

Salesforce Marketing Cloud Authenticate a Connector

Last Modified on 03/16/2020 9:55 pm EDT

You can authenticate with Salesforce Marketing Cloud to create your own instance of the Salesforce Marketing Cloud connector through the UI or through APIs. Once authenticated, you can use the connector instance to access the different functionality offered by the Salesforce Marketing Cloud platform.

Authenticate Through the UI

Use the UI to authenticate with Salesforce Marketing Cloud and create a connector instance. Because you authenticate with Salesforce Marketing Cloud via OAuth 2.0, all you need to do is add a name for the instance and provide your client ID and client Secret. After you create the instance, you'll log in to Salesforce Marketing Cloud to authorize SAP Cloud Platform Open Connectors to access your account. For more information about authenticating a connector instance, see [Authenticate a Connector Instance \(UI\)](#).

After successfully authenticating, we give you several options for next steps. [Make requests using the API docs](#) associated with the instance, [map the instance to a common resource](#), or [use it in a formula template](#).

Authenticate Through API

Salesforce is a Customer Success Platform. When you provision an instance, your app will have access to the different functionality offered by the Salesforce platform.

Step 1. Create an Instance

To provision your Salesforce connector, use the /instances API.

Below is an example of the provisioning API call.

- **HTTP Headers:** Authorization- User , Organization

- **HTTP Verb:** POST
- **Request URL:** /instances
- **Request Body:** Required – see below
- **Query Parameters:** none

Description: token is returned upon successful execution of this API. This token needs to be retained by the application for all subsequent requests involving this connector instance.

A sample request illustrating the /instances API is shown below.

HTTP Headers:

```
Authorization: User , Organization
```

This instance.json file must be included with your instance request. Please fill your information to provision. The “key” into SAP Cloud Platform Open Connectors Salesforce is "salesforcemarketingcloud". This will need to be entered in the “key” field below depending on which connector you wish to instantiate.

```
{
  "element": {
    "key": "salesforcemarketingcloud"
  },
  "configuration": {
    "instance": "s7",
    "filter.response.nulls": "true",
    "clientId": "id",
    "clientSecret": "secret"
  },
  "name": "test"
}
```

Here is an example cURL command to create an instance using /instances API.

Example Request:

```
curl -X POST
-H 'Authorization: User , Organization '
-H 'Content-Type: application/json'
-d @instance.json
'https://api.openconnectors.us2.ext.hana.ondemand.com/elements/api-v2/instances'
```

If the user does not specify a required config entry, an error will result notifying her of which entries she is missing.

Below is a successful JSON response:

```
{
  "id": 123,
  "name": "test",
  "token": "3sU/S/kZD36BaABPS7EAuSGHF+lwsthT+mvoukiE",
  "element": {
    "id": 2102,
    "name": "Salesforce Marketing Cloud",
    "key": "salesforcemarketingcloud",
    "description": "Add a Salesforce Marketing Cloud Instance to connect your existing Salesforce Marketing Cloud account to the Marketing Hub, allowing you to manage activities, campaigns, and contacts across multiple Marketing connectors and other Salesforce services. You will need your Salesforce Marketing Cloud account information to add an instance.",
    "image": "elements/provider_sfcdmarketingcloud.png",
    "active": true,
    "deleted": false,
    "typeOAuth": false,
    "trialAccount": false,
    "resources": [],
    "transformationsEnabled": true,
    "bulkDownloadEnabled": true,
    "bulkUploadEnabled": true,
    "cloneable": true,
    "authentication": {
      "type": "custom"
    },
    "hub": "marketing",
    "protocolType": "http",
    "parameters": [
      {
        "id": 1672,
        "createdDate": "2016-11-04T04:26:24Z",
        "name": "requestToken",
        "vendorName": "Authorization",
        "type": "configuration",
        "vendorType": "header",
        "source": "request",
        "elementId": 2102,
        "required": false
      }
    ],
    "private": false
  },
  "provisionInteractions": []
}
```

```

    provisionInteractions : {}
    "valid": true,
    "disabled": false,
    "maxCacheSize": 0,
    "cacheTimeToLive": 0,
    "configuration": {
      "base.url": "https://www.exacttargetapis.com/",
      "bulk.add_metadata": null,
      "clientId": "CLIENT_ID",
      "bulk.query.field_name": "modifiedDate",
      "pagination.max": "50",
      "bulk.query.operator": ">",
      "bulk.query.date_mask": "yyyy-MM-dd'T'HH:mm:ssXXX",
      "bulk.query.download_format": "JSON",
      "pagination.type": "page",
      "bulk.relations": null,
      "clientSecret": "CLIENT_SECRET",
      "authentication.time": "1478271074092",
      "requestToken": "1234MCAIDADAL",
      "expires_in": "3477",
      "pagination.page.startindex": "1"
    },
    "eventsEnabled": false,
    "traceLoggingEnabled": false,
    "cachingEnabled": false,
    "externalAuthentication": "none"
  }
}

```

Note: Make sure you have straight quotes in your JSON files and cURL commands. Please use plain text formatting in your code. Make sure you do not have spaces after the in the cURL command.

Instance Configuration

The content in the `configuration` section or nested object in the body posted to the `POST /instances` or `PUT /instances/{id}` APIs varies depending on which connector is being instantiated. However, some configuration properties are common to all connectors and available to be configured for all connectors. These properties are -

- `event.notification.enabled` : This property is a `boolean` property, and determines if event reception (via `webhook` or `polling`) is enabled for the connector instance. This property defaults to *false*.
- `event.vendor.type` : When `event.notification.enabled` property is set to *true*, this property determines the mechanism to use to receive or fetch changed events from the service endpoint. The supported values are `webhook` and `polling` . Most connectors support one mechanism or the other, but some like Salesforce.com support

both mechanisms. This property is *optional*.

- `event.notification.type` : This property can be used to determine how an event notification should be sent to the consumer of the connector instance, in most cases your application. Currently, `webhook` is the only supported value for this property. This means that when an event is received by the connector instance, it will get forwarded to the provided `event.notification.callback.url` via a `webhook` to you. This property is *optional*.
 - `event.notification.callback.url` : As mentioned above, the value of this property is an `http` or `https` URL to which we will post the event for consumption by your application. This property is *optional*.
 - `filter.response.nulls` : This property defaults to *true*, i.e., it's `boolean` property, and determines if `null` values in the response `JSON` should or should not be filtered from the response returned to the consuming application. By default, all `null` values are filtered from the response before sending the response to the consuming application.
-