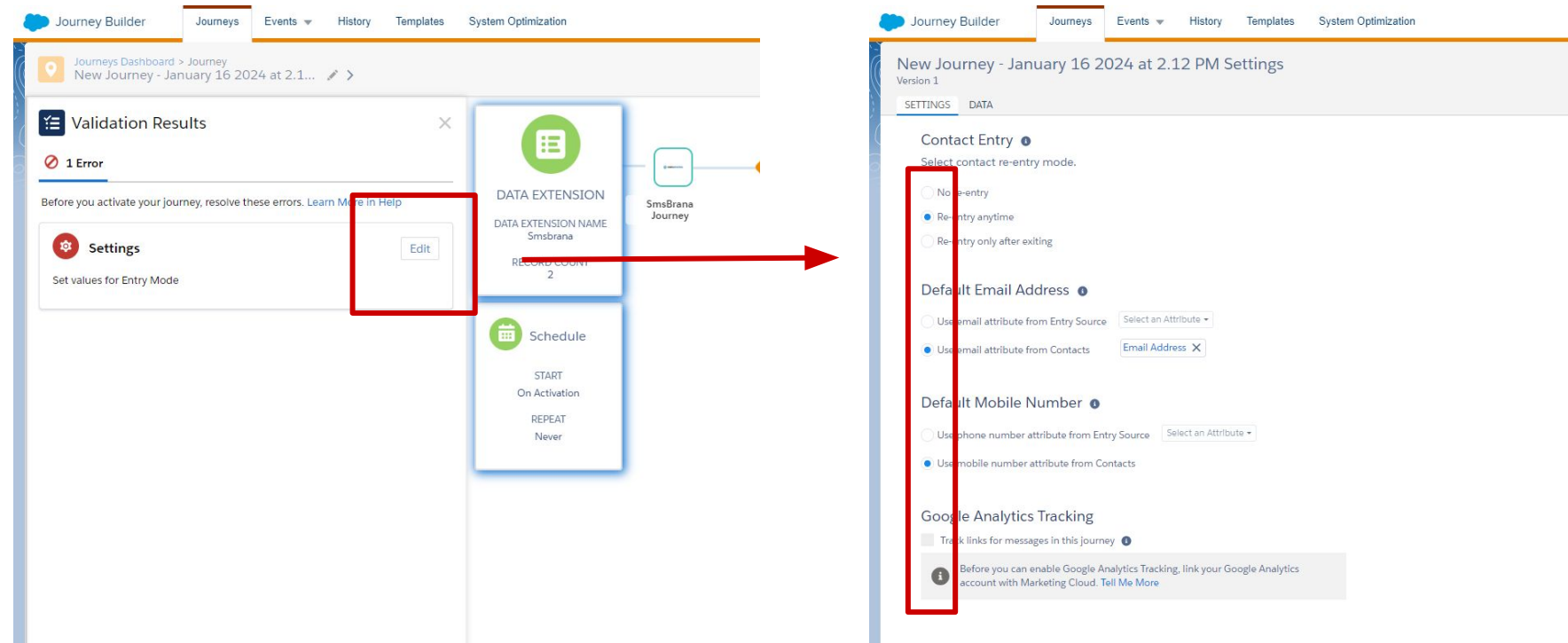


Setting a deadline for sending messages

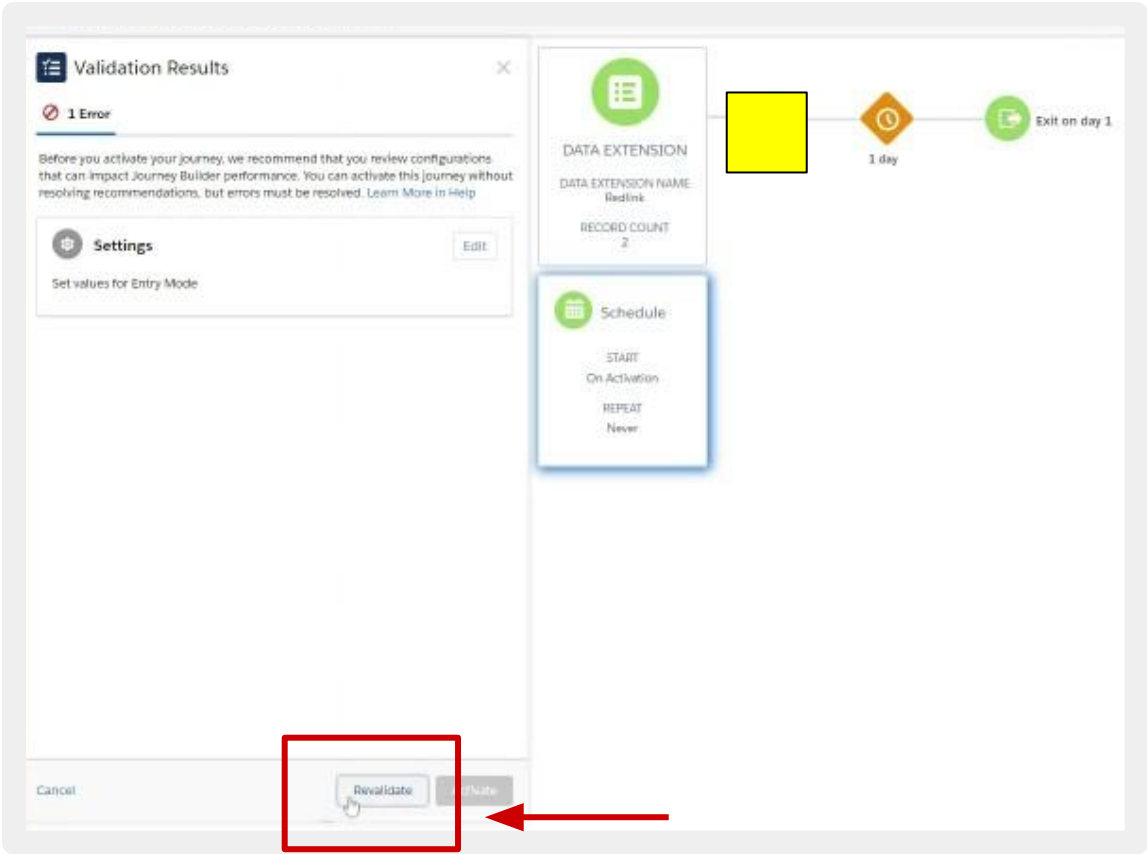
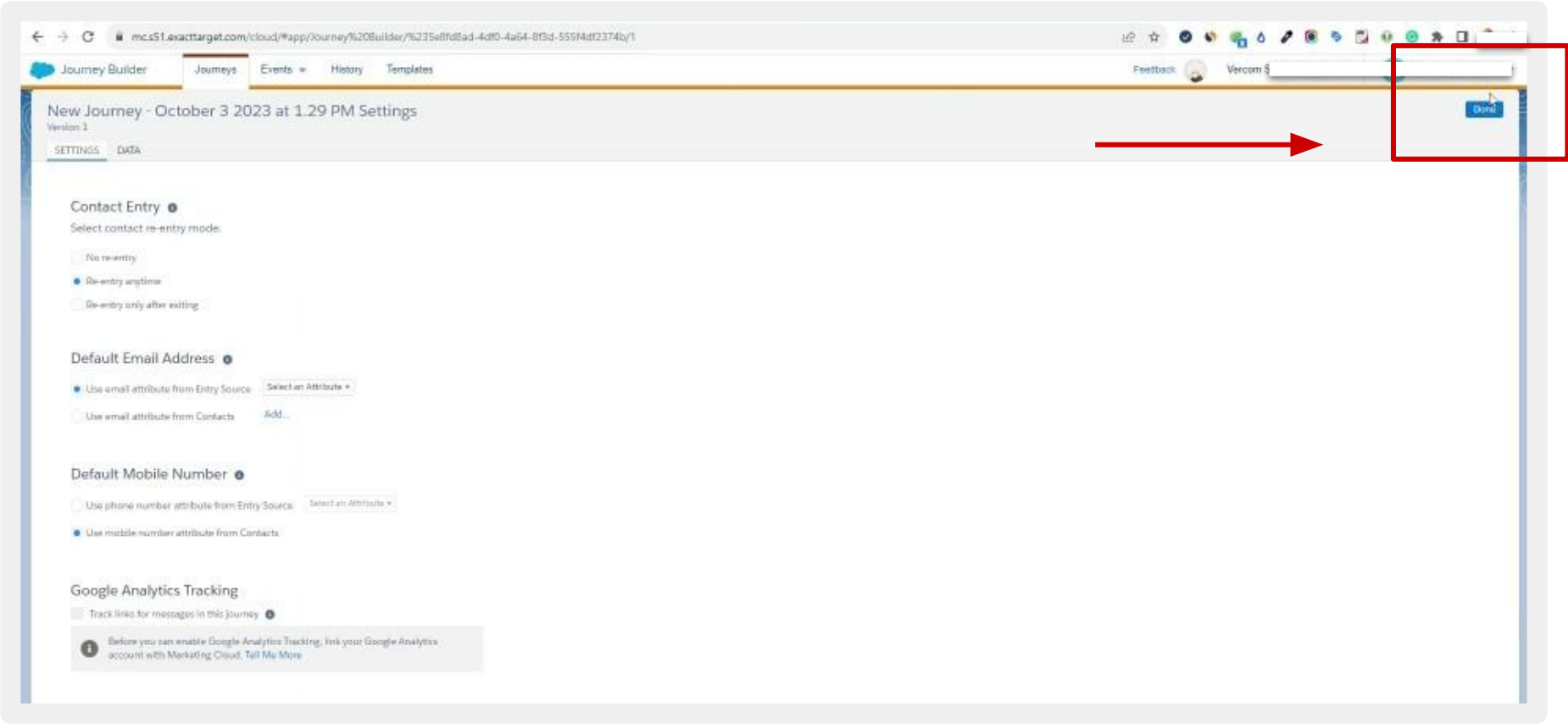
Set a deadline for sending messages. Use the "schedule" button for this. There are three options to choose from: 1. run once 2. recurring (repeatable/cyclical) 3. automation. Once selected, save your settings.



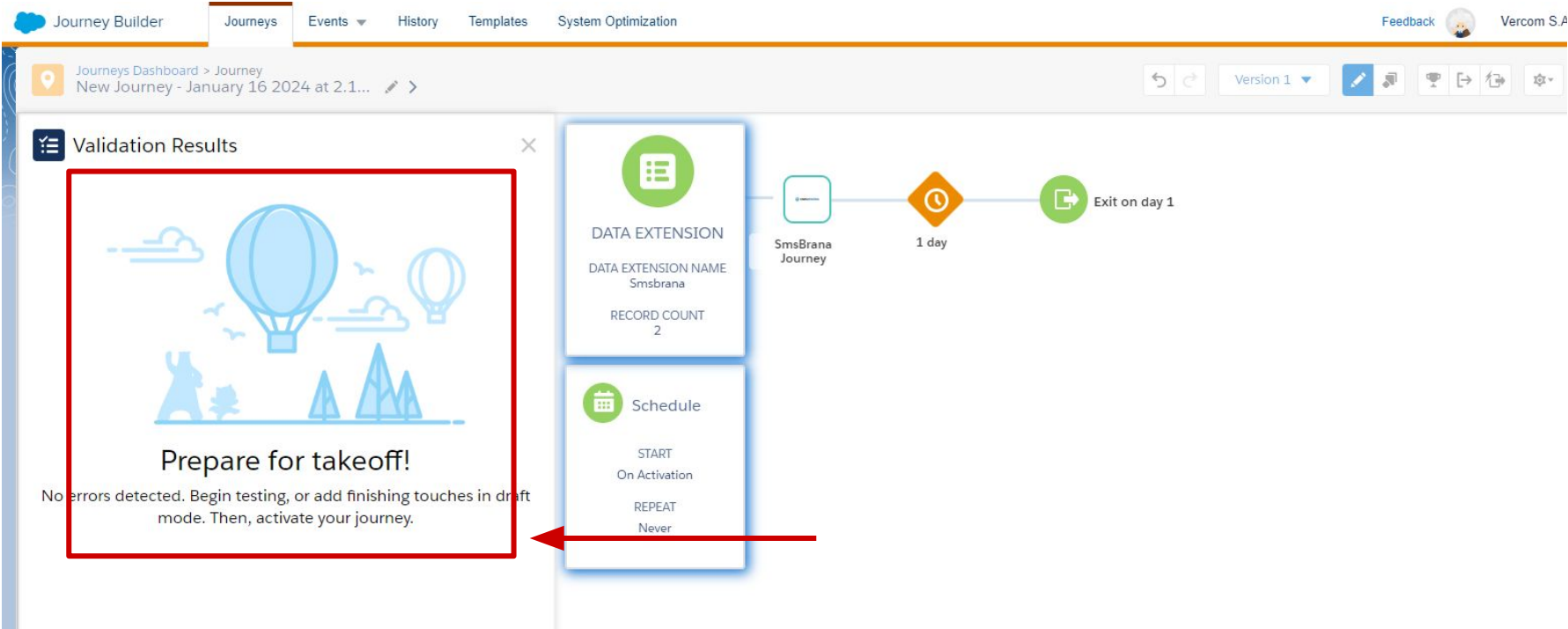
Remember to check the checkboxes as in the graphic below (first from the right): 1. URL 2. E-mail address 3. Where will the phone number be obtained?



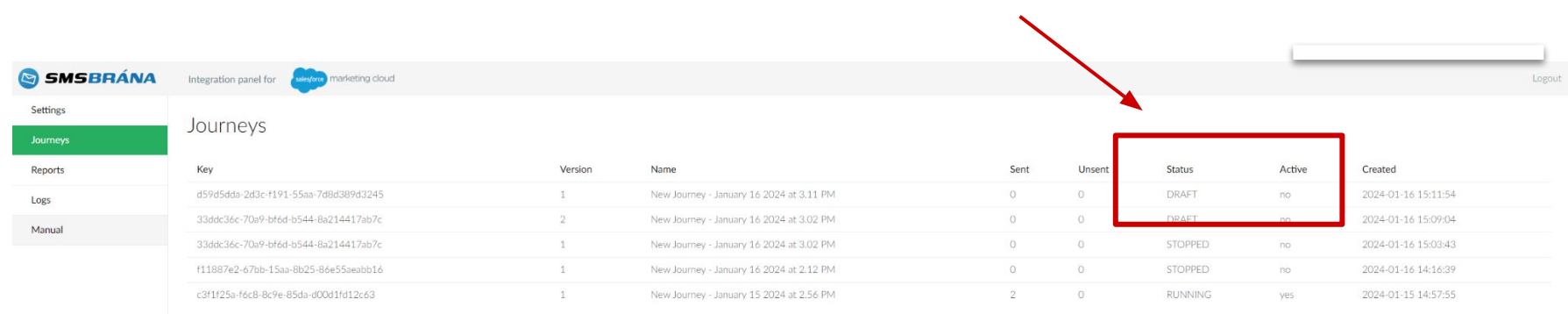
Revalidation is necessary. See graphics below.



“Prepare for takeoff” means that everything has been validated correctly. You can activate your trip!



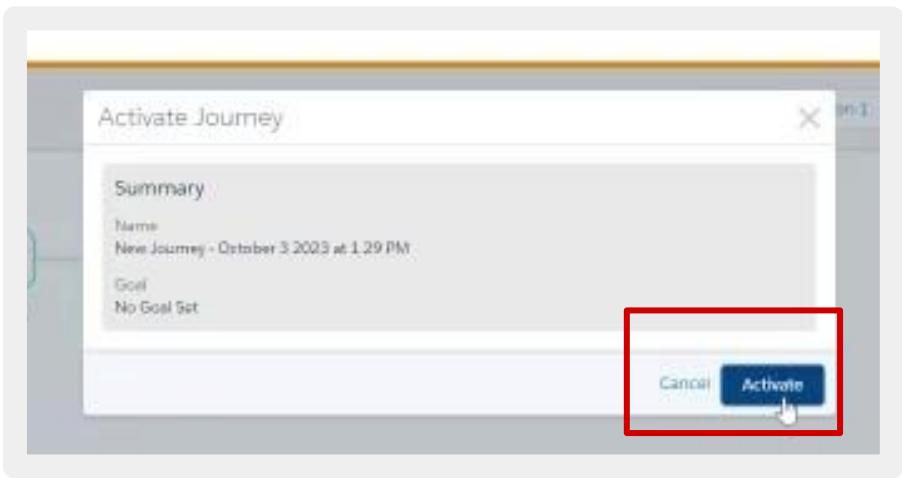
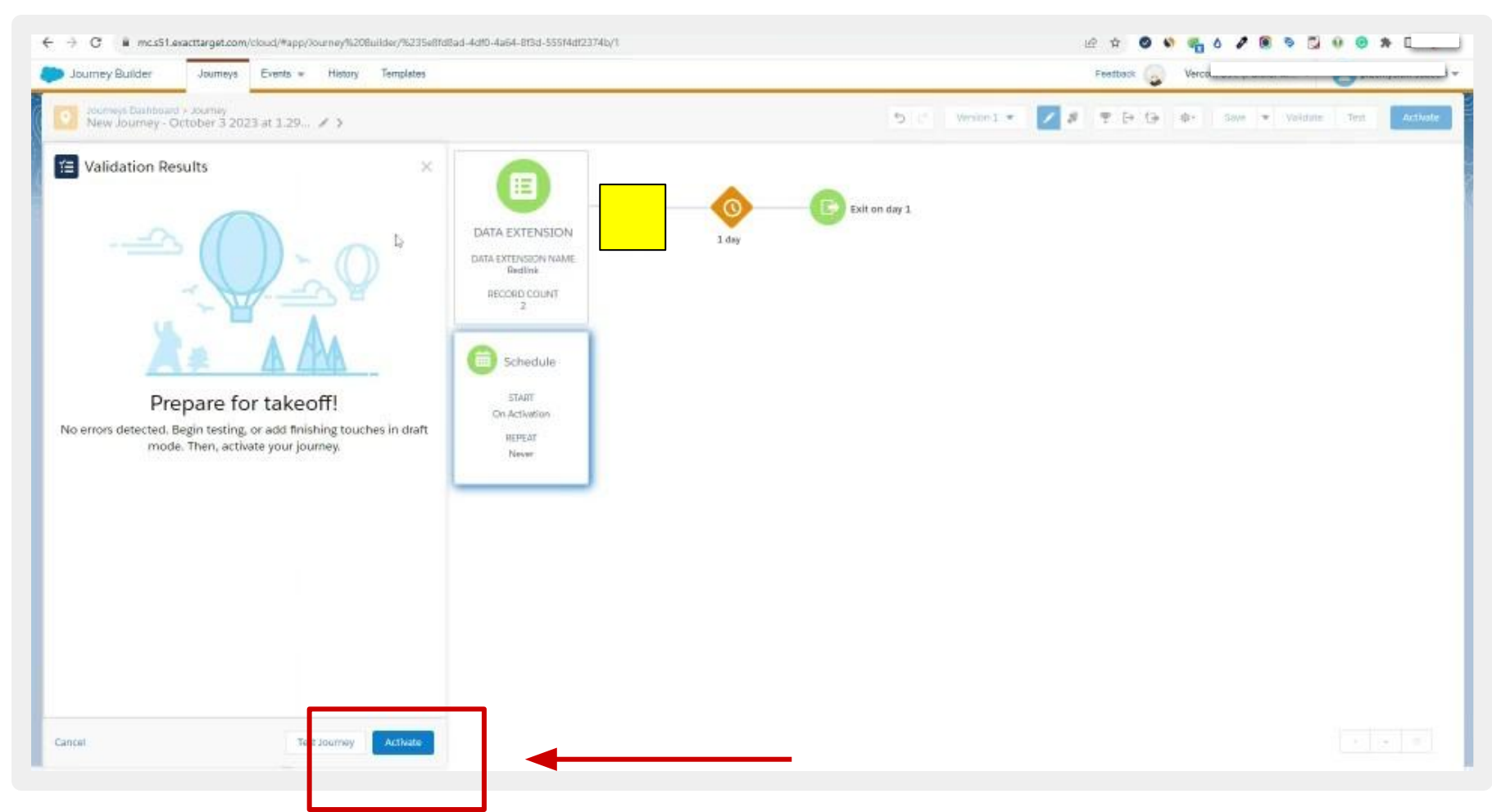
Log in to the intermediary panel again: salesforce.smsbrana.com/panel/login and check the status of your campaign. In this case, we are informed that the campaign is not active.



Key	Version	Name	Sent	Unsent	Status	Active	Created
d59d5dd8-2d3c-f191-55aa-768d389d3245	1	New Journey - January 16 2024 at 3:11 PM	0	0	DRAFT	no	2024-01-16 15:11:54
33ddc36c-70a9-bf6d-b544-8a214417ab7c	2	New Journey - January 16 2024 at 3:02 PM	0	0	DRAFT	no	2024-01-16 15:09:04
33ddc36c-70a9-bf6d-b544-8a214417ab7c	1	New Journey - January 16 2024 at 3:02 PM	0	0	STOPPED	no	2024-01-16 15:03:43
f11887e2-67bb-15aa-8b25-8ae55aeabb16	1	New Journey - January 16 2024 at 2:12 PM	0	0	STOPPED	no	2024-01-16 14:16:39
c3f1125a-f6c8-8c9e-85da-d00d1f012c63	1	New Journey - January 15 2024 at 2:56 PM	2	0	RUNNING	yes	2024-01-15 14:57:55

Campaign activation

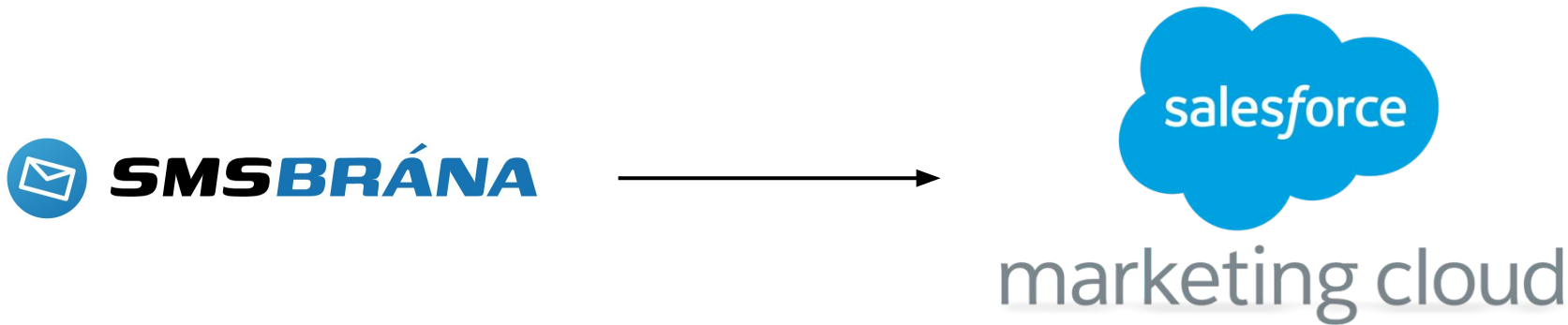
Return to your Salesforce dashboard and activate your campaign





Check the campaign status again, is it active? In this case, we have information that the status has changed to active.

Key	Version	Name	Sent	Unsent	Status	Active	Created
c3f1f25a-f6c8-8c9e-85da-d00d1fd12c63	1	New Journey - January 15 2024 at 2:56 PM	2	0	RUNNING	yes	2024-01-15 14:57:55



CONGRATULATIONS!