



CUSTOMER

SAP Qualtrics Transaction-Based Survey Integration with SAP Marketing Cloud

Table of Contents

1. Open Channel Marketing Integration	3
1.1 Purpose	3
2. Transaction-related Survey Link Creation	4
3. Value Mapping for SAP Cloud for Customer and SAP Marketing Integration	7
3.1 Purpose.....	7

1. OPEN CHANNEL MARKETING INTEGRATION

1.1 Purpose

This IFlow is used to trigger the IFlow "Transaction-related Survey Link Creation" asynchronously. There are some prerequisites which have to be done in SAP Marketing Cloud and Qualtrics. For detailed steps visit CX Works article 'Send Out SAP Qualtrics Transactional Survey Links by SAP Marketing Cloud Campaign Execution' ([Link](#)) and the official documentation on the standard integration between SAP Marketing Cloud and Qualtrics ([Link](#)).

1.1. Integration Specification

Type of Integration	Outbound (SAP Marketing Cloud)
Average Number of Records	1 or more
Job Schedule	Daily
Data Description	JSON
Target Location	Triggers second IFlow in SAP CI

1.2. Scripting

Name	Description
CreateDatastoreKey.groovy	Concatenates the contactID and AdditionalSourceObjectID to receive a unique key to save the entries in a Datastore

1.3. Endpoint Configuration

Marketing Cloud – Open Channel Campaign

Configure "Open Channel Marketing Integration"

Sender Receiver

Connection

Sender: SAP_MKT_Cloud

Adapter Type: HTTPS

Address: /OCEndpoint

Authorization: User Role

SOAP Connection to CPI IFlow that creates the distribution links of the general purpose Surveys

Configure "Open Channel Marketing Integration"

Sender Receiver

Connection

Receiver: TransactionSurvey

Adapter Type: SOAP

Address: {{URL of distribution link creation iFlow}}/CreateDistributionLink

URL of distribution link creation iFlow: https://sapcihost.hana.ondemand.com

Credential Name: YourSAPCICredentials

2. TRANSACTION-RELATED SURVEY LINK CREATION

2.1. Purpose

This integration flow is triggered by an open channel campaign in the SAP Marketing Cloud and creates Contact and Transaction data in Qualtrics. Based on this data an individual link is created in Qualtrics and replicated to the SAP Marketing Cloud.

2.2. Integration Specification

Type of Integration	Outbound (Marketing Cloud)
Average Number of Records	1 or more
Job Schedule	Triggered by Open Channel IFlow
Data Description	XML
Target Location	Qualtrics and SAP Marketing Cloud

2.3. Parameter Usage Guide

Configure "Transaction-related Survey Link Creation"

Sender Receiver [More](#)

Type:	All Parameters
Data Quality Buffer:	LowDataQualityDetection
MailingListID:	YourQualtricsMailinglist
Name of Buffer Datastore:	QualtricsCampaignBuffer
XMDirectoryID:	YourQualtricsDirectory

2.4. Scripting

Name	Description
SetAPIToken.groovy	Catch API Token from CPI Credentials and set to Header
ExtractSurveyParameters.groovy	Extract Parameters from external Parameters and create DataMaps
CreateDataStoreKey.groovy	Concatenates the contactID and AdditionalSourceObjectID to receive a unique key to save the entries in a Datastore
ConvertUUIDToGUID.groovy	Convert ContactKey UUID into a GUID format
CreateContact.groovy	Create ContactPayload to send to the Qualtrics System
CreateSubscriptionPayload.groovy	Create Request Paylad to create Marketing Subscription in SAP MARKETING CLOUD
ExtractContactId.js	Extract ContactID from created Contact in Qualtrics
CreateContactIDMap.groovy	Enter ContactID and OutboundId into ContactIDMap
CreateTransaction.groovy	Create Transaction Payload to send to Qualtrics System

CreateTransactionBatch.groovy	Create Payload to create and receive Transaction Batch in Qualtrics
CreateDistributionLinks.groovy	Create Payload for the distribution link creation in Qualtrics using the Transaction Batch
ExtractDistributionId.js	Extract Distribution Link from Qualtrics message
ExtractXcsrfToken.groovy	Extract fetched x-csrf token from SAP Marketing Cloud
CreateInteractionsInMKT	Create 'SURVEY_LINK_CREATED' in SAP Marketing Cloud

2.5. Endpoint Configuration

SOAP Connection triggered by Open Channel IFlow

Configure "Transaction-related Survey Link Creation"

Sender Receiver More

Sender: SAP_MKT_Cloud

Adapter Type: SOAP

Address: /CreateDistributionLink

OData Looping Call to SAP Marketing Cloud to check whether Interaction 'Survey_Distribution' already created

Configure "Transaction-related Survey Link Creation"

Sender Receiver More

Receiver: SAP_MKT_Cloud_Get_Interaction

Adapter Type: HCIOData

Address: {{SAP_MKT_API}}/API_MKT_INTERACTION_SRV

SAP_MKT_API: https://YourTenant.ondemand.com/sap/opu/odata/sap

Credential Name: YourCredentials

HTTP Connection to create Contacts in Qualtrics

Configure "Transaction-related Survey Link Creation"

Sender Receiver More

Receiver: QualtricsContact

Adapter Type: HTTP

Address: {{Qualtrics-API-Endpoint}}directories/\${property.XMDirectory}/mailinglists/\${property.MailingListID}/contacts

Qualtrics-API-Endpoint: https://<your-qualtrics-account-id>.qualtrics.com/API/v3/

HTTP Connection to create Transactions in Qualtrics

Configure "Transaction-related Survey Link Creation"

Sender **Receiver** More

Connection

Receiver:

Adapter Type:

Address:

Qualtrics-API-Endpoint:

HTTP Connection to create Distribution Links of Qualtrics Survey

Configure "Transaction-related Survey Link Creation"

Sender **Receiver** More

Connection

Receiver:

Adapter Type:

Address:

Qualtrics-API-Endpoint:

OData Connection to check whether Marketing Permission in SAP Marketing Cloud exists

Sender **Receiver** More

Connection

Receiver:

Adapter Type:

Address:

SAP_MKT_API:

Credential Name:

OData Connection to create Marketing Permission in SAP Marketing Cloud if it doesn't exist

Sender **Receiver** More

Connection

Receiver:

Adapter Type:

Address:

SAP_MKT_API:

Credential Name:

HTTP Connection fetch X-CSRF Token from SAP Marketing Cloud

Configure "Transaction-related Survey Link Creation"

Sender **Receiver** More

Connection

Receiver: SAP_MKT_Cloud_Token

Adapter Type: HTTP

Address: {{SAP_MKT_API}}/API_MKT_INTERACTION_SRV/

SAP_MKT_API: https://YourTenant.ondemand.com/sap/opu/odata/sap

Credential Name: YourCredentials

HTTP Connection to create Interaction in SAP Marketing Cloud containing the distribution link

Configure "Transaction-related Survey Link Creation"

Sender **Receiver** More

Connection

Receiver: SAP_MKT_Cloud_Create_Link

Adapter Type: HTTP

Address: {{SAP_MKT_API}}/API_MKT_INTERACTION_SRV/InteractionsDeepInsert

SAP_MKT_API: https://YourTenant.ondemand.com/sap/opu/odata/sap

Credential Name: YourCredentials

3. VALUE MAPPING FOR SAP CLOUD FOR CUSTOMER AND SAP MARKETING INTEGRATION

3.1 Purpose

Value Mapping for Qualtrics and SAP Marketing Integration.

Bi-Directional Mapping Contact Fields Marketing To Qualtrics

Bi-Directional Mapping

Agency	Identifier	Agency	Identifier	State
MKT	Contacts	Qualtrics	Contacts	
MKT	Trigger-IA	Qualtrics	Transaction	
MKT	Trigger-IA	MKT2	Trigger-IA	

Value Mappings: Default Values:

Value Mappings for

MKT, Contacts	Qualtrics, Contacts
CONTACT_KEY	extRef
NAME_FIRST	firstName
NAME_LAST	lastName
PHONE	phone
LANGUAGE	language
COUNTRY	Country
CONTACT_ID	PersonID
SMTP_ADDR	email

Usage:
ValueMap (Source agency, Source identifier, Source value, Target agency, Target identifier) = Target value;

Example:
ValueMap (MKT, Contacts, CONTACT_KEY, Qualtrics, Contacts) = extRef;
ValueMap (Qualtrics, Contacts, extRef, MKT, Contacts) = CONTACT_KEY;

Bi-Directional Mapping Transaction Fields Marketing To Qualtrics

Bi-Directional Mapping Search

Agency	Identifier	↔	Agency	Identifier	State
MKT	Contacts	↔	Qualtrics	Contacts	
MKT	Trigger-IA	↔	Qualtrics	Transaction	
MKT	Trigger-IA	↔	MKT2	Trigger-IA	

Value Mappings: [Default Values:](#)

Value Mappings for Search

MKT, Trigger-IA	↔	Qualtrics, Transaction
DA_SAP_CF_IA_CONTACT-IA_TYPE	↔	SourceObject
DA_SAP_CF_IA_CONTACT-SOURCE_SYSTEM_TYPE	↔	SourceSystem
DA_SAP_CF_IA_CONTACT-SOURCE_SYSTEM_ID	↔	SourceSystemID
DA_SAP_CF_IA_CONTACT-SOURCE_OBJECT_TYPE	↔	SourceObjectTypeValue

Usage:
 ValueMap (Source agency, Source identifier, Source value, Target agency, Target identifier) = Target value;

Example:
 ValueMap (MKT, Trigger-IA, DA_SAP_CF_IA_CONTACT-IA_TYPE, Qualtrics, Transaction) = SourceObject;
 ValueMap (Qualtrics, Transaction, SourceObject, MKT, Trigger-IA) = DA_SAP_CF_IA_CONTACT-IA_TYPE;

Bi-Directional Mapping Trigger-Based Interaction in SAP Marketing Cloud

Bi-Directional Mapping Search

Agency	Identifier	↔	Agency	Identifier	State
MKT	Contacts	↔	Qualtrics	Contacts	
MKT	Trigger-IA	↔	Qualtrics	Transaction	
MKT	Trigger-IA	↔	MKT2	Trigger-IA	

Value Mappings: [Default Values:](#)

Value Mappings for Search

MKT, Trigger-IA	↔	MKT2, Trigger-IA
DA_SAP_CF_IA_CONTACT-SOURCE_OBJECT_ID	↔	SourceObjectIdValue
DA_SAP_CF_IA_CONTACT-SOURCE_OBJECT_TYPE	↔	SourceObjectTypeValue

Usage:
 ValueMap (Source agency, Source identifier, Source value, Target agency, Target identifier) = Target value;

Example:
 ValueMap (MKT, Trigger-IA, DA_SAP_CF_IA_CONTACT-SOURCE_OBJECT_ID, MKT2, Trigger-IA) = SourceObjectIdValue;
 ValueMap (MKT2, Trigger-IA, SourceObjectIdValue, MKT, Trigger-IA) = DA_SAP_CF_IA_CONTACT-SOURCE_OBJECT_ID;

© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See [sap.com/legal/copying-conditions](#) for additional trademark information and notices.