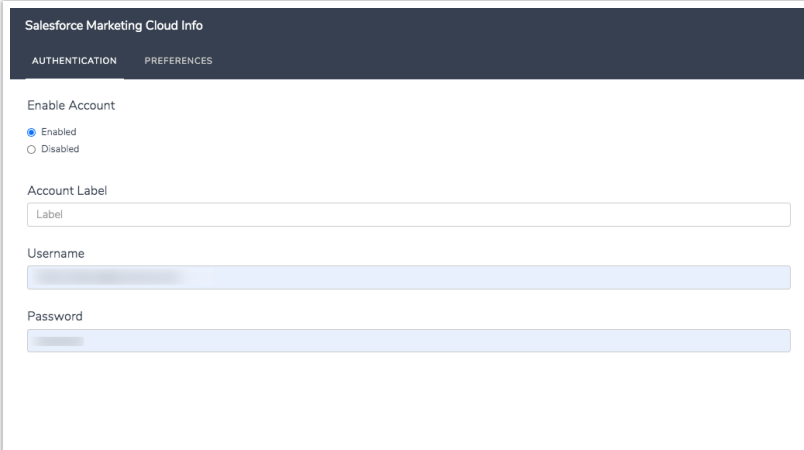


Salesforce Marketing Cloud (Formerly ExactTarget) Integration

Using the Alchemer Salesforce Marketing Cloud Integration you can pull information from and push information to Salesforce Marketing Cloud.

Set Up the Salesforce Marketing Cloud Integration

1. Make sure API access is enabled in your Marketing Cloud account first. If you don't know if it's enabled, it probably isn't. Call Salesforce Marketing Cloud and ask the fine folks there to please enable it.
2. Select **Integrations > Data Connectors**, click **Configure** next to the **Salesforce Marketing Cloud** integration. Input your Marketing Cloud username and password to link your account. Once you're done, click **Save**.



The screenshot shows the 'Salesforce Marketing Cloud Info' configuration page. It has two tabs: 'AUTHENTICATION' and 'PREFERENCES'. Under 'AUTHENTICATION', there is a section 'Enable Account' with two radio buttons: 'Enabled' (selected) and 'Disabled'. Below this is an 'Account Label' field with a text input containing 'Label'. There are also 'Username' and 'Password' fields, both with text inputs.

Enterprise 2.0 Account Setup

If you have a Salesforce Marketing Cloud Enterprise 2.0 account, go to the **Preferences** tab and select **Yes** in the **E2.0Account** dropdown.

Note: If you do not have a Salesforce Marketing Cloud Enterprise 2.0 account, please do not attempt to set up your Alchemer Plugins as an ET2.0 account, it will cause your push and pull actions to freeze up. Do not add the ET2.0 flag until you are certain that your SF Marketing Cloud account has that functionality.

Check out the [E2.0](#) section below to learn more!

If you need to link another account, follow the same steps. If you have more than one account linked, we recommend utilizing the **Account Label** field so you can easily differentiate between accounts.

Action Modes: Push and Pull

Once you have linked your account, you can go back to the **Build** tab and click **Add New Action** on the page where you need your Marketing Cloud action. There are two action modes available: **Pull** or **Push**.

The **Pull** action allows you to pull subscribers from SF Marketing Cloud and populate survey questions from attributes in your Marketing Cloud account.

The **Push** action allows you to add and/or update subscribers and/or [data extensions](#) and set custom attributes.

| Actions | | |
|----------------------------------|--|------------|
| ADD ACTION | | Need Help? |
| Section Navigator | Allow respondents to jump through sections in the survey using page groups and ask other people to fill out sections for them (optionally) | + Add |
| Page Timer | Limit the amount of time a respondent can spend on each page or the entire survey | + Add |
| Integrations | | |
| Payment | Allows you to set up an order or donation form for purchasers to select various products and services and submit a payment. Learn More | + Add |
| Webhook | (Previously HTTP Connect) Communicate with external webpages via an HTTP POST or HTTP GET standard, send data via these methods and receive data through a special display method, all behind the scenes! Learn More | + Add |
| LMS/LRS Connect | Send an automated HTTP POST to an LRS (Advanced). Learn More | + Add |
| Power BI Connect | Send an automated HTTP POST to Microsoft Power BI. Learn More | + Add |
| Google Spreadsheet | Push data into a Google Sheet. Learn More | + Add |
| SF Marketing Cloud - Pull | Pull records from Salesforce Marketing Cloud into your survey. Learn More | + Add |
| SF Marketing Cloud - Push | Push records to Salesforce Marketing Cloud. Learn More | + Add |
| Salesforce | Retrieve, update, or add records in Salesforce. Learn More | + Add |
| Microsoft Dynamics | Retrieve, update, or add records in Microsoft Dynamics. Learn More | + Add |
| Social Media | Allow respondents to share your survey on Twitter or Facebook. Learn More | + Add |

Pull Example 1: Format a Salesforce Marketing Cloud Email to Pass Info to Alchemer

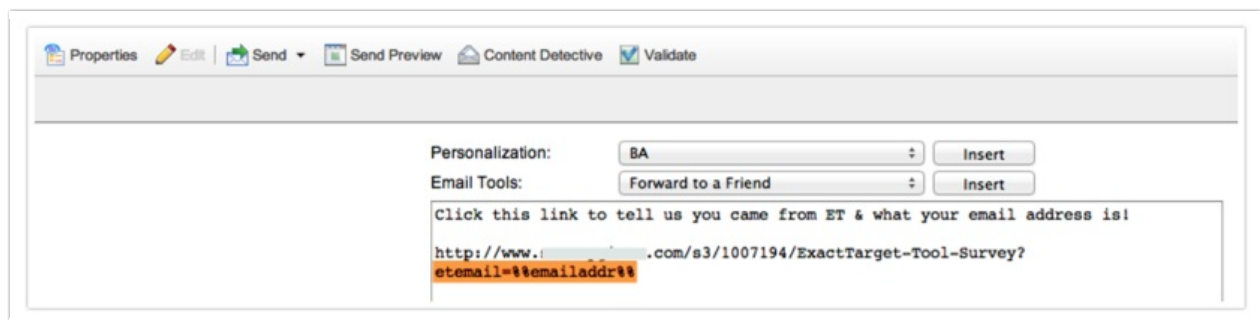
In order to tell Alchemer how to get information from your Marketing Cloud account, you need to pass the Marketing Cloud subscriber's email address. Specifically, we need to create a link to the Alchemer survey that includes a URL parameter, then merge in the personalization code from SF Marketing Cloud.

The screen shot below comes from the Marketing Cloud email editor. Notice the orange highlight?

That's where we:

1. created a URL parameter called **etemail** and
2. specified that the SF Marketing Cloud Email Address should be merged in using the merge code **%%emailaddr%%**

When the recipient clicks on this URL, they are essentially telling Alchemer "I received this message from SF Marketing Cloud and my email address is _____." You can use any parameter name, but they *must* match in *both* SF Marketing Cloud *and* Alchemer, which we'll show you next).



Pull Example 2: Lookup Info in Your SF Marketing Cloud Email List

Now that we've passed the email address via a link, we can turn to Alchemer's SF Marketing Cloud Pull action to fill in survey data from the SF Marketing Cloud database.

1. Click **Add New Action**, select **SF Marketing Cloud - Pull**, then give it a name like "ExactTarget subscriber lookup" and click **Add and Edit Action**.
2. Select your SF Marketing Cloud Account and indicate you'd like to **Populate from Subscriber Attributes**.
3. Now, input the URL parameter that contains the SF Marketing Cloud Email Address, which we specified in the example above. We named the parameter **etemail**. You can use any parameter name, but they *must* match in *both* SF Marketing Cloud *and* Alchemer.

NOTE: Make sure you put the lookup *before* any survey questions that will use the data. Otherwise, the SF Marketing Cloud data will not be available when rendering the questions.

ExactTarget Options:

Populate from Subscriber Attributes Populate from DataExtensions

Pull Subscriber Key From:

Select a Survey Question:

URL Variable - specify below

If URL variable, what is the variable name?

etemail

Push Example 1: Push Info from Alchemer to Salesforce Marketing Cloud

1. Click **Add New Action** in the survey builder, give it a name, then choose **SF Marketing Cloud - Push**. Click **Add Action and Edit**.

NOTE: Because a form submission is necessary to initiate the call to ExactTarget's API, this type of Trigger *only works on the second page or later*.

2. The goal is to add a survey respondent to an ExactTarget list, so we need to specify which list the subscriber should belong to, and the question that captures their email address.

3. **(Optional)** You can select an ExactTarget email to trigger using the Triggered Send option. To learn more about the ExactTarget Triggered Sends, please visit [ExactTarget Triggered Email](#).

ExactTarget Options:

Push to Subscriber Attributes
 Push to DataExtensions

Which ExactTarget list should this subscriber belong to?:

For Members Only

Pull Subscriber Key From:

Q 1. What is your email address?

Select the name of the Triggered Send email to be sent:

ExactTarget Trigger Test

5. **(Optional)** In the **Set Subscriber Status** you can choose from **Active**, **Unsubscribe from this list only** or **Unsubscribe from all lists**. If you do not wish to change the subscriber's status leave it set to **Do not change**.

6. **(Optional)** You can also populate the subscriber's profile with other data collected in the survey by matching questions from Alchemer to ExactTarget Attributes:

Populate the Subscriber's Profile:

| Question | ExactTarget Attribute | Type | Default |
|---------------------------------|-----------------------|----------|---------|
| -- None -- | Full Name | text | |
| Q 1. What is your email address | EmailAddress | String | |
| -- None -- | SubscriberKey | String | |
| -- None -- | UnsubscribedDate | DateTime | |

Enterprise 2.0 Push Actions

If you have an Enterprise 2.0 account make sure it is [set up properly](#), go back to your survey.

1. Create a new, or edit an existing SF Marketing Cloud action.
2. Select the account that has E2.0 enabled.
3. Select the appropriate **Business Unit** you'd like to update from and continue on as normal!

Troubleshooting

Is your action not working? Below are the most sources of this trouble.

- API access is not turned on in your Salesforce Marketing Cloud account.
- Your Salesforce Marketing Account does not have Read/Write API access.
- The WSDL / E2.0 account / Subscriber Key settings are wrong.
- Your Salesforce Marketing Cloud account is using the Restrict Logins by IP Address (IP Whitelisting). If so, reach out to us for the IP that must be whitelisted to use this integration.

[Learn more.](#)

Related Articles