

Salesforce Marketing Cloud: ExactTarget Connector

Download the PDF of this article.

In this Article

[Requirements](#)

[Connector Timeline](#)

[Manually Connecting to Salesforce Marketing Cloud](#)

[Configuring the Connector](#)

[Subscribing and Unsubscribing from Lists](#)

[Field Mapping](#)

[Updating a Record](#)

Related Articles



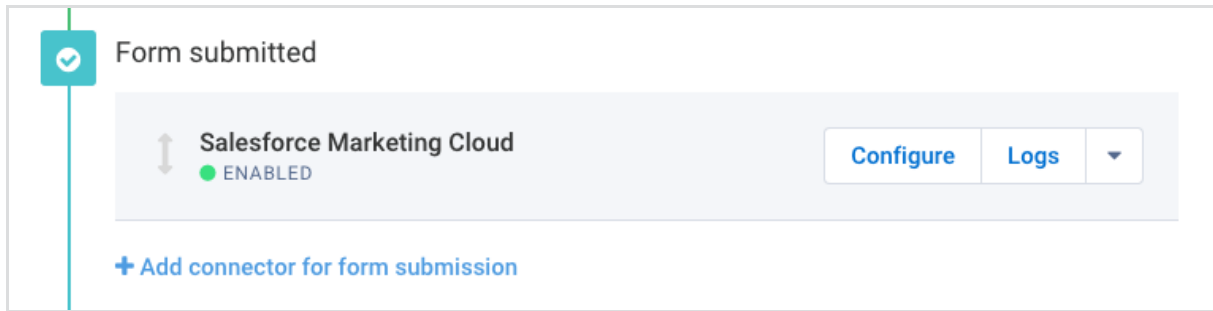
With FormAssembly's Salesforce Marketing Cloud Connector, you can create subscribers, assign subscribers to lists, and send information to your custom data extensions.

Requirements

You must have the FormAssembly Salesforce Add-on enabled for your account.

Connector Timeline

To begin using the connector, select the form you would like to use, go to the **connectors page**, and select the Salesforce Marketing Cloud connector for the **Form Submitted** or **After Form Submitted** section of the timeline:

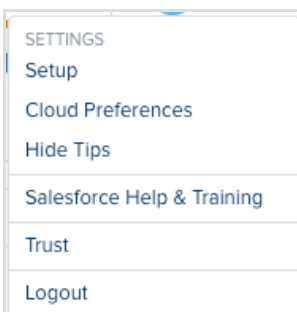


Make sure the connector is **enabled**, and click **Configure** to begin configuring the connector.

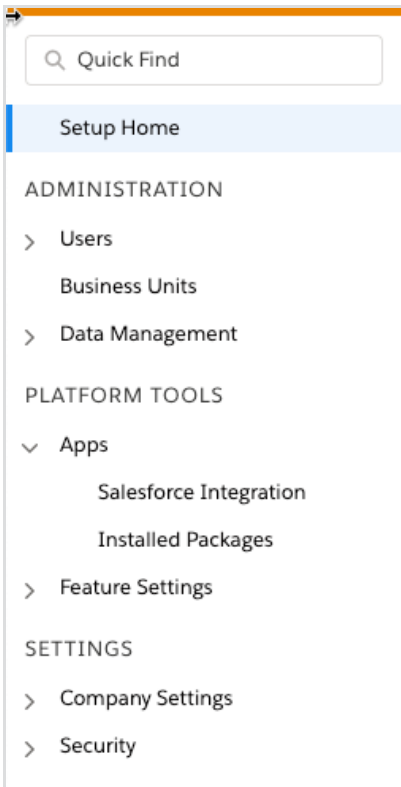
Manually Connecting to Salesforce Marketing Cloud

To manually connect to Salesforce Marketing Cloud you will need a "Client ID", "Client Secret", and "Authentication Base URI." To acquire these credentials, log in to the Salesforce Marketing Cloud.

1. Once you have logged in to the Dashboard, in the upper right drop-down arrow next to the logged-in user, navigate to Settings -> Setup



2. On the left menu under Apps, click **Installed Packages**, and then click the **New** button to the upper right.



3. Name and save your package.


A screenshot of the "New Package Details" form. The title "New Package Details" is centered at the top. Below the title is a form with two input fields: "Name" (marked with an asterisk) and "Description". At the bottom of the form are two buttons: "Cancel" and "Save".

4. Click "**Add Component**" under the No Existing Components message.

Summary Edit Package Details

Name	Description			
New Package	New Package with enhanced functionality			
Type i	Status	Source Account	Package Id	JWT Signing Secret
Custom	In Development	Veer West LLC (Partner Main*)	069b060a-e367-4e1a-86ec-4ce64f552464	GShpCOCCp3ZF8ndWV8MuqxdL

Components



No Existing Components

Add Component

5. Choose **API Integration** for the Component Type, click **Next**, and choose **Server to Server** for the Integration Type.

Add Component

Choose Your Component Type

NAME	DESCRIPTION
<input checked="" type="radio"/> API Integration	Integrate Marketing Cloud APIs into your app. Learn More
<input type="radio"/> Marketing Cloud App	Integrate an externally hosted app via iframe. Learn More
<input type="radio"/> Journey Builder Activity	Create a custom activity for Journey Builder. Learn More
<input type="radio"/> Journey Builder Entry Source	Create a custom entry source for Journey Builder. Learn More
<input type="radio"/> Custom Content Block	Create a custom content block for Content Builder. Learn More

Cancel Next

6. On the next screen, you give **Read** and **Write** permission to "**Lists and Subscribers**" and **Audiences** (located under Contacts), and **Data Extensions** and **File Locations** (located under Data). Click **Save**.

Add Component

Scope

CHANNELS

<p>Email</p> <input type="checkbox"/> Read <input type="checkbox"/> Write <input type="checkbox"/> Send	<p>OTT</p> <input type="checkbox"/> Read <input type="checkbox"/> Send	<p>Push</p> <input type="checkbox"/> Read <input type="checkbox"/> Write <input type="checkbox"/> Send	<p>SMS</p> <input type="checkbox"/> Read <input type="checkbox"/> Write <input type="checkbox"/> Send
<p>Social</p> <input type="checkbox"/> Read <input type="checkbox"/> Write <input type="checkbox"/> Publish <input type="checkbox"/> Post	<p>Web</p> <input type="checkbox"/> Read <input type="checkbox"/> Write <input type="checkbox"/> Publish		

ASSETS

<p>Documents and Images</p> <input type="checkbox"/> Read <input type="checkbox"/> Write	<p>Saved Content</p> <input type="checkbox"/> Read <input type="checkbox"/> Write
--	---

Back
Save

You should now be able to see your Client ID, Client Secret, and Authentication Base URI under the API Integration section:

Quick Find

Setup Home

ADMINISTRATION

- > Users
- Business Units
- > Data Management

PLATFORM TOOLS

- Apps
- Salesforce Integration
- Installed Packages
- > Feature Settings

SETTINGS

- > Company Settings
- > Security

DETAILS
ACCESS

Summary [Edit Package Details](#)

Name New Package		Description New Package with enhanced functionality	
Type Custom	Status In Development	Source Account [REDACTED]	Package Id 069b060a-e367-4e1a-86ec-4ce64f552464
		JWT Signing Secret [REDACTED]	

Components [Add Component](#)

API Integration [Edit](#)

Client Id [REDACTED]	Client Secret [REDACTED]	Integration Type Server-to-Server
Authentication Base URI [REDACTED]		
REST Base URI [REDACTED]	SOAP Base URI [REDACTED]	

Scope

Access:	Offline Access
Audiences:	Read, Write
List and Subscribers:	Read, Write

Copy and paste those three values into your Salesforce Marketing Cloud connector parameters in FormAssembly, click **Check**, make sure the connector is **enabled**, and you'll be ready to go!

EXACTTARGET APP TEST (COPY) (FORM ID: 4751876) Go to... ▾

Salesforce Marketing Cloud Connector

Capture and send data to Salesforce Marketing Cloud (ExactTarget).

STATUS

Enabled

Disabled

⚠ This connector is disabled.
Change to 'enabled' and save to enable the connector.

CONNECTION PARAMETERS

The Salesforce Marketing Cloud connection now requires an Enhanced API. [Learn more.](#)

CLIENT ID:

CLIENT SECRET:

AUTHENTICATION BASE URI:

Configuring the Connector

Now that you have made the connection between FormAssembly and ExactTarget, you're ready to begin configuring your connector.

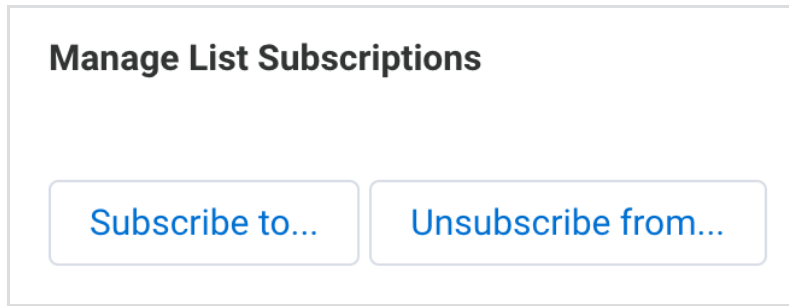
You can start by clicking on **Add your first object** and choosing whether you'll be creating or updating a record in ExactTarget. You can also select if you'll be working with a subscriber or a custom data extension.

1. a

Note: If you are not seeing any options after you select **Create** or **Update**, try saving and refreshing the page.

Subscribing and Unsubscribing from Lists

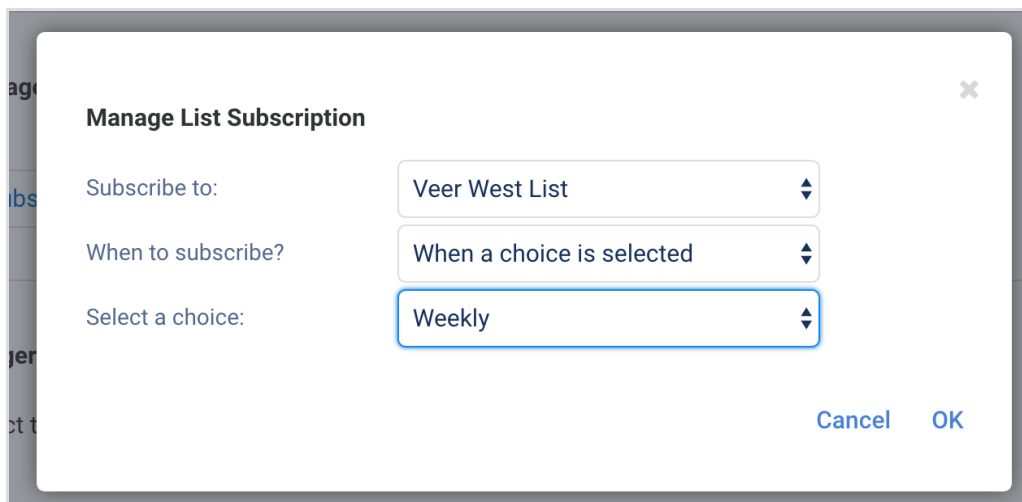
If you're working with a subscriber, you can choose which (if any) list you would like to subscribe them to or unsubscribe them from. It is important to note that lists are only available for subscribers, and not for data extensions.



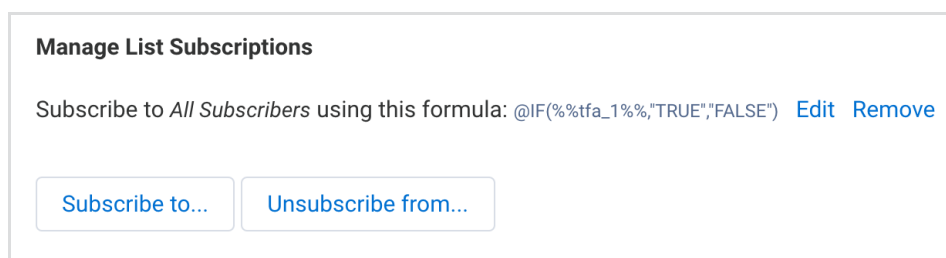
Subscribe or unsubscribe your respondents to a single or multiple lists based on their selection in the form, or based on other criteria that you decide.

- Click on "**Subscribe to...**" or "**Unsubscribe from...**", depending on which you would like to set up.
- Select the list that you will be subscribing them to or unsubscribing them from, and determine what criteria should be used to trigger that event.

In the example below, the user would be subscribed to the "Veer West List" when "Weekly" is selected in a radio button field:



You can choose to set up subscribers when a particular choice in your form is or is not selected, and you can also use our [formula editor](#) to set up more complex subscription rules.



To set up multiple subscription or unsubscription rules, click the "**Subscribe to...**" or "**Unsubscribe from...**" button again, and set up as many rules as you would like.

Field Mapping

Finally, you'll need to map your fields from FormAssembly to ExactTarget so the connector knows what information to send and where to send it. Select the FormAssembly fields on the left and the ExactTarget fields on the right. You can also insert text and formulas here if you would like to.

Field Mapping

COLLECTED DATA	TO SALESFORCE MARKETING CLOUD (EXACTTARGET)
First Name	First Name <input type="button" value="Remove"/>
Email	Email Address <input type="button" value="Remove"/>

When you've finished mapping all your fields, click **save** and you're ready to begin testing!

Updating a Record

If you want to update a subscriber or custom data extension, or add a subscriber to a second list, you will choose the **Update** option.

Once you have selected "**Update**" you will see that you need to set up how the connector will find your existing record under the "**Matching with**" section. From here, you can choose what field(s) from ExactTarget will match with fields in your form. It is recommended that you use a field that will be unique for each record, such as the email address.

1. Update ▾ a Subscriber ▾ Remove

Matching with:

EmailAddress ▾

equal ▾

Email ▾

-

+

If not found, create a new record instead.

After setting up your lookup, map any additional fields you would like to.

This is also how you would add a subscriber to additional lists, by selecting which list you would like them to be on. Adding a new list in an update will not change any lists they are currently on, it will only add them to the new list.
