SALESFORCE INTEGRATION
Version 2.2

LATEST CHANGES

|		
Version 1.0	28/01/2018	First version of the document
Version 1.1	18/02/2020	Added campaign name
Version 1.2	19/02/2020	Added external ID
Version 1.3	03/03/2020	Added TAGs
Version 2.0	09/07/2020	Section New SMS campaign added from AppExchange
		Section My SMS campaigns added from AppExchange
		Section settings added from AppExchange
Version 2.1	17/07/2020	Added fragmentation option
		Added preview in the campaign list
		Added message in notifications
Version 2.2	04/11/2020	Added expiry hour in settings

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PREVIOUS CONSIDERATIONS

For this integration to work properly it is necessary to bear in mind the following previous considerations:

- You must have a 360NRS account, with a validated billing profile and sufficient credit.

- Mobile phones must **always** contain the international prefix. Otherwise, the messages can not be delivered correctly.

- The senders can be numeric or alphanumeric. For **numeric** senders, the maximum length is **15 characters** and for **alphanumerics 11 characters.**

- A standard SMS allows a maximum of 160 characters using the GSM7 codification. Characters not supported by the GSM7 codification will be automatically substituted for the most similar character in GSM7. For example: "á" is not supported by GSM7, so the system will change it for an "a", which is the character supported by GSM7. You can find all GSM7 characters allowed in the annex.

- Some characters included in the GSM7 count as 2 characters. You can find the extended characters in the annex

- If the length of SMS is greater than the maximum, the system will concatenate the necessary SMS up to a maximum of 5 SMS. (the end user sees it as if it was a single SMS).

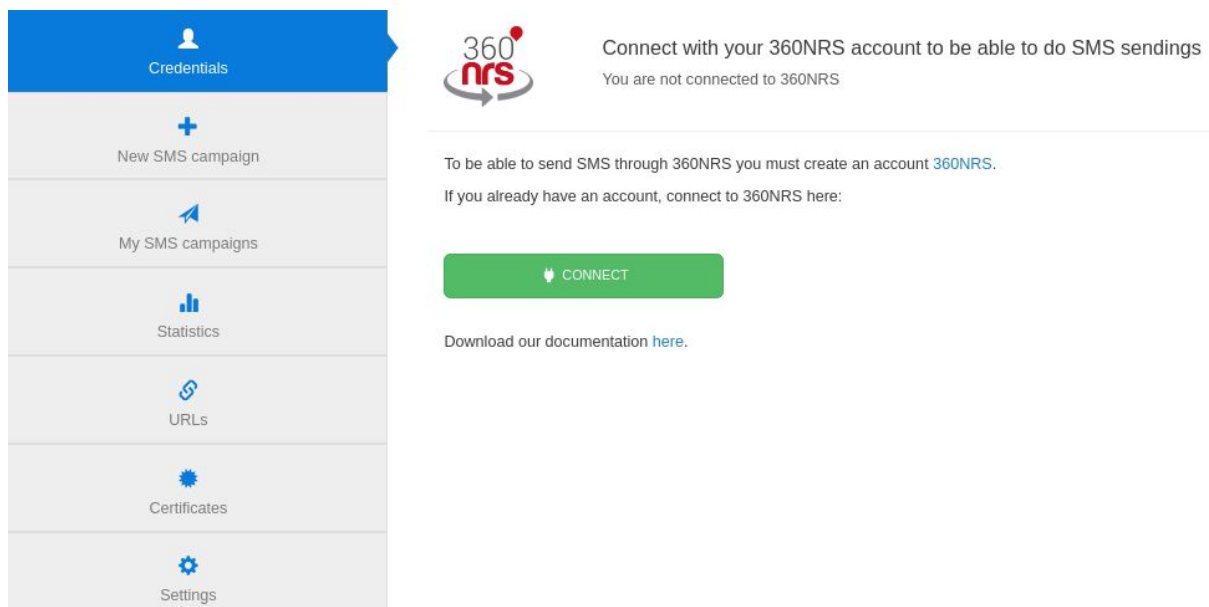- The certified SMS have an additional cost.

CREDENTIALS

To integrate 360NRS with Salesforce Marketing Cloud it is necessary to connect 360NRS to Salesforce Marketing Cloud..

To do this, go to your Salesforce Marketing Cloud account to the **360NRS SMS** menu within AppExchange
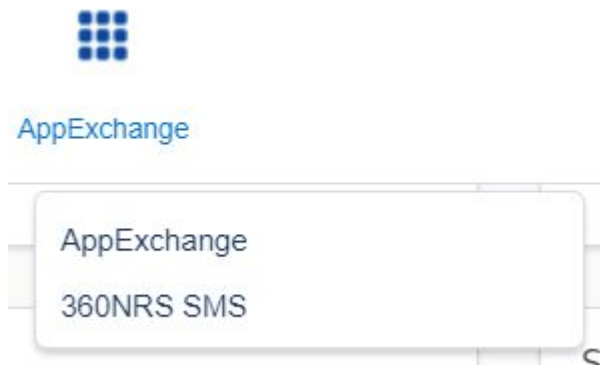
There the following screen will appear:

By pressing the CONNECT button you will be redirected to the Login screen, where you must enter your 360NRS credentials.

By entering the credentials you will be redirected back to the initial screen where, if everything went well, your account will now appear as connected.
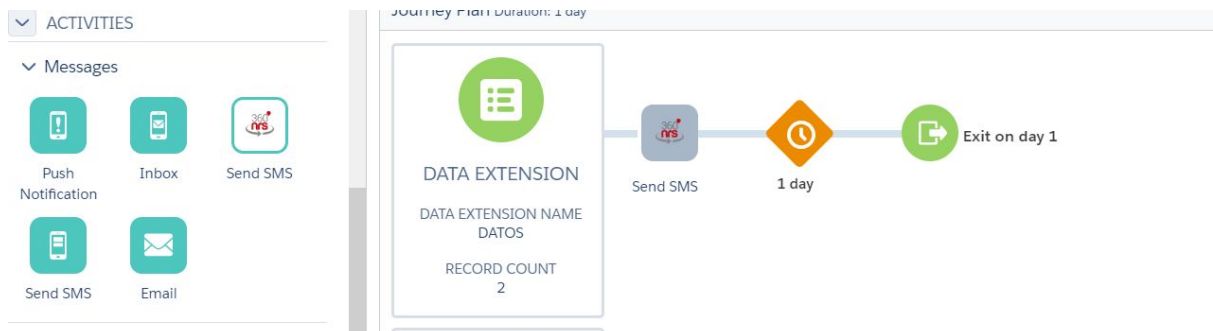
JOURNEY BUILDER

At any time, you can add an SMS sending action through 360NRS.

To do so, you must click on the Send SMS button displayed in the Activities section.
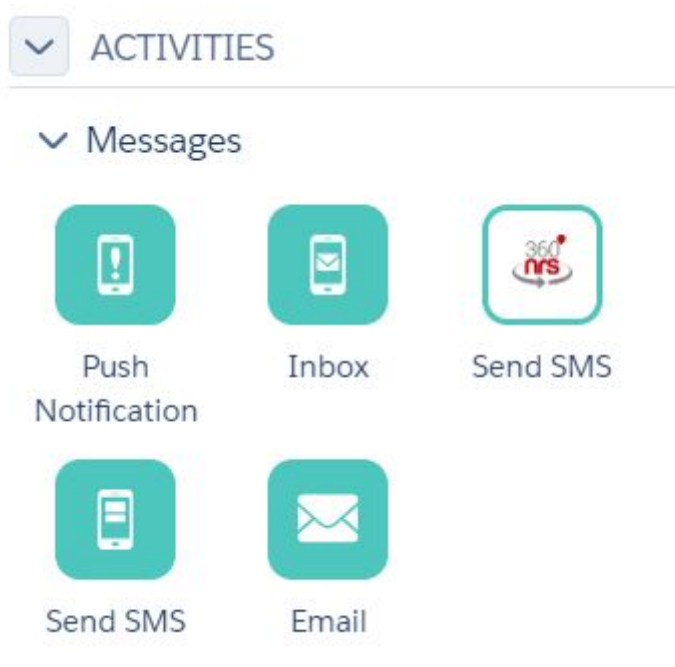
To add the activity to the journey you must drag and drop, but first you must set-up an Entry source, otherwise the system will not allow you create your message.

After clicking on **Send SMS**, a pop-up menu will appear, where you can enter the details of your message.

Here you can enter the following data:

Field	Description
Sender	Sender's text, this label can contain up to 15 numbers or 11 alphanumeric characters

Codification	The possible values are "gsm" and "utf-16". The "gsm" value for normal sendings with GSM7 coding and 160 characters per message, and the value "utf-16 for UCS2 coding (UTF16) and 70 characters per message." If not specified, the default value is "gsm"
Message	Message text. Here you can add Custom Variables according to the selected input source; these variables are replaced by the corresponding values of the input source. You can also add emojis, the latter available only for UTF-16 codification.
URLs	Custom urls, for more information See **URLs.**
Expiry date	Date from which the message is no longer sent.
Certified SMS	If this parameter it's specified as "true", the message will be sent as a certified SMS. **NOTE: Certified messages have additional costs.**
Campaign Name	If specified, the statistics will be grouped with that name. If not specified, the statistics will be grouped automatically by month.
Tags	Add TAGs and they will be displayed in the "TAGs" column of the statistics.
External ID	Select a column from the "Data extension" and that information will be displayed in the "External ID" column of the statistics.

Once your message is ready, press the Done button located below and the **Send SMS** action will be integrated into the Journey; after doing that, the activity box will be green.
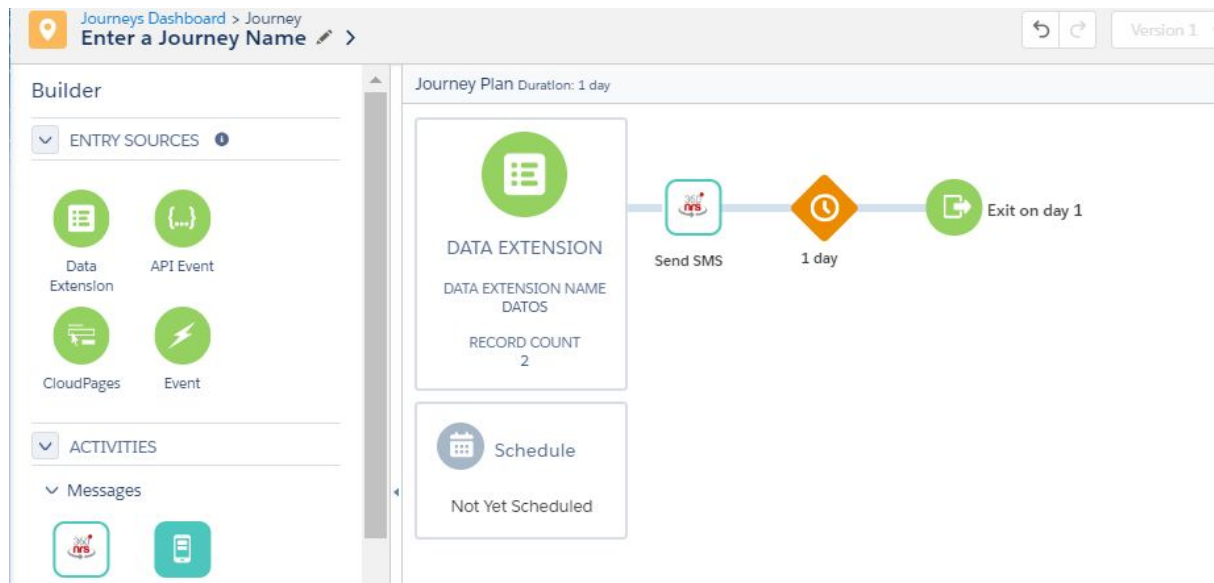
Once the Journey is executed and reaches that action, the SMS will be sent.

URLs

Whenever you want, you can add URLs to be inserted in your SMS sendings through 360NRS; in order to do this, go to the **360NRS SMS** menu within AppExchange ⣿ and go to the URLs section.

The URLs added here will also appear in the **Send Sms** activity inside the Journey Builder.

SMS STATISTICS

To check the complete statistics on any campaign made through 360NRS you must

go to the **360NRS sms** menu within AppExchange and then select the Statistics option.
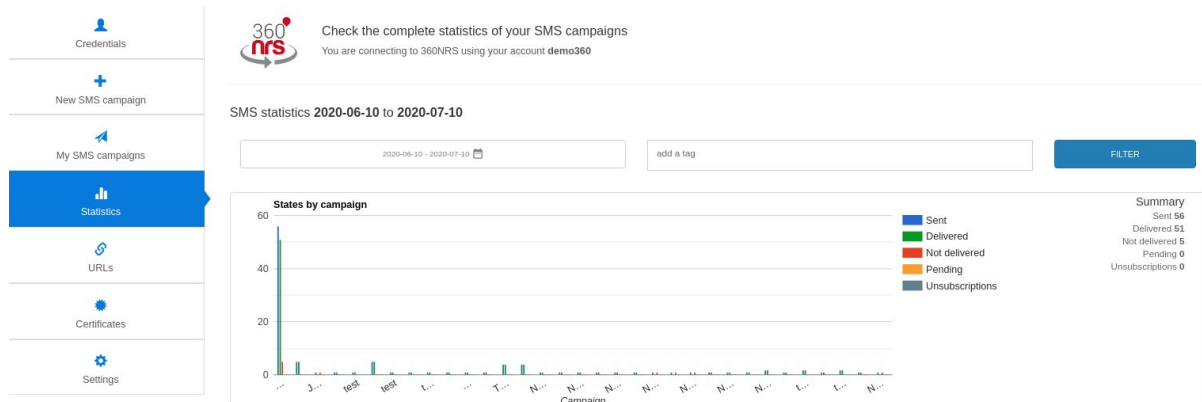
All the sendings made through Marketing Cloud's Journey are grouped as follows:

MARKETING_CLOUD_SMS_YEAR_MONTH

For example: MARKETING_CLOUD_SMS_2019_01

There you can find the complete statistics by channel (SMS) and download the information in CSV and PDF:

By clicking on the campaign you can see even more details per campaign:

Check the complete statistics of your SMS campaigns
You are connecting to 360NRS using your account **demo360**

SMS campaign statistics **JOURNEY_BUILDER_SMS_2019_01**

Open

Campaign type: **basic**

Launch date: **2019-01-29 at 16:41 h**

End date: **1970-01-01 at 01:00 h**

	Sendings	Cost
SMS sent	23 SMS (**23 parts**)	0.69000 €
Total cost of the campaign		**0.69000** €

States by campaign

Summary
Sent **23**
Delivered **23**
Not delivered **0**
Pending **0**
Unsubscriptions **0**

- Sent
- Delivered
- Not delivered
- Pending
- Unsubscriptio…
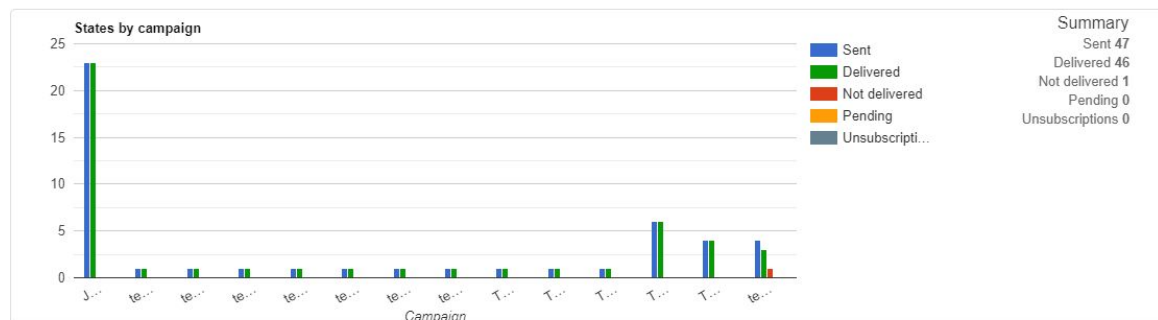
ID SENDING	DATE	SENT	RECEIVED	NOT DELIVERED	PENDING	UNSUBSCRIPTIONS	COST
3506	29-01-2019 16:41:08	23	23	0	0	0	0.69000 €

Mostrando registros del 1 al 1 de un total de 1 registros   « **1** »

Delivered
100.00 %

Sent **23**
Delivered **23**
Not delivered **0**

Ratio of unsubscriptions
0.00 %

Delivered **23**
Unsubscriptions **0**

Delivered by country

ES **23**
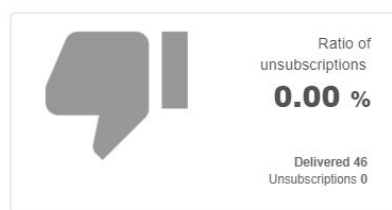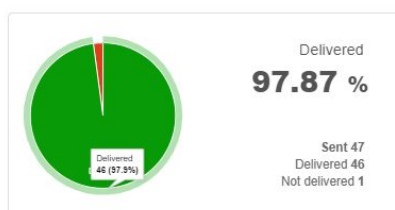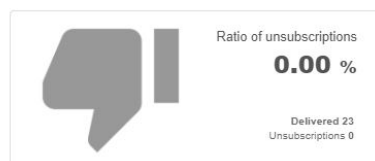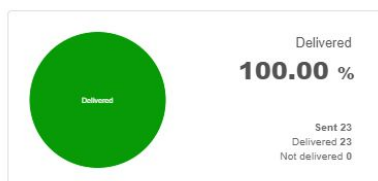
QUICK ACTIONS

SAVE AS PDF	SAVE AS CSV

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And by clicking on the shipping number you will be able to see even more details (in addition to the statistics, graphs, map, etc., you will be able to see all the events by contact):

CONTACT	MOBILE PHONE	EMAIL	LANDLINE	EVENT	DATE	COUNTRY	BROWSER	OS
			Blank	sent	29-01-2019 16:41:12	ES		
			Blank	sent	30-01-2019 16:26:12	ES		
			Blank	delivered	30-01-2019 15:41:23	ES		
			Blank	sent	30-01-2019 15:09:09	ES		
			Blank	delivered	29-01-2019 17:11:09	ES		
			Blank	sent	30-01-2019 17:16:10	ES		
			Blank	sent	29-01-2019 17:08:14	ES		
			Blank	delivered	29-01-2019 16:41:14	ES		
			Blank	delivered	30-01-2019 16:26:15	ES		
			Blank	sent	30-01-2019 15:43:09	ES		

CERTIFIED SMS

To see the certified sms you must go to the 360NRS sms menu within the AppExchange and go to the Sms Certifieds section.

SETTINGS

If you need to read from any of your Data Extension or to notify the status of the SMS in any of your Data Extension, it is necessary to introduce he following data in the Settings section: **Client id**, **Client secret**, **Auth url** y **Rest url**.

To read or notify in your Data Extension it is necessary that you introduce the following data: **Client id**, **Client secret**, **Auth url** and **Rest url**.

If you do not know how to obtain those data, check our documentation.

Client id

Client secret

Auth url

Rest url

To obtain those data you should accede to the **Setup** section from Marketing Cloud from the upper right section of the screen:
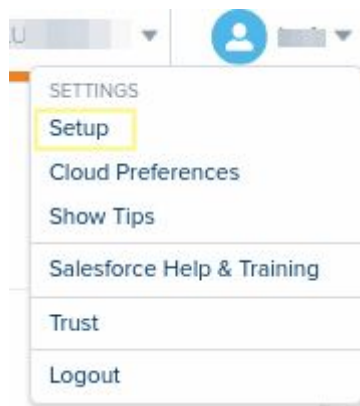
After that, inside the **Apps** > **Installed Packages** of the left side menu you will be able to see the packages installed:
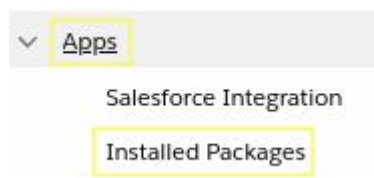
Pressing on the **360nrs** package, you will be able to see the **Client id**, **Client secret**, **Auth url** y **Rest url**.

Once you have these data, you can introduce them in the section **Settings** inside the **AppExchange** > **360NRS SMS**:

It is possible to set the **expiry hour**. If it is set, the expiry date will be filled in the wizard with **today's date** and the hour you set here.

NOTIFICATIONS

If in addition, you want to write in one of your Data Extension the status of the SMS delivery notifications, you have to introduce the External Key of the Data Extension where you want to write them.

Once introduced the data press the button **CHECK** and if all are correct, press the button **SAVE**.

In order to write the notifications correctly, your Data Extension should have at least the following attributes: **id, campaign, sender, phone, status, date, dateDlr, external, tags** and **message**:

Name	Default Value	Length	Nullable
ABC id		50	No
ABC campaign		150	Yes
ABC sender		50	Yes
ABC phone		50	Yes
ABC status		50	Yes
ABC date		50	Yes
ABC external		150	Yes
ABC tags		150	Yes
ABC message		500	Yes
ABC dateDlr		50	Yes

NEW SMS CAMPAIGN

In this section you will be able to send or program a SMS campaign using the data of any of your Data Extension.
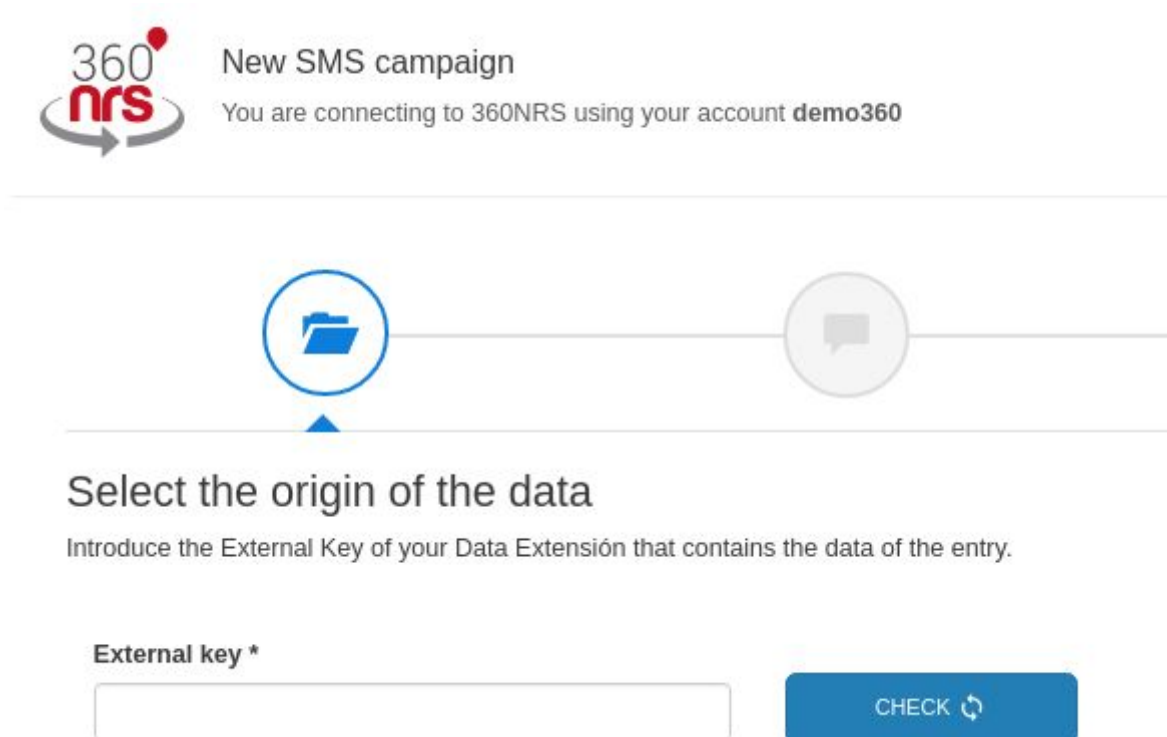
The assistant has 4 steps, in the first step the origin of the data is chosen, in the second one the SMS is set up, in the third one the optional parameters are set up and in the fourth one a preview is shown.

1. SELECT THE ORIGIN OF THE DATA

In this step the you introduce the External Key of the Data Extension where you have the data to make the campaign.

NOTE: In order that the assistant can obtain the data of your Data Extension it is necessary that you previously introduce the following data in the section Settings: **Client id**, **Client secret**, **Auth url** and **Rest url.** If you do not know how you obtain those data, check the section **Setting** of this document.

Here you can introduce:

Field	Description
External Key	It is the only ID from your Data Extension.

Once the External Key has been introduced, you should push the button CHECK. If everything is correct, a preview of 3 elements will appear showing the information obtained in that Data Extension.

phone	name	surname	external
652▓	Israel	▓	123
653▓	Sergio	▓	124
676▓	Dani	▓	125
...	...	...	...

Mostrando 3 filas de 5

After that you should choose the country to which you want to make the sending, **in this column of the Data Extension the telephone number is** and optionally in which column the Data Extension the External ID is.

Country *	Telephone *	External ID
España ▼	▼	▼

Here you can choose the following data:

Field	Description
Country	The country where the SMS will be sent
Telephone	It is the column of the Data Extension where the telephone number is. The telephone number should be numeric, without spaces, and can have or not international prefix.
External ID	Choose one column of the "Data Extension" and this information will be shown in the column "External ID" of the statistics and notifications.

2. SET UP THE SMS

In this step you set up the sender ID, encoding and the text of the SMS.

Here you can introduce the following data:

Field	Description
Sender ID	Text of the sender ID, this parameter can contain until 15 digits or 11 alphanumeric characters.
Encoding	The possible values are "GSM-7" and "UTF-16". The value "GSM-7" for sendings with normal GSM-7 encoding and 160 characters each message and the value UTF-16 for UCS2 (UTF-16) encoding and 70 characters per message.
Text	Text of the message. It is possible to add Customized files, URLs and Emojis.
Filters	Before adding a Customized field it it possible to choose a filter so that this customized file is shown: ● **lower:** in lower cases. ● **upper:** in capital letters. ● **capitalize:** the first letter of the first word in capital letters. ● **capitalizeAll:** The first letter of each word in capital letters. ● **formatDotComma:** thousands separator with dot and decimals separator with comma.

	● **formatCommaDot:** thousands separator with comma and decimals separator with dot. ● **shorten:** returns a shortened url. It must be a valid url.
Customized files	The name of the columns found in your Data Extension will be shown. When the SMS is sent it will be replaced with the information on this column.
URLs	If you whitelist the URLs in the section URLs these ones will be shown in the selector. When the SMS is sent the system will automatically replace that URL with a short URL so that it uses less space in the SMS.
Emojis	It is possible to add emojis in the text of the SMS. The emojis are special characters, therefore they are not supported in GSM-7. When adding an emoji, the system will ask you to change the encoding to UTF-16 so that it can be shown correctly.

If when you are writing a SMS you introduce any character that is not supported with the encoding you are using, a confirmation message where you will be able to change the encoding or keep the current one will be shown.

Encoding change warning

Do you want to change the encoding from GSM-7 to UTF-16?

Some of the characters you are using are not compatible with the chosen encoding (GSM-7).

If you change to UTF-16 encoding, the maximum text allowed will be reduced, but you will be able to include any character.
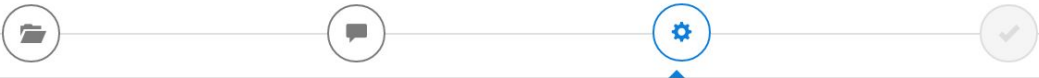
If you do not change the encoding, the non compatible characters will be replaced automatically by others compatible.

CHANGE TO UTF-16   MANTAIN IN GSM-7

3. SET UP OPTIONAL PARAMETERS

In this step you are able to set optional parameters like Campaign name, certificate or not, programming date, expiry date, time zone and tags.

Here you can introduce the following data:

Field	Description
Campaign name	Name of the campaign. If it is not specified it will appear like the following example: *Marketing Cloud Campaign 2020-07-09 10:17:39*
Certificate	Indicates if the SMS will be sent as certified or not.. **NOTE: The certified messages have an additional cost.**
Programming date	Date when the SMS will be sent.
Expiry date	Date from which no other SMS will be sent.
Time zone	Time zone of the programming date and expiry date.
Fragmentation	Add the fragments in which you want to split the sending and the sending frequency for each fragment.
Tags	Add TAGs and they will be shown in the column "TAGs" of the statistics and in your Data Extension.

4. PREVIEW

In the preview you will be able to check all the details of the campaign. If any of these data are not correct, go to the previous steps and correct it.

Preview
Check that the data are correct and send the campaign.

SF
Hi {name}, this is a test
Used characters **19** / **160** (**1 SMS**)

Origin of the data			Campaign data	
External key	[redacted]		Campaign	---
Rows	5		Tags	---
Columns	phone,name,surname,external		Codification	GSM-7
Telephone	phone		Certificate?	No
External ID	---		Programming date	---
Country	España		Expiry date	---

When the details are correct, press the button SEND NOW or SCHEDULE CAMPAIGN. Depending if the campaign has a programming date or not one or the other button will be shown.

When pressing the button a message will be shown confirming that the campaign has been correctly processed:

Campaign processed

The campaign was processed correctly
You can check the status of the campaign from the section My SMS campaigns in the menu on the left.

ACCEPT ✓

MY SMS CAMPAIGNS

In this section you will be able to see a list of the campaigns sent from the assistant My new SMS campaign.
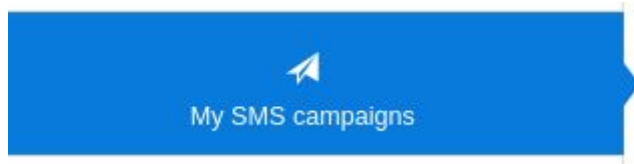
In the list you will be able to see the status of the campaign, the sms sent and the possible actions depending on the status:

It is possible to filter between different dates:

Depending on the status, a campaign can be **paused**, **restarted**, **cancelled** and **duplicated**. Independently of the status you will be able to see a preview of the campaign.

Pause campaign:

When the campaign is in sending status you can pause it.

When pressing the button PAUSE a confirmation message will be shown:

Restart campaign:

When a campaign is in paused status you can restart it. The campaign will continue from there it was stopped when it was paused.

When pressing the button RESTART a confirmation message will be shown:

Cancel campaign:

When a campaign is cancelled you are not able to restart it.

When pressing the button CANCEL a confirmation message will be shown:

Duplicate campaign:

When pressing the button DUPLICATE the wizard with the filled data of that campaign will be shown. The result will be a different campaign.

See **preview**

When pressing the button PREVIEW a window with all the data of the campaign will be shown.

Campaign preview

SF

Test sms 3

Used characters **10** / **160** (**1** SMS)

Origin of the data		Campaign data	
External key of Data Extension	▓▓▓▓	Campaign	Marketing Cloud Campaign 2020-07-17 09:01:22
Rows of Data Extension	3	Tags	test
Header of Data Extension	phone,name,surname,external_id	Codification	GSM-7
Telephone	phone	Certified?	Yes
External ID	---	Schedule date	---
Country	España	Expiry date	---
		Fragments	---

ANNEX A: GSM7 CHARACTER SET

BASIC CHARACTER CODE

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00	@	Δ	SP	0	¡	P	¿	p
0x01	£	_	!	1	A	Q	a	q
0x02	$	Φ	"	2	B	R	b	r
0x03	¥	Γ	#	3	C	S	c	s
0x04	è	Λ	¤	4	D	T	d	t
0x05	é	Ω	%	5	E	U	e	u
0x06	ù	Π	&	6	F	V	f	v
0x07	ì	Ψ	'	7	G	W	g	w
0x08	ò	Σ	(	8	H	X	h	x
0x09	Ç	Θ	)	9	I	Y	i	y
0x0A	LF	Ξ	*	:	J	Z	j	z
0x0B	Ø	ESC	+	;	K	Ä	k	ä
0x0C	ø	Æ	,	<	L	Ö	l	ö
0x0D	CR	æ	-	=	M	Ñ	m	ñ
0x0E	Å	ß	.	>	N	Ü	n	ü
0x0F	å	É	/	?	O	§	o	à

ANNEX B: GSM7 CHARACTER SET EXTENSION

THESE CHARACTERS OCCUPY TWO SPACES

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00					|			
0x01								
0x02								
0x03								
0x04		^						
0x05							€	
0x06								
0x07								
0x08			{					
0x09			}					
0x0A	FF							
0x0B		SS2						
0x0C				[				
0x0D	CR2			~				
0x0E				]				
0x0F			\					