

# PASSION FOR CUSTOMERS.

## Transactional Send Journeys

Markus Slabina

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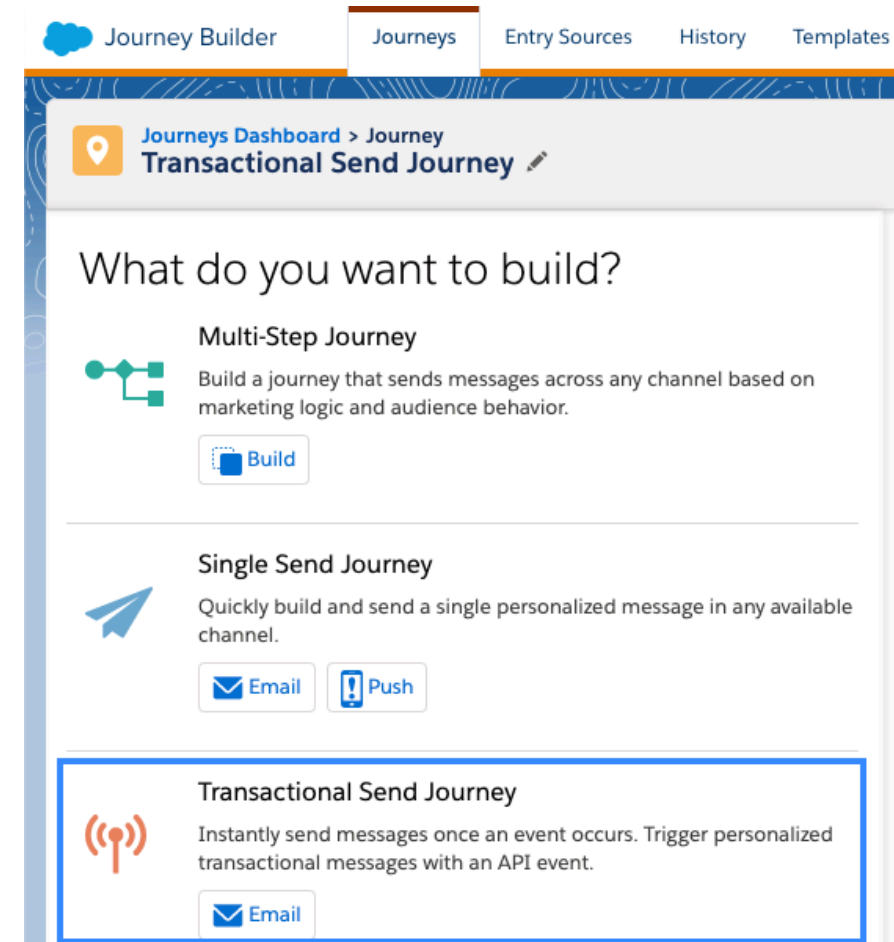


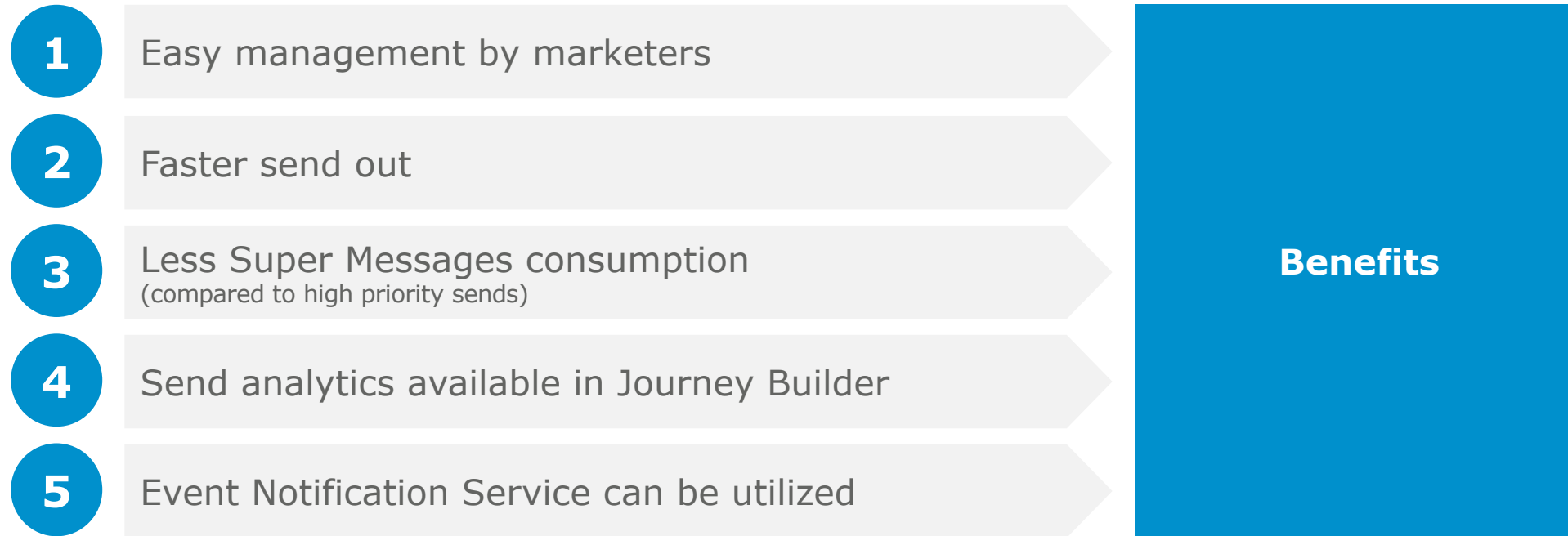
**Markus Slabina**  
Principal Technical Consultant

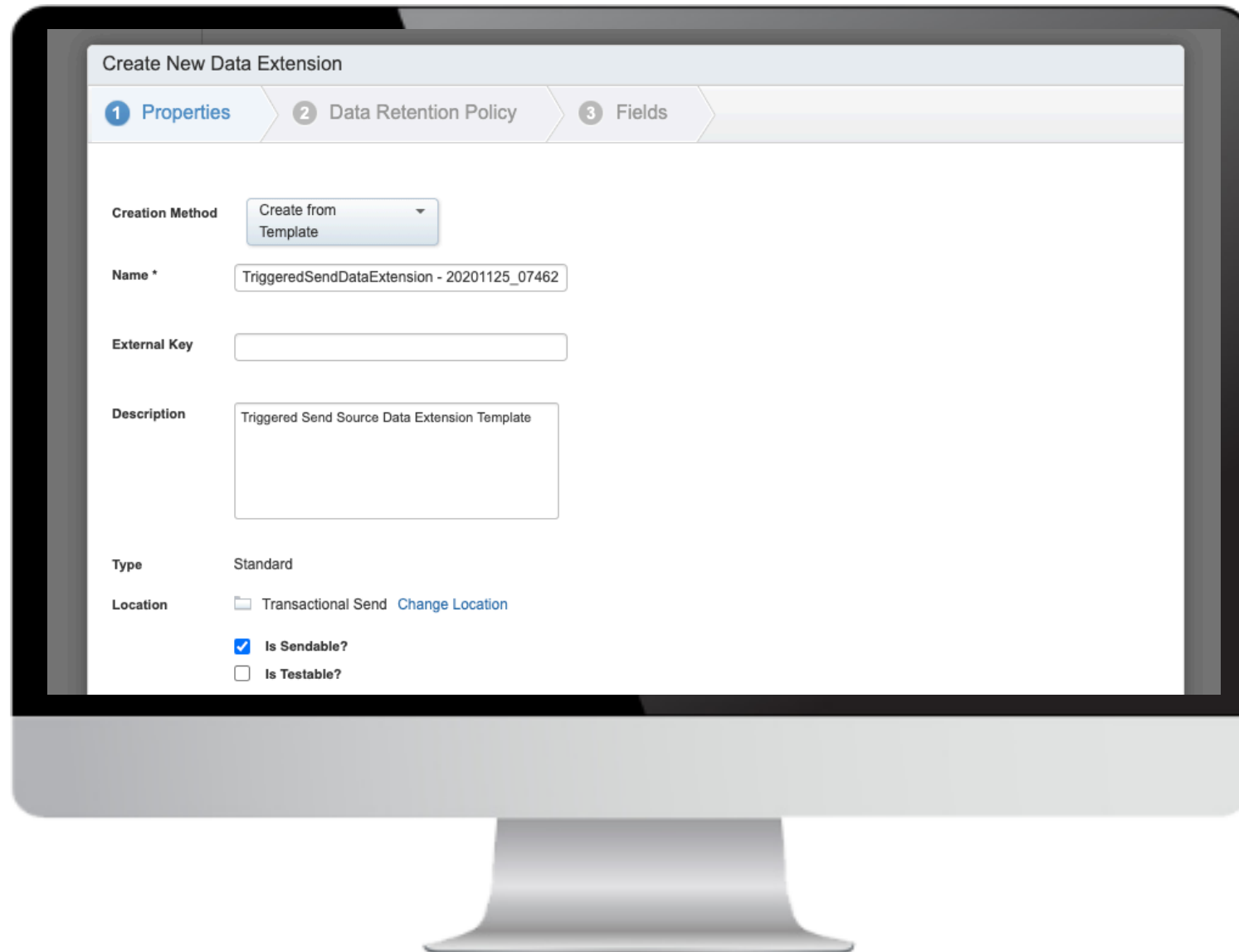
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- New journey type
- Not a typical journey
- User Interface for the Transactional Messaging API
- Made for externally triggered transactional Messages
  - Order confirmation
  - Password reset
  - ...
- Replacement for the triggered sends in Email Studio



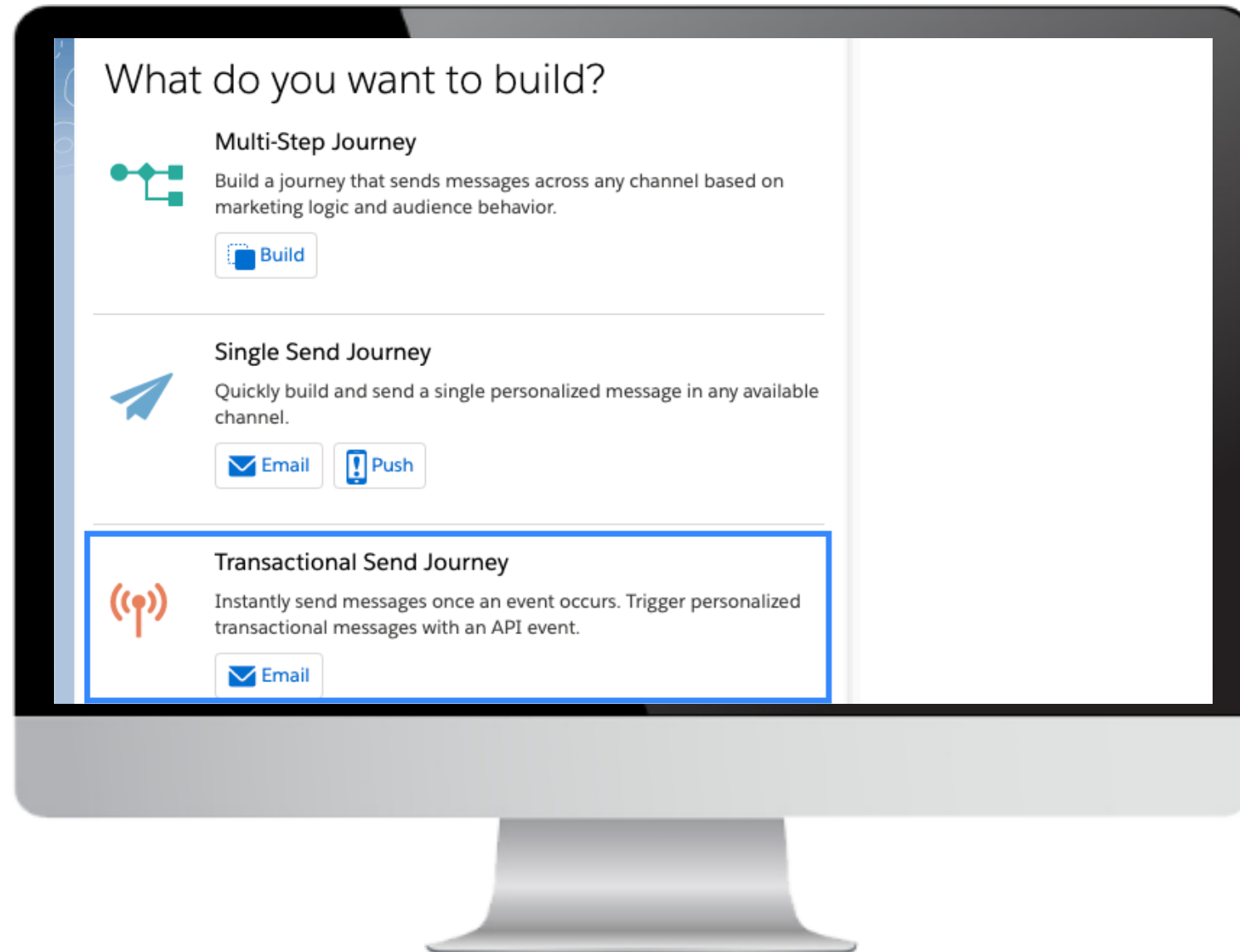


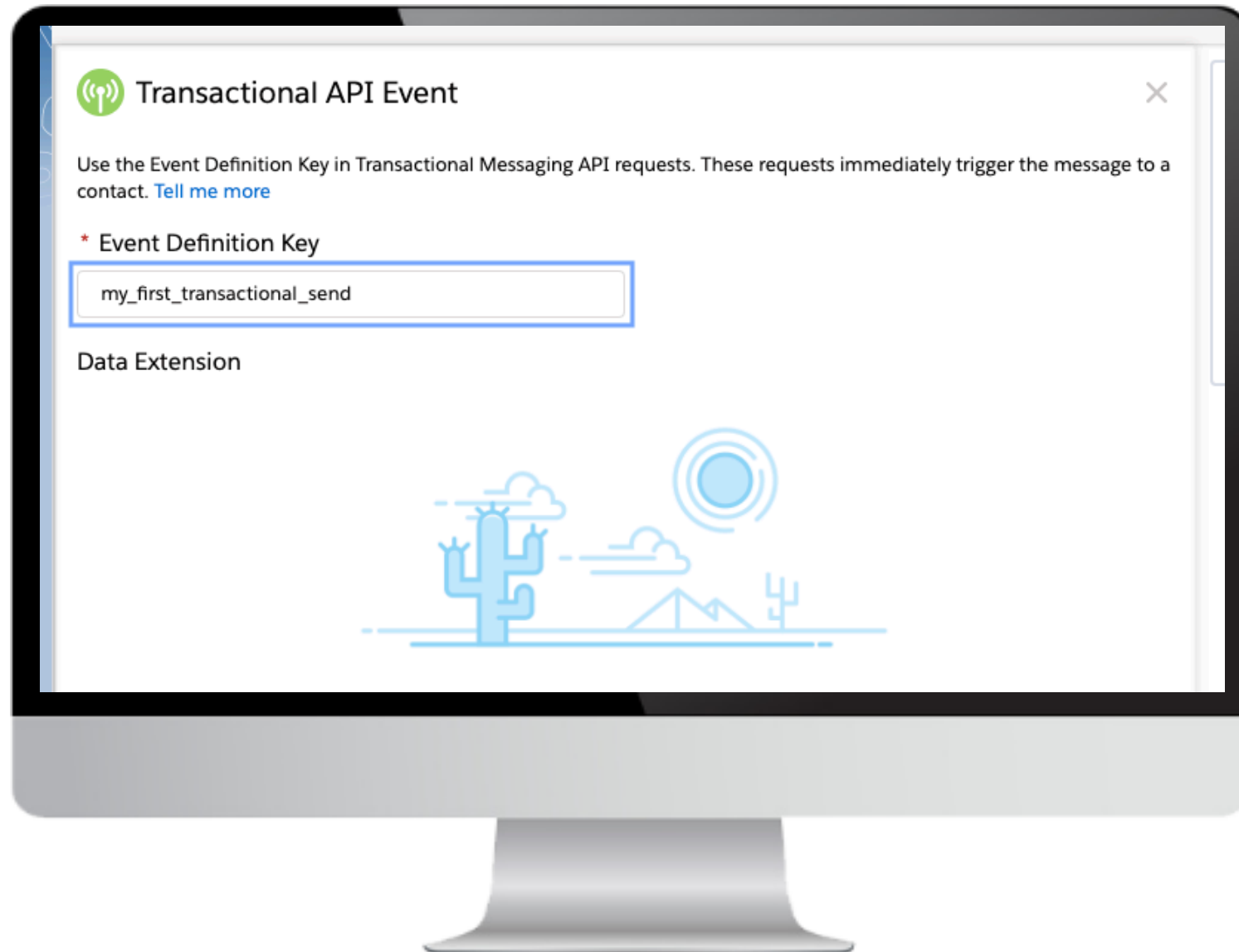


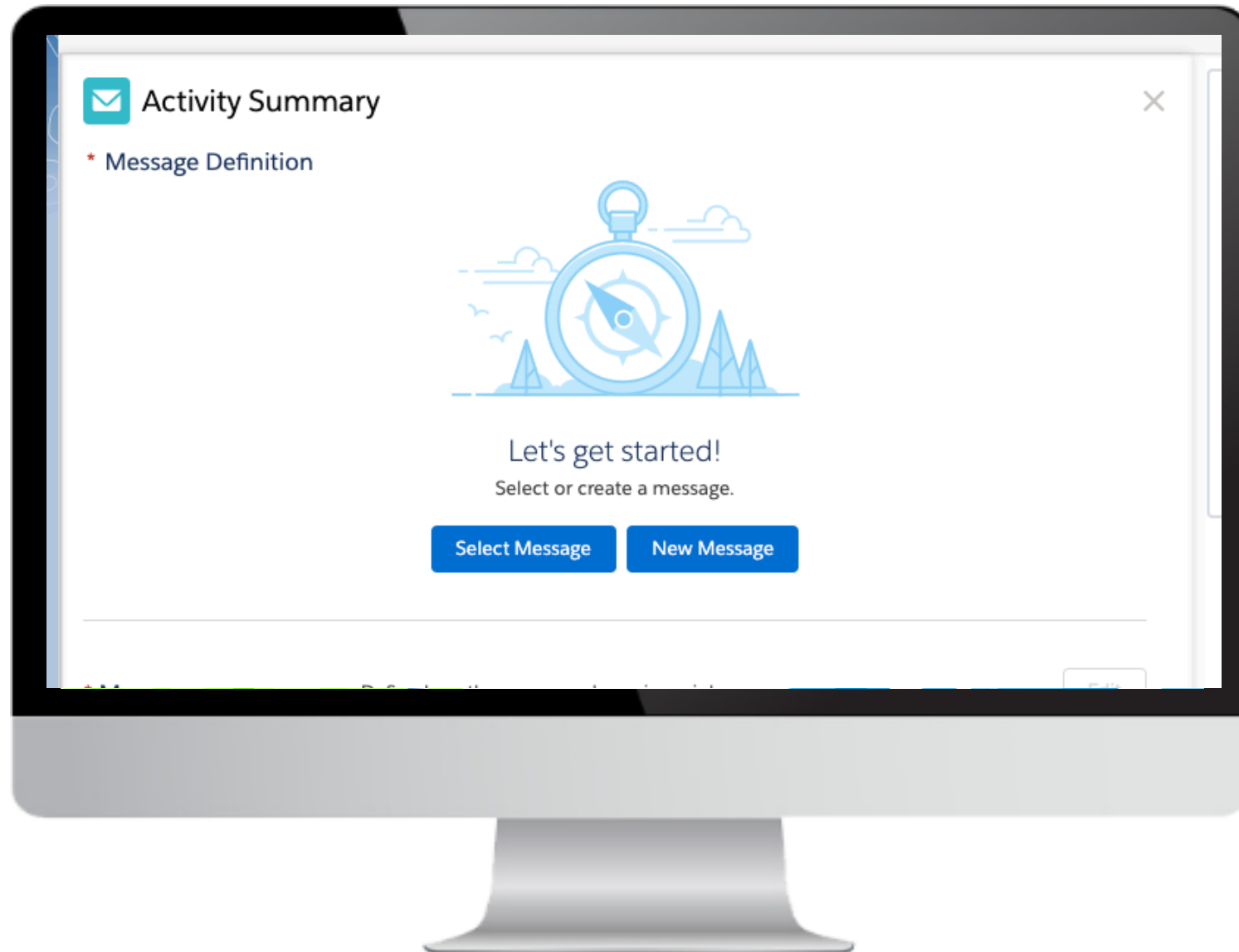
The image shows a computer monitor displaying a web application interface for creating a new data extension. The interface is titled 'Create New Data Extension' and features a three-step navigation bar: '1 Properties' (active), '2 Data Retention Policy', and '3 Fields'.

The 'Properties' step contains the following fields and options:

- Creation Method:** A dropdown menu with the selected option 'Create from Template'.
- Name \*:** A text input field containing 'TriggeredSendDataExtension - 20201125\_07462'.
- External Key:** An empty text input field.
- Description:** A text input field containing 'Triggered Send Source Data Extension Template'.
- Type:** A dropdown menu with the selected option 'Standard'.
- Location:** A folder icon followed by the text 'Transactional Send' and a blue link 'Change Location'.
- Is Sendable?:** A checked checkbox.
- Is Testable?:** An unchecked checkbox.

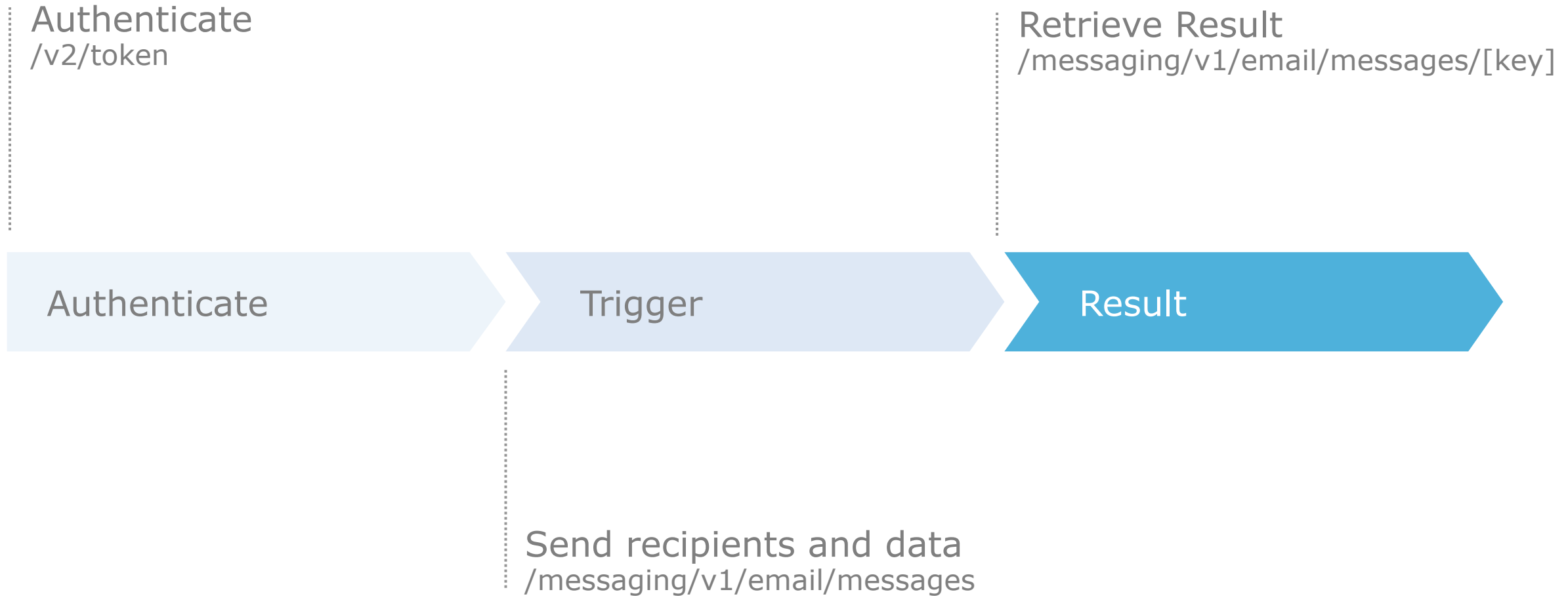












## How to trigger a send

POST [hostEndpoint]/messaging/v1/email/messages

```
{
  "definitionKey": "[YOUR_EVENT_DEFINITION_KEY]",
  "recipients": [
    {
      "contactKey": "[YOUR_RECIPIENT_CONTACTKEY]",
      "to": "[YOUR_RECIPIENT_EMAIL]",
      "messageKey": "[UNIQUE_KEY_FOR_RESULT_RETRIEVAL]",
      "attributes": {
        "FirstName": "John",
        "LastName": "Doe"
      }
    }
  ],
  "attributes": {
    "GeneralInfo": "Something"
  }
}
```

## Possible Improvements

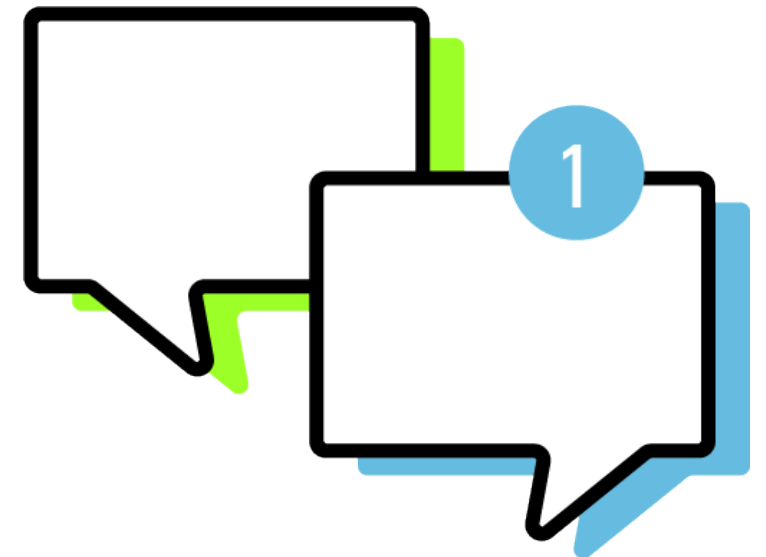
- **Allow to send tracking data to Sales/Service Cloud**

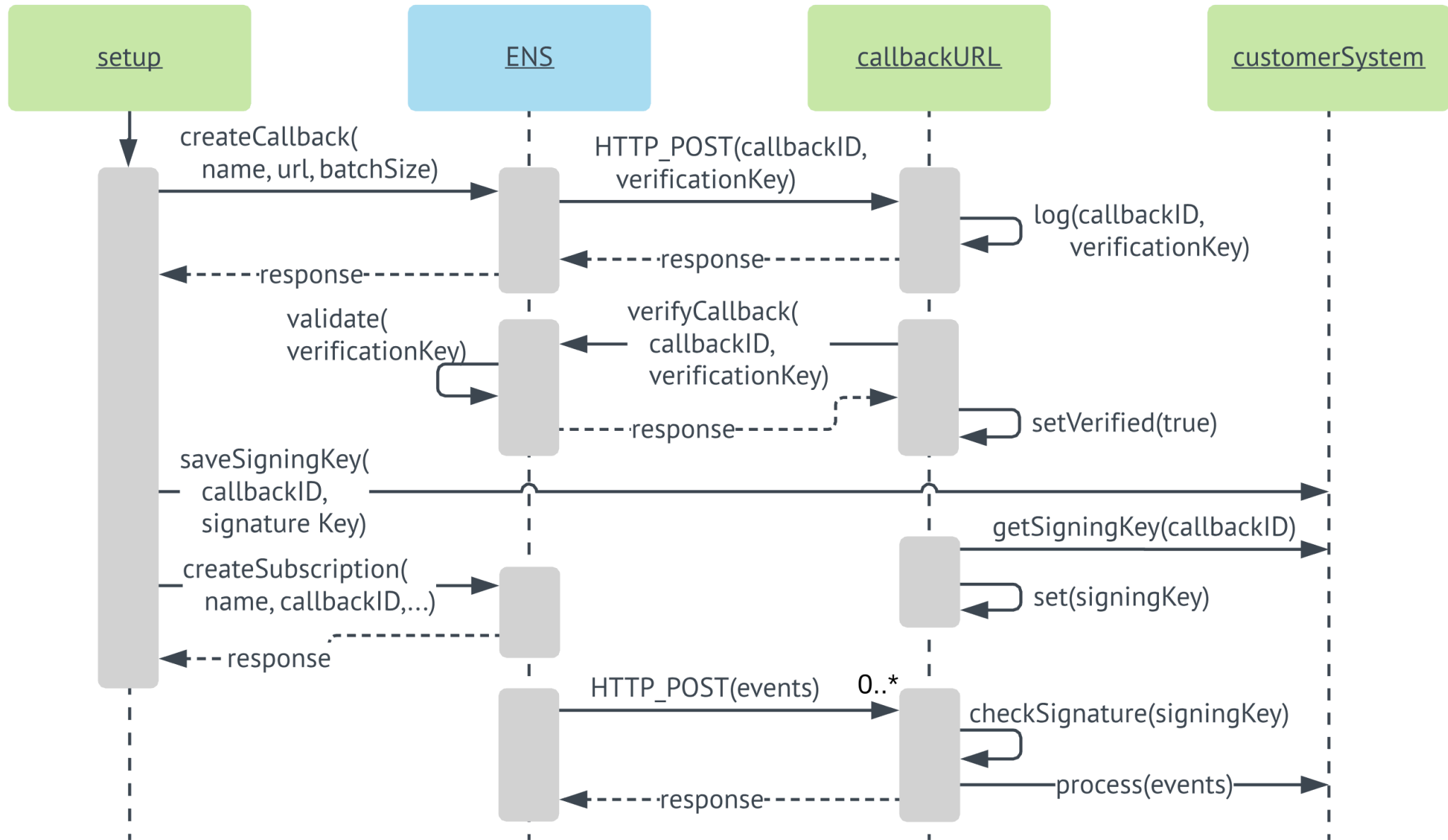
<https://trailblazer.salesforce.com/ideaView?id=0874V0000000le97QAA>

- **Further ideas?**  
Post them on IdeaExchange!

# IdeaExchange

- Push-Notification via Webhook
- Notifies external system about events in Marketing Cloud
- Requires external system that can ingest event data
- Events related to Transactional Emails:
  - Sent
  - NotSent
  - Bounced
  - Open
  - Click
  - Unsubscribe





## 1. Register your callback endpoint

*(= tell Marketing Cloud where to send the notifications)*

POST [hostEndpoint]/platform/v1/ens-callbacks

```
[{
  "callbackName": "my_callback",
  "url": "https://mycompany.com/api/marketingcloudnotifications",
  "maxBatchsize": 100
}]
```

## 2. Verify the callback

*(= send Marketing Cloud a verification code to ensure the endpoint is yours)*

## 3. Subscribe to notifications

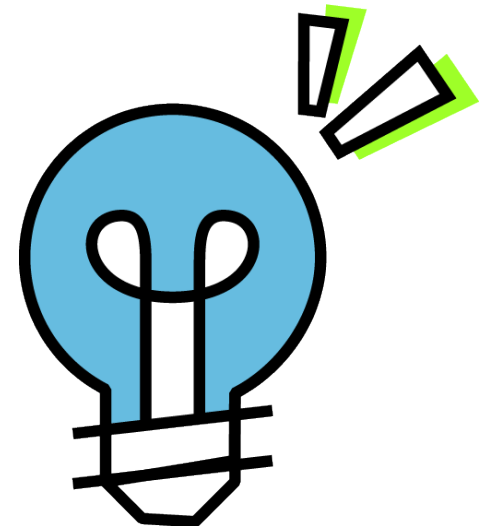
*(= tell Marketing Cloud which events you are interested in)*

- Write down the IDs you receive
- Save the signature key you receive
  - Cannot be retrieved later!
  - Used to verify if events come from SFMC
- For tests – clean up afterwards:
  - Delete Subscriptions
  - Deactivate Journeys
  - Clear endpoint logs





- Alternate actions for failed sends
  - send shipping notification via SMS
  - notify service reps to check for invalid data
- Update transmission & engagement status in external systems
  - show bounced order notifications to your online shop admins
- Connect a logger
- ...



# Should you migrate your old triggered sends?

*Do we have non-technical users?*

1

Easy management by marketers

*How time-critical are our sends?*

2

Faster send out

*Do we have a high send volume?*

3

Less Super Messages consumption  
(compared to high priority sends)

*Where do we look for tracking data?*

4

Send analytics available in Journey Builder

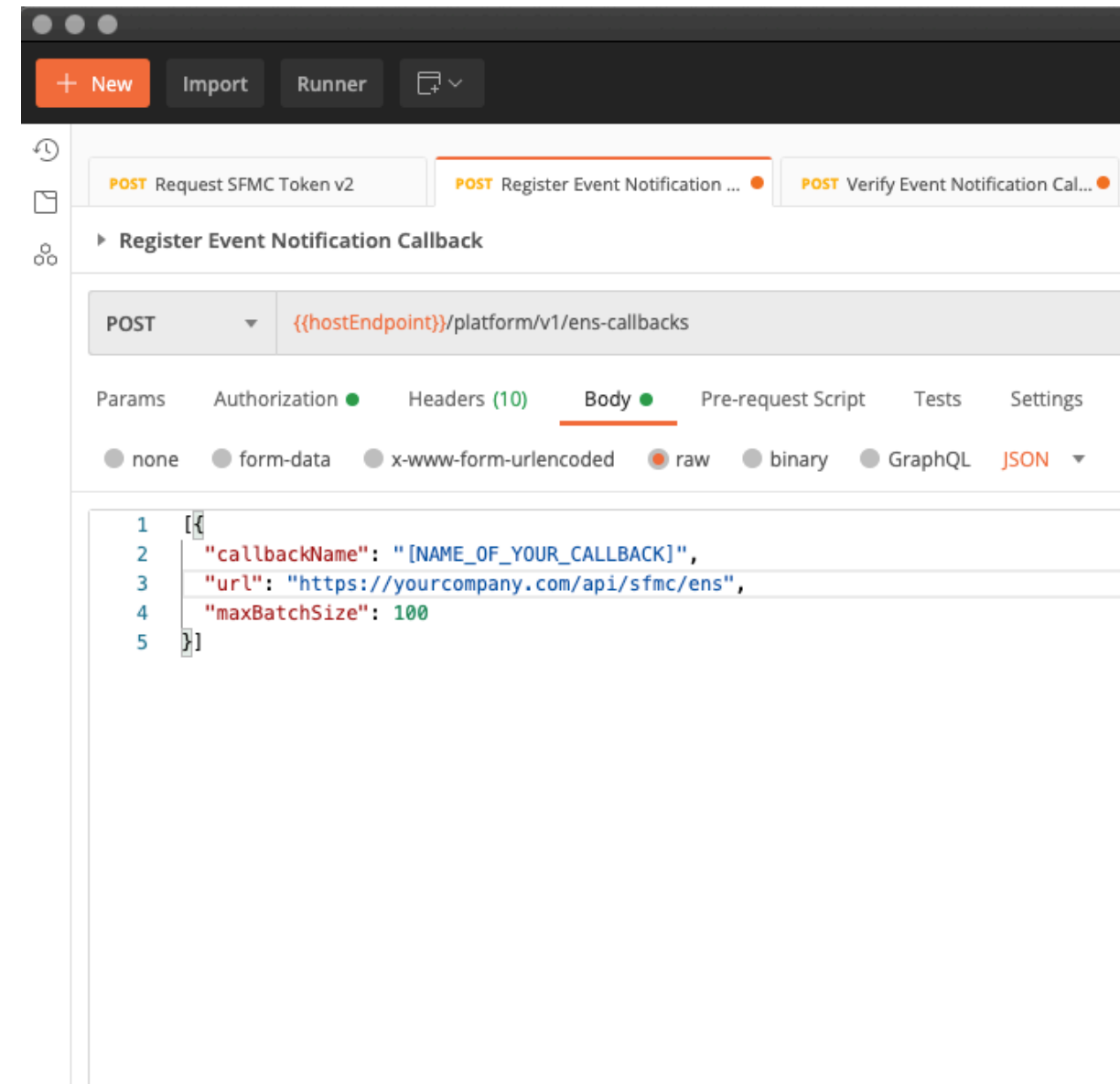
*Can we ingest and act on the events? Do we need to?*

5

Event Notification Service can be utilized

## How can you try it out?

- API Development Tool: Postman
- I created a Postman collection for you
- Includes example API requests:
  - Triggering a Transactional Send Journey
  - Retrieving the send results
  - Setting up the Event Notification Service
  - Cleaning up afterwards
- Available on [github.com/mslabina](https://github.com/mslabina)







[markus.codes/transactional-sends](https://markus.codes/transactional-sends)

Do you have some more questions?  
I'm happy to help you.



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**Thank you for your attention.**



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