How to Trigger a Salesforce Marketing Cloud Journey from Digioh

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This guide explains how to trigger a Salesforce Marketing Cloud (SFMC) Journey when a visitor submits a Digioh campaign form.

By connecting Digioh to a Salesforce Marketing Cloud **Data Extension**, you can automatically:

- Add contacts to a Data Extension
- Trigger a Journey Builder Entry Source
- Start contacts in your automation flow

Important:
This guide applies to customers using **Journey Builder with Data Extensions**.
If you are using **Lists instead of Data Extensions**, please refer to the Salesforce Marketing Cloud Lists integration guide instead.

If you are setting up a Digioh integration by yourself, we first recommend reading about Digioh Integration Basics.

Step 1: Create a Connected App in Salesforce

Triggering a Journey requires the Salesforce Marketing Cloud API. To use the API, you must first create a **Connected App** in Salesforce.

Create a Basic Connected App by following Salesforce documentation here.

Step 2: Enable API Access for the App

After creating the app, enable API integration and permissions following the Salesforce guide here .

Step 3: Configure Required API Scopes

In your Connected App, assign the following scopes (permissions):

- `email_send`
- `journeys_read`
- `list_and_subscribers_read`
- `data_extensions_read`
- `data_extensions_write`

The **scope must be set directly on the app itself** .

Step 4: Gather Required Credentials

Once the Connected App is created, collect the following details:

- clientId
- clientSecret
- subdomain
- accountId
- scope

You will enter these values into Digioh during integration setup.

Step 5: Create an API Event Entry Source in Journey Builder

Digioh triggers Journeys using an **API Event Entry Source**.

1. Create the API Event:
    a. Go to **Journey Builder**
    b. Click **Entry Sources**
    c. Click **New Event**
    d. Select **API Event** as the Event Type
2. Activate the Journey:
    a. Build your Journey using the API Event as the Entry Source.
    b. **Activate the Journey** (this is required).

Step 6: Locate the EventDefinitionKey

After creating and activating the API Event, Salesforce will generate an "EventDefinitionKey".

It typically looks like: *APIEvent-sei9lsdkff-sdlfjk-97wels-lksdj-flsdjfdkje630*

Some customers use custom-named keys, but most are auto-generated in this format.

You will need this exact value inside Digioh.

Step 7: Confirm Data Extension Settings

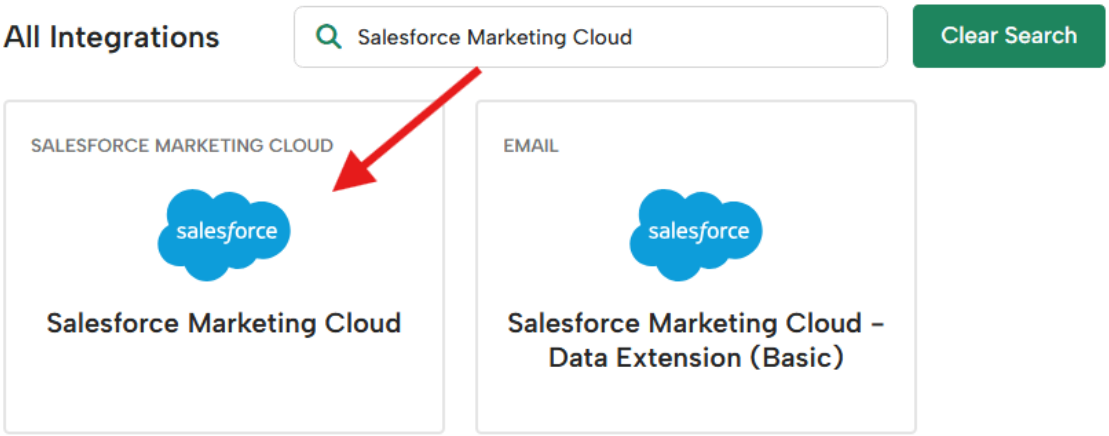
Before configuring Digioh, verify the following inside Salesforce:

1. **Primary Key** Confirm that the Data Extension has a **Primary Key** assigned. Typically, it is called "EmailAddress," but you may use a different primary key name or field.
2. **ContactKey Strategy** Verify that we should use the email address as the "ContactKey" - The ID that uniquely identifies a subscriber/contact. This is the most common scenario, but it should be confirmed in your SFMC setup.

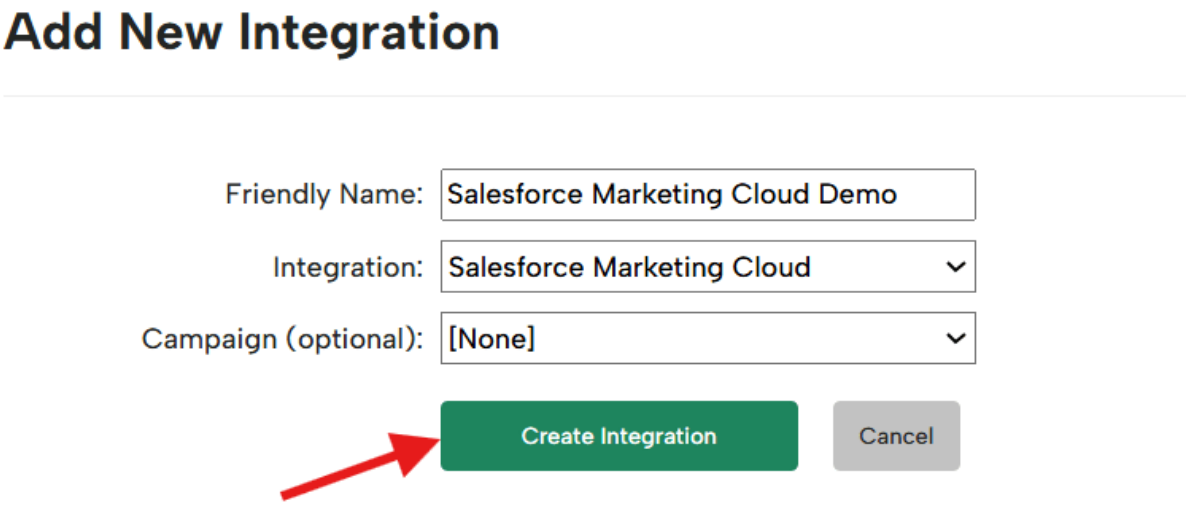
Step 8: Configure the Integration in Digioh

Inside Digioh:

1. Go to **Integrations** > **+ Add Integration**
2. Search for Salesforce Marketing Cloud and select it



3. Name your integration and select the campaign you want to connect it to (you can also do this later). Once done, click **Create Integration**:



4. On the next screen, enter your account information and credentials.



Where:

a. The **API Endpoint URL** will look like: *https://[SUBDOMAIN].rest.marketingcloudapis.com/interaction/v1/events*. Where [SUBDOMAIN] should be replaced with your actual Salesforce subdomain. For example: *https://mc123abc.rest.marketingcloudapis.com/interaction/v1/events*

b. **Subdomain, Account ID, Client ID,** and **Client Secret** should be replaced with your account's credentials.

c. For **Scopes**, add the scopes you set up in step 3, comma-separated.

d. The **JSON Payload** is the payload that will be sent to Salesforce. This can be customized as needed.

Below is a sample JSON payload used to trigger the Journey.

```
{
"ContactKey": "[EMAIL]",
"EventDefinitionKey": "APIEvent-XXXX",
"EstablishContactKey": true,
"Data": {
   "email": "[EMAIL]",
   "signup_date":"[TIMESTAMP_yyyy-MM-dd HH:mm:ss tt]",
   "Site_Campaign":"[CUSTOM_19]",
   "sign_up_category":"[CUSTOM_20]"    }
}
```

Where:

- **ContactKey** → Typically the Email Address
- **EventDefinitionKey** → From your API Event (from step 6)
- **EstablishContactKey** → Set to `true`
- **Data** → Fields that map to your Data Extension columns, you can use the Digioh Universal Merge Tags to reference any field from your submission. These fields must match your Data Extension field names exactly. In this example:
    - `email`
    - `signup_date`
    - `Site_Campaign`
    - `sign_up_category`

Once you are done setting up your integration, click **Save** at the bottom of the page.

Step 9: Test the Integration

Before going live:

1. Submit your Digioh form
2. Confirm:
    - Contact appears in the Data Extension
    - Contact enters the Journey
3. Review SFMC logs if needed