

Salesforce Marketing Cloud Streaming Import Integration

Salesforce Marketing Cloud (SFMC) is a marketing automation solution that helps marketers with email, mobile, social, and online marketing automation. Use this integration to stream SFMC events such as email sent, email open, email click or SMS sent and SMS not sent actions, in a near real-time manner and have them in TD CDP for further decision-making.

Features of this integration:

- Easily configurable connector to ingest SFMC events data to the TD platform
- Subscribe to specific or multiple SFMC events
- Use as a reliable data source
- Stop subscribing to event data as needed

The following event data can be selected and streamed to Treasure Data from SFMC:

- EmailSent
- EmailNotSent
- EmailBounced
- EmailOpen
- EmailClick
- EmailUnsubscribe
- SmsSent
- SmsNotSent

You can set the destination for data as:

- Plazma DB



This feature is in beta. Contact your Customer Success representative for more information.

Learn more about:

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Prerequisites

- Basic Knowledge of Treasure Data.
- Basic knowledge of Salesforce Marketing Cloud.
- [Getting Your API Keys](#)

Limitations

- The expected target latency for data to be available in Plazma is between 5 to 10 minutes.
- TD users are required to use the Write-only API key to create an SFMC Streaming connection.
- Be aware of the number of callbacks that can be created for your SFMC account because this limits the number of sources that can be created on TD to ingest events.
- Be aware of the email send limits for their SFMC account. See [Salesforce Article](#).
- You must create databases and tables in Plazma before creating sources to ingest data in those tables. Full support for automatic database and table creation is expected in the next implementation.
- Expect a few seconds delay before the newly created source starts streaming data.
- TD Toolbelt commands are not supported for Streaming connectors.

Requirements

You need to complete the SFMC Package API Integration Setup which requires obtaining the SFMC Client ID and Secret first.

Obtaining SFMC Client ID and Secret

These instructions guide you to locate the client ID and client secret that is necessary to authenticate using credentials.

1. Go to **Setup > Apps > Installed Packages**.
2. Select **New**.
3. Type the Name and Description of the Package.
4. Select **Save**.

New Package Details

* Name

Description

[Cancel](#) [Save](#)

5. Locate the newly created Package in the list of installed packages.
6. Select the package name.
7. Select **Add Component**.
8. Select **API Integration**

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
<input type="radio"/> Solution Package	Create a custom solution for Package Manager. Learn More

[Cancel](#) ○ — ● — ● [Next](#)

9. Select **Server-to-Server**.

Add Component

Choose Your Integration Type

Your integration type determines the OAuth grant type.

INTEGRATION TYPE	CLIENT ID	CLIENT SECRET	OAuth GRANT TYPE
<input type="radio"/> Web App ⓘ	✓	✓	Authorization Code
<input type="radio"/> Public App ⓘ	✓	✓	Authorization Code
<input checked="" type="radio"/> Server-to-Server ⓘ	✓	✓	Client Credentials

Back

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Next

10. Select **EVENT NOTIFICATIONS** options as showing in the following.

Add Component

Access

Configure

EVENT NOTIFICATIONS

Callbacks

Create

Read

Update

Delete

Subscriptions

Create

Read

Update

Delete

HUB

Approvals

Read

Write

Calendar

Read

Write

Campaign

Read

Write

Tags

Read

Write

Workflows

Read

Write

PROVISIONING

Accounts

Read

Write

OTT Channels

Read

Write

Users

Read

Write

WEBHOOKS

Webhooks

Back

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Save

These options allow us to run operations for read/create/update/delete for callbacks and subscriptions.



OAuth 2.0 Scopes for Using API for SFMC Package Setup

If you use the API to get the credentials, then the following scopes need to be specified:

```
event_notification_callback_create
event_notification_callback_read
event_notification_callback_update
event_notification_callback_delete
event_notification_subscription_create
event_notification_subscription_read
event_notification_subscription_update
event_notification_subscription_delete
```

11. Copy **Client Id** and **Client Secret**.

- Both are needed when you create the Connection in TD.

12. Copy **Authentication Base URI** and **Rest Base URI**.

- Both are needed when you create the Source in TD.

Components Add Component

API Integration Edit

Client Id	Client Secret	Integration Type
6e9c9950f1000x57k9y	gS560PjcEinsYd3m8ls	Server-to-Server

Authentication Base URI i
https://6e9c9950f1000x57k9y.auth.marketingcloudapis.com/ 📄

REST Base URI i SOAP Base URI i
https://6e9c9950f1000x57k9y.rest.marketingcloudapis.com/ 📄 https://6e9c9950f1000x57k9y.soap.marketingcloudapis.com/ 📄

Scope

Access:	Offline Access
Callbacks:	Read, Create, Update, Delete
Subscriptions:	Read, Create, Update, Delete

Use the TD Console to Create Your Connection

Create a New Connection

In Treasure Data, you must create and configure the data connection before running your query. As part of the data connection, you provide authentication to access the integration.

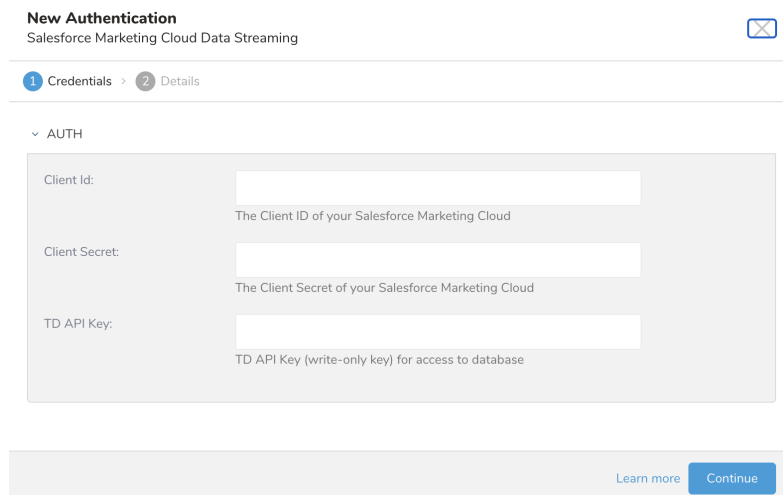
1. Open **TD Console**.
2. Navigate to **Integrations Hub > Catalog**.

3. Search for and select Salesforce Marketing Cloud Data Streaming.



4. Select **Create Authentication**.

The following dialog opens.



5. Edit the following parameters:

Parameters		Description
Client ID	Required	The Client ID of your Salesforce Marketing Cloud. See Obtaining SFMC Client ID and Secret .
Client Secret	Required	The Client Secret of your Salesforce Marketing Cloud. See Obtaining SFMC Client ID and Secret .
TD API Key	Required	TD write-only API Key for access to the database. See Getting Your API Keys .

6. Select **Continue**.

7. Enter a name for your connection.

8. Select **Done**.

Transfer Your Data to Treasure Data

After creating the authenticated connection, you are automatically taken to the Authentications listing page.

1. Search for the connection you created.
2. Select **New Source**.
3. Type a name for your **Source** in the Data Transfer field.
4. Select **Next**.

The Source Table dialog opens.

The screenshot shows a 'Create Source' dialog box with the following fields and sections:

- 1 Connection** (selected in sidebar)
- 2 Data Settings** (selected in sidebar)
- Datastore:** Plazma (dropdown menu)
- Tags:** [empty text input]
- METRICS** (expanded section):
 - Database:** [empty text input]
 - Table:** [empty text input]
 - Authorization Endpoint:** [empty text input]
 - Rest API Endpoint:** [empty text input]
- EVENT CATEGORIES** (expanded section):
 - Add** button
- Buttons:** Cancel, Back, Create

5. Edit the following parameters:

Parameters		Description
Datastore	Required	Plazma is the only option available now.
Tags	Optional	Tags can be used to find this source
Database	Required	Specify the database within Treasure Data for which you want to import data into.
Table	Required	Specify the table within the database where you would like the data placed.
Authorization Endpoint	Required	Authenticate URL. The endpoint that you want to use to provide the authorization.
Rest API Endpoint	Required	The Salesforce REST API endpoints.
Event Categories	Required	Within event categories, you can add and specify as many event types as are necessary for your environment.
Event Type	Required	Events can be generated, triggered by the system, or initiated by user action. Review the list of values and select event types that you want to monitor.

6. Select **Create**.

Data Preview

- For streaming data, there is no preview.

Data Ingestion

- The connector can start Event data ingestion in TD as soon as the first event is triggered after successful Streaming data source creation.