

# Salesforce Marketing Cloud API Provider Setup

Last Modified on 12/30/2019 9:40 pm EST

Follow these steps to setup your Salesforce application with the endpoint.

In order to create a Salesforce connector instance, you must have the Enterprise edition or Professional edition with API support is required. Also, to set up a new application in Salesforce, you must have Administrator privileges. Please contact your system administrator if you do not have those privileges.

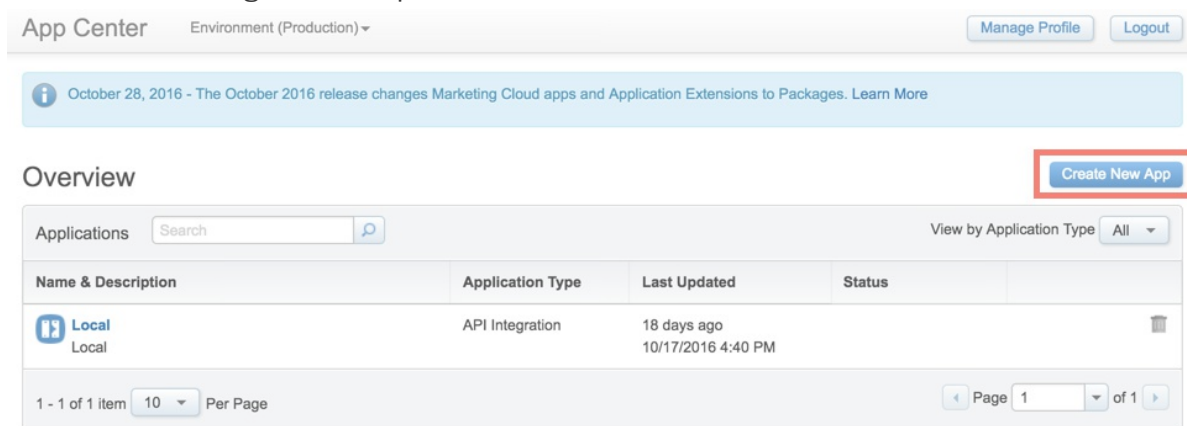
This documentation will provide the minimum steps needed to get started. Please refer to the [Salesforce Developer Documentation](#) for more detailed information.

Via a web browser, log in to the App Center: <https://appcenter-auth.s1.marketingcloudapps.com/>

## Create an App

Each app in the App Center represents a connection to the Marketing Cloud API Platform. If you are familiar with connected apps in Force.com, you will find the concept of connected apps in the Marketing Cloud API familiar. App Center currently manages four types of connections:

1. On the App Center Overview page, click Create New App.
2. Select the API Integration template.




App Center Environment (Production) Manage Profile Logout

October 28, 2016 - The October 2016 release changes Marketing Cloud apps and Application Extensions to Packages. [Learn More](#)

### Overview

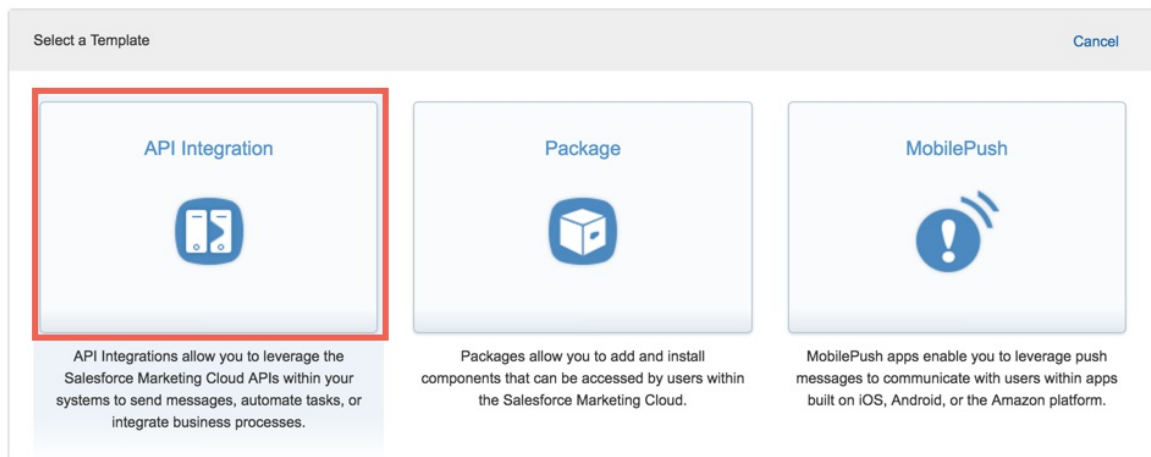
Create New App

Applications Search View by Application Type All


Name & Description	Application Type	Last Updated	Status
 Local Local	API Integration	18 days ago 10/17/2016 4:40 PM	


1 - 1 of 1 item 10 Per Page Page 1 of 1


## Create New



Select a Template Cancel

**API Integration**  
  
API Integrations allow you to leverage the Salesforce Marketing Cloud APIs within your systems to send messages, automate tasks, or integrate business processes.

**Package**  
  
Packages allow you to add and install components that can be accessed by users within the Salesforce Marketing Cloud.

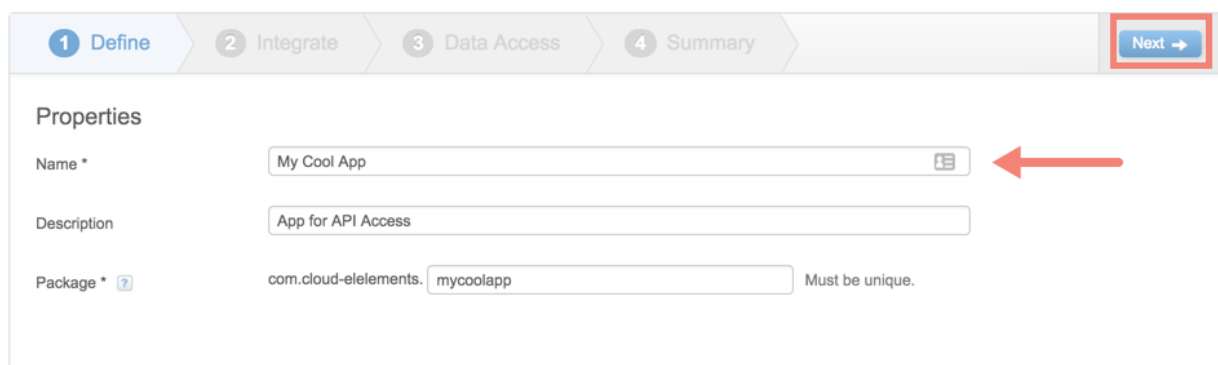
**MobilePush**  
  
MobilePush apps enable you to leverage push messages to communicate with users within apps built on iOS, Android, or the Amazon platform.

## Define Your App Properties

Fill in the app properties. The Package value is required and must be unique across Marketing Cloud apps, but it is not actually used by the app. It will be deprecated in a future release. If you receive an error message that your value is not unique, try adding a number or symbol to make it unique.



[Return to Template Selection](#)

### Create New API Integration




**1 Define** **2 Integrate** **3 Data Access** **4 Summary** Next →

**Properties**

Name \*   

Description

Package \*   Must be unique.

## Connect Your App to an Account

- Production Account is the only valid option when creating an app from within the production environment--selected at the top of the page. To create a sandbox app, start over and select Sandbox from the dropdown at the top of the page.
- Click Link to Account and log in to the appropriate Marketing Cloud account. You may need to ask your account administrator to create a user for you if you do not have existing credentials.

Don't confuse the username and password you used to log into App Center with Marketing Cloud credentials. These entities use separate credentials.

1 Define 2 Integrate 3 Data Access 4 Summary Back Next →

### Accounts

Account \*

☒ Production ExactTarget Account  
☐ Sandbox ExactTarget Account ?

[Link to Account >](#)

## Give Your App Access to Account Features

After connecting your app to your Marketing Cloud account, tell App Center what Marketing Cloud features you need to access. Your app or integration will only be able to access the account features you specify here. For example, to use the API to create and modify emails, lists, subscribers, and data extensions, as well as send email and retrieving tracking event data, give your app access to the following account features and operations:

```
Channels - Email  
Read, Write, Send  
  
Contacts - List and Subscribers  
Read, Write  
  
Data - Data Extensions  
Read, Write  
  
Data - Tracking Events  
Read
```

Users of your app must have access to the same data in Marketing Cloud via the corresponding permissions in Marketing Cloud.

## Create New API Integration


1 Define 2 Integrate 3 Data Access 4 Summary Back **Next →**

What data and functionality will your application access in an ExactTarget account? [Show All](#)

**Channels**

Cross-Channel Communication

- Email
  - ☒ Read ☒ Send ☒ Write
- Push
  - ☐ Read ☐ Send ☐ Write
- Sms
  - ☐ Read ☐ Send ☐ Write
- Social
  - ☐ Post ☐ Publish ☐ Read ☐ Write



## Get Your App's OAuth Client Credentials


The summary step recaps everything in a friendly format for your review.

Click Back if you need to make any changes. If everything looks good, click Finish to complete the creation and registration of your app. Among other things, the finished summary screen shows you the connected app's client credentials, which will be used with the API's authentication service to get OAuth access tokens that will authenticate your app with other Marketing Cloud APIs.

## Create New API Integration

1 Define 2 Integrate 3 Data Access 4 Summary Back **Finish →**

**Summary**

APPLICATION NAME	PACKAGE	APPLICATION TYPE
My Cool App	mycoolapp	 API Integration
DESCRIPTION		
App for API Access		

## My Cool App

✓ Success! Your App has been successfully created...



### Summary [↗](#)

Package  
mycoolapp

App Last Updated  
11/04/2016 9:32 AM

Application Type  
 API Integration

Application ID

Description  
App for API Access

### Authentication and Integration

Client ID

Authentication Target  
S7

Client Secret

*The client secret is your application's password. It should be stored on secure systems only, and must not be distributed within browser scripts or mobile apps. The client secret should be used only for server-to-server authentication.*

### Data Access [↗](#)

Channels - Email  
Read, Send, Write