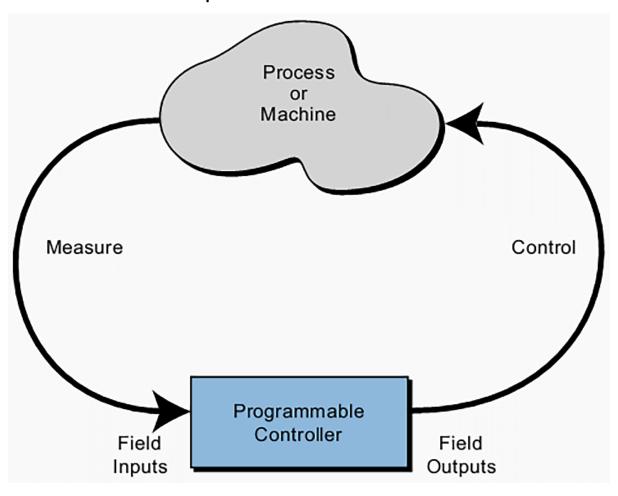
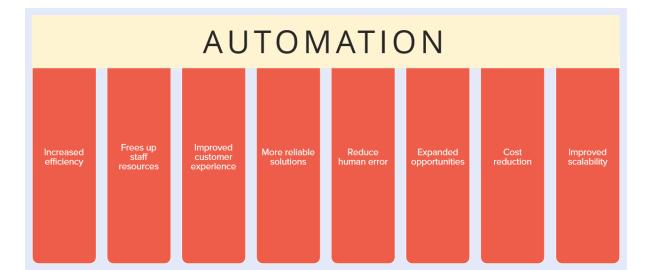
Chapter 1: What is Automation?





- Cloud Services
- APIs
- External Integrations

Infrastructure



- Human and machine initiated
- API entry points
- Data flags

Triggers



- Forms
- Imports
- Injection

Data collection



- ETL
- Data Architecture
- Data Flow

Information routing

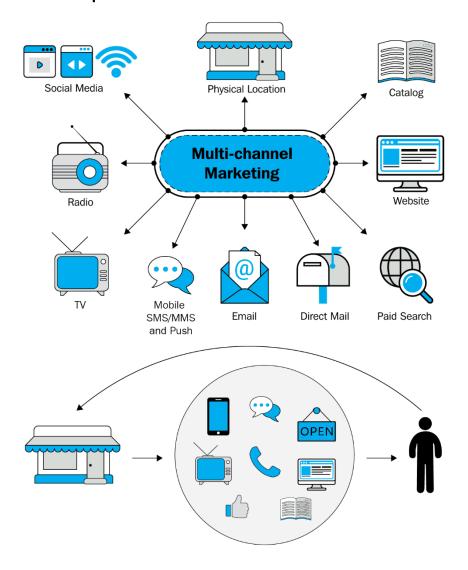


- Analytics
- Event Tracking
- Logging

Activity tracking



Chapter 2: SFMC Automation Tools













Data Extension API Event

Audience







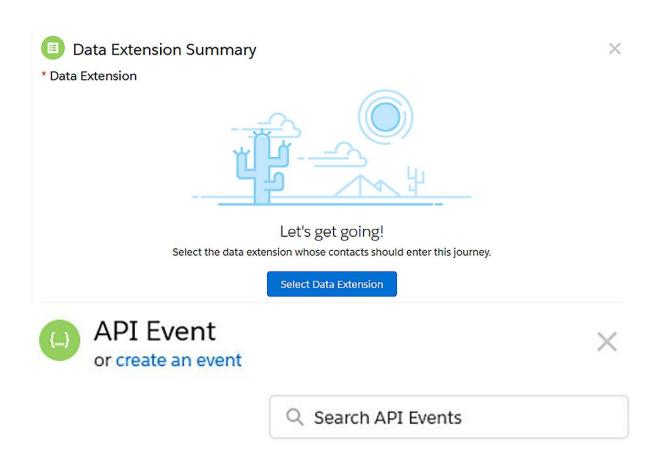
CloudPages

Inbound Chat

Salesforce Data



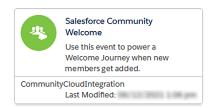
Event

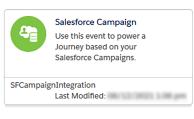


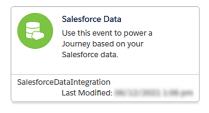


Define Entry Source

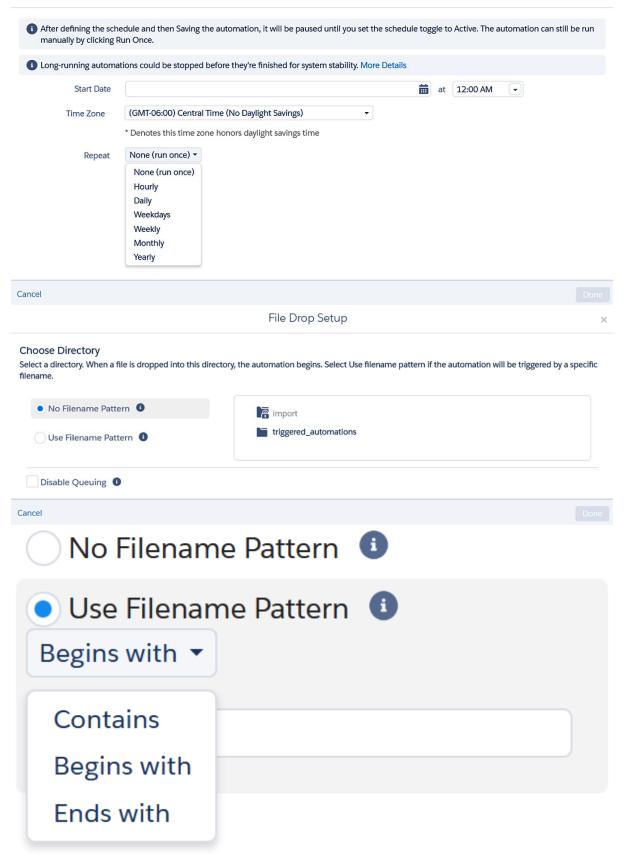
New Entry Sources



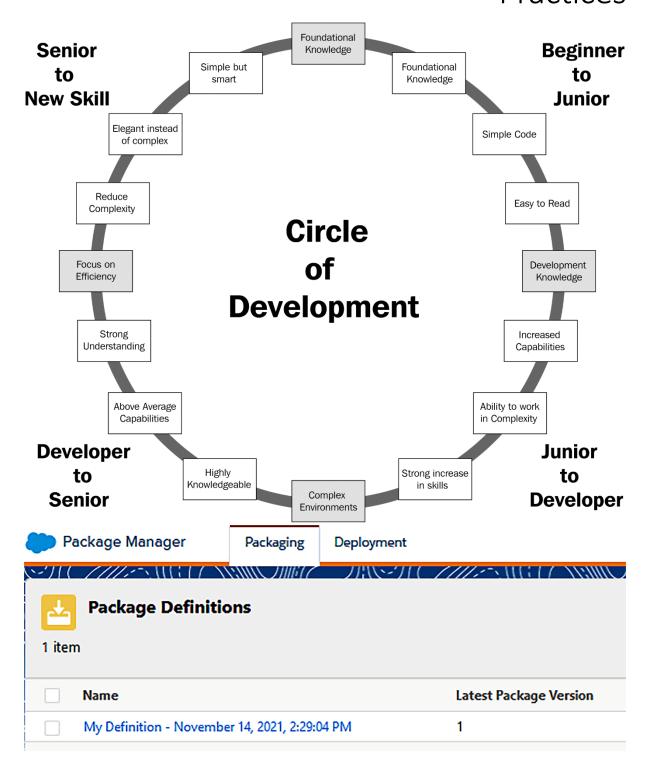




Define Schedule ×



Chapter 3: SFMC Automation Best Practices



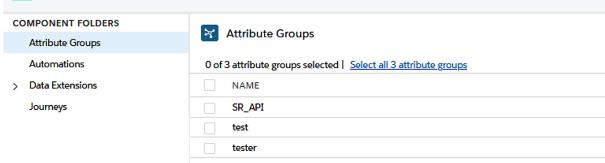


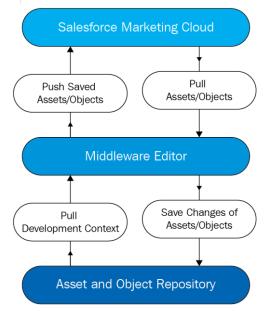
CREATE SNAPSHOT

DEPLOY SNAPSHOT

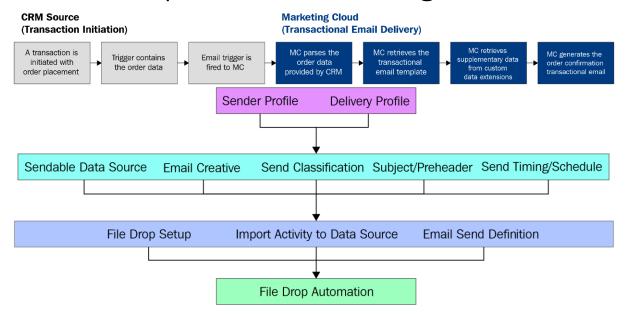


Snapshot Components

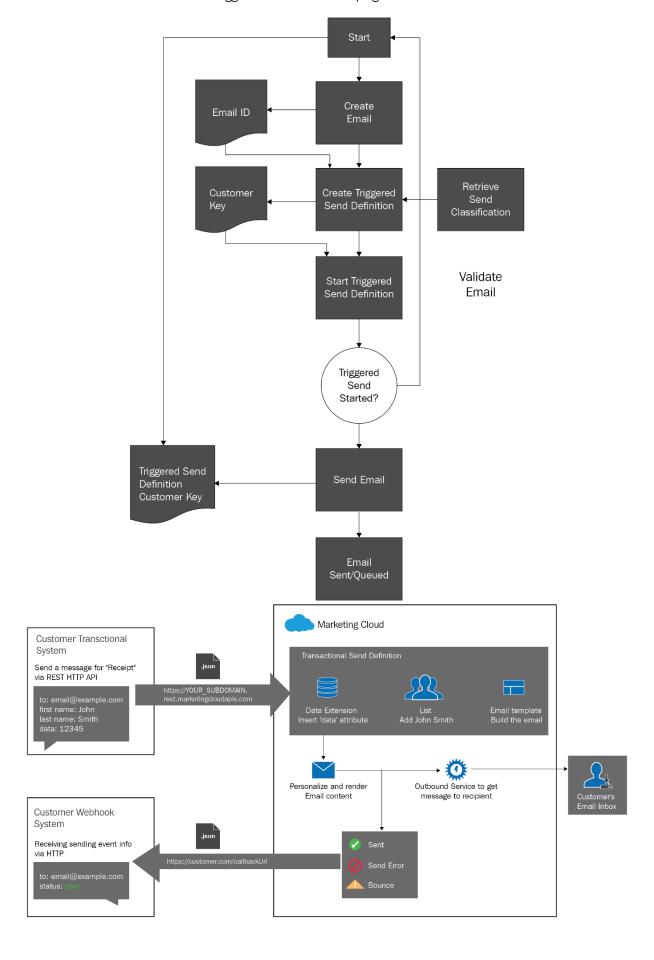




Chapter 4: Automating Email Sends



Triggered Send Email Campaign Workflow Process





Journeys Dashboard > Journey My Transactional Journey 🖍





TRANSACTIONAL API **EVENT**

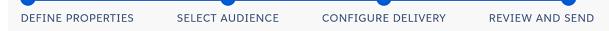
Event Definition Key MyTransactionalJourneyAP...

DATA EXTENSION TransactionalJourney_DE

> RECORD COUNT 0

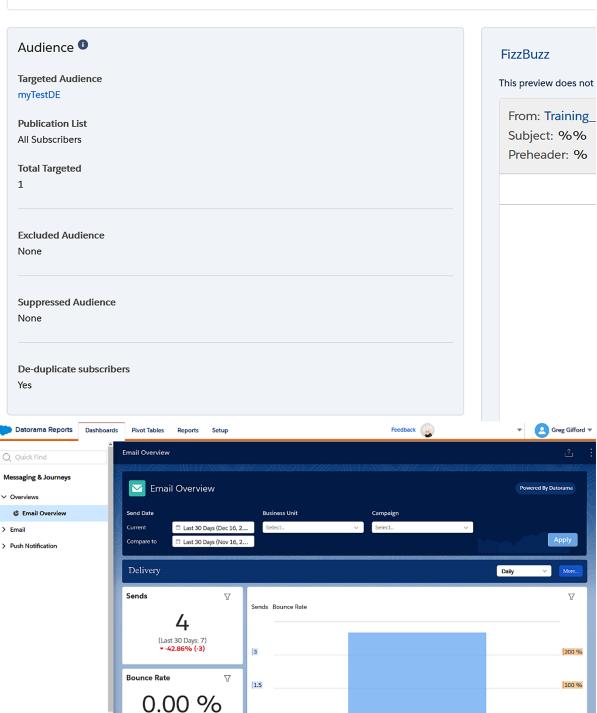


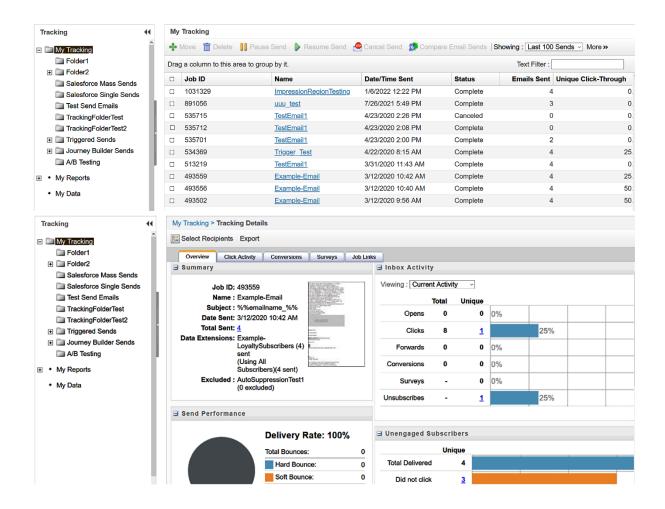
API_Triggered_ Email_1



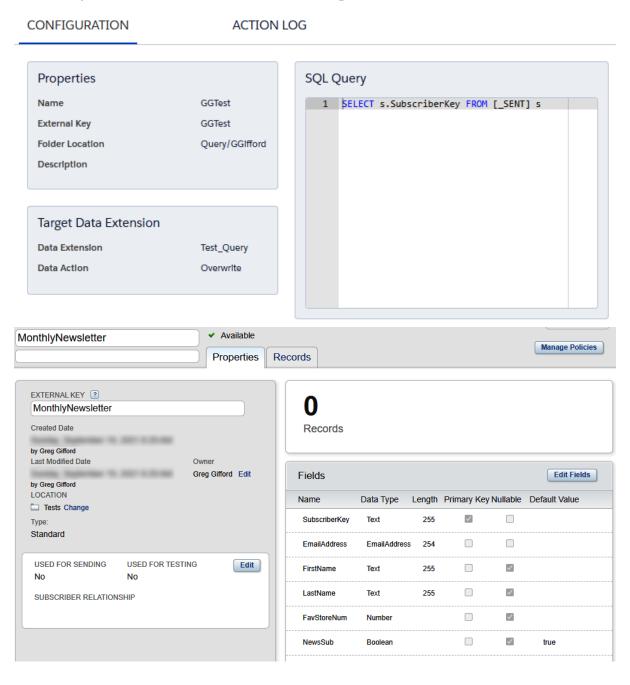
This information is correct and this email is ready to send.

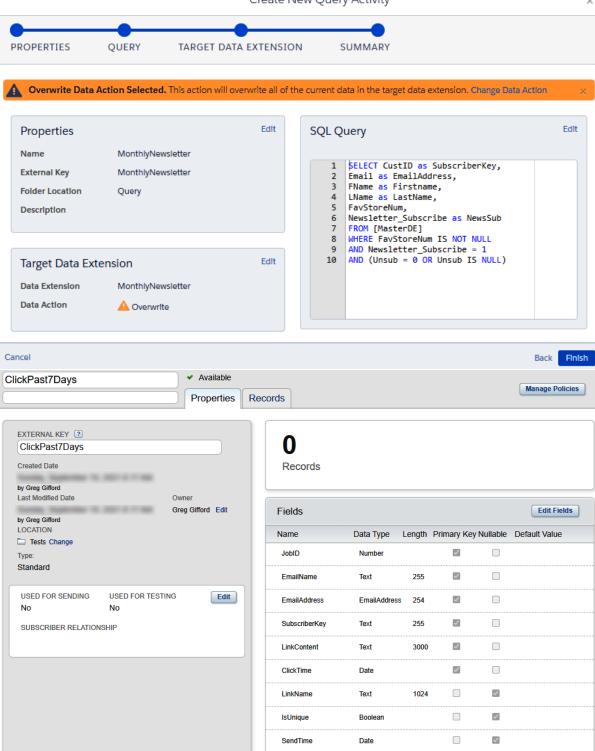
(Last 30 Days: 0.00 %)

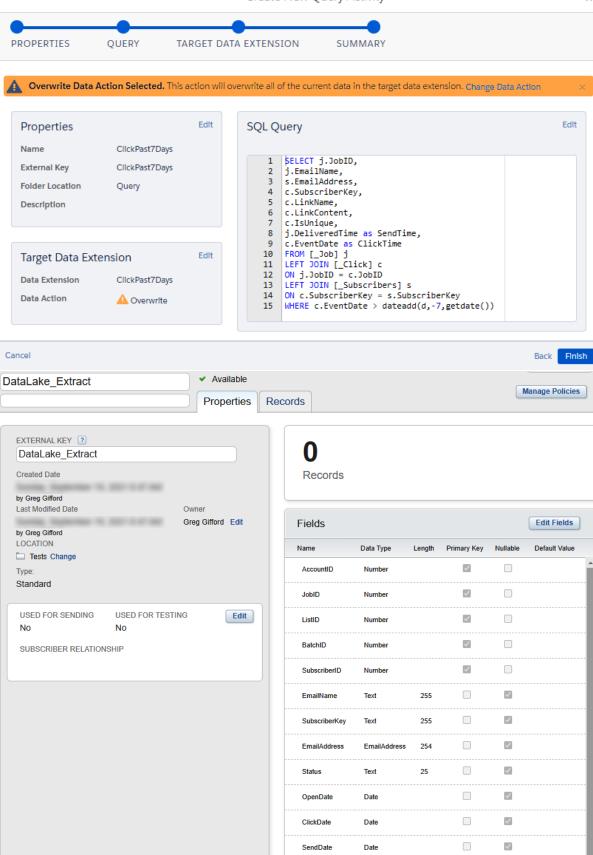


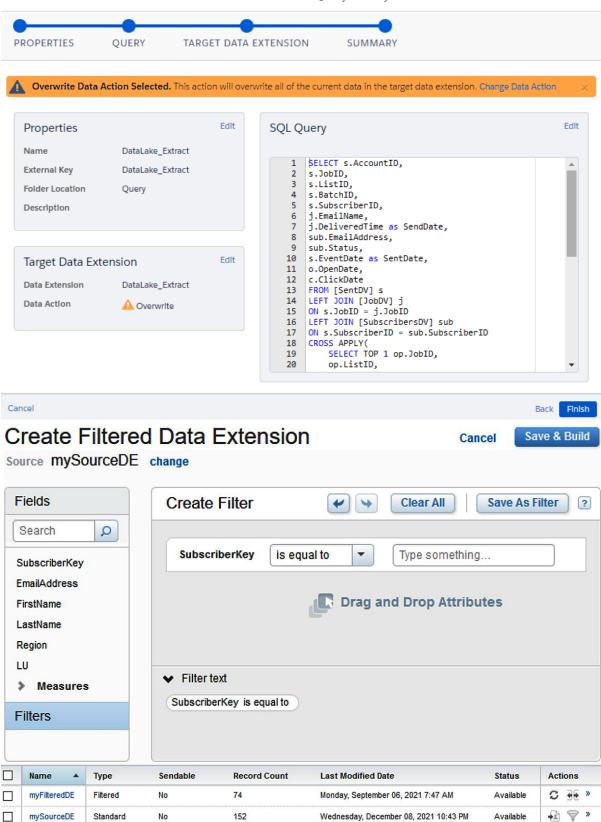


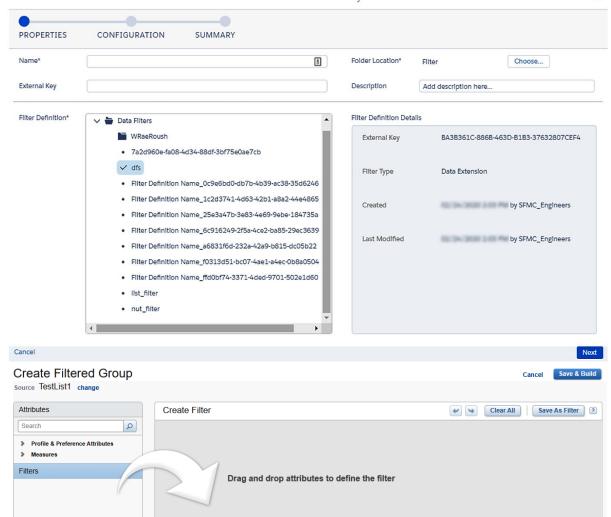
Chapter 5: Automating Your ETL and Data

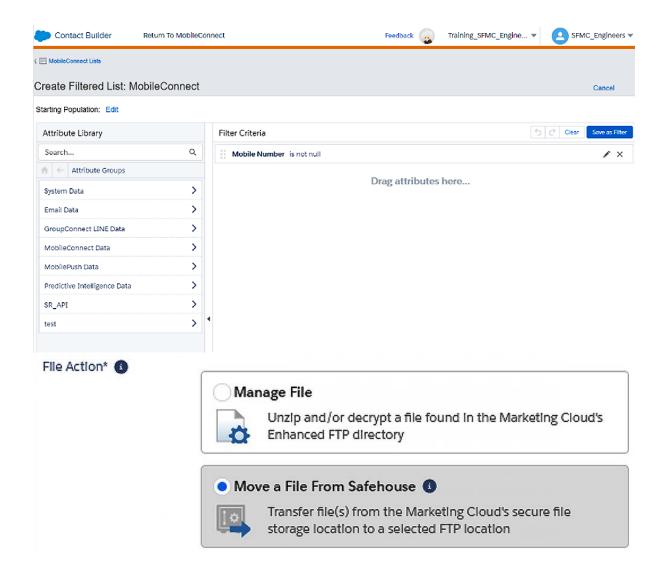












Chapter 6: The Magic of Script Activities

No images...

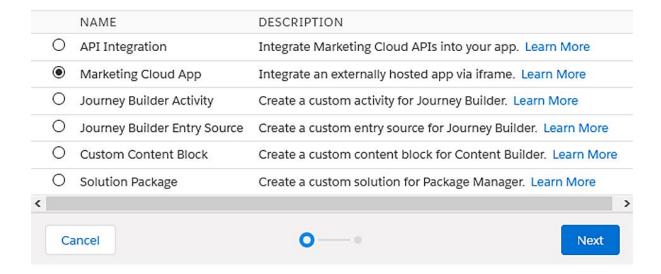
Chapter 7: The Power of In-Step APIs

No images...

Chapter 8: Creating Mini Web Apps

Add Component

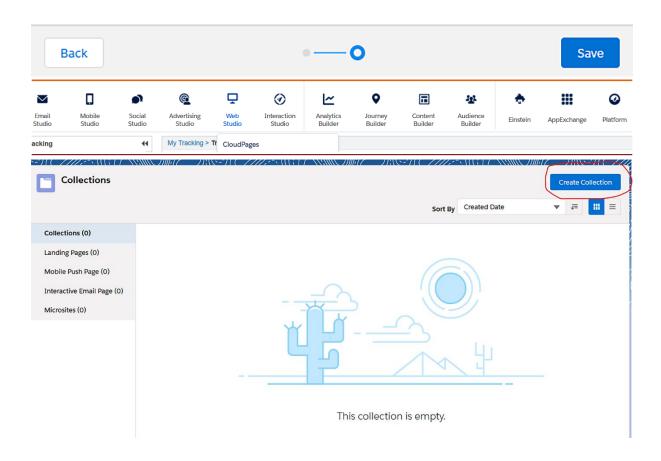
Choose Your Component Type

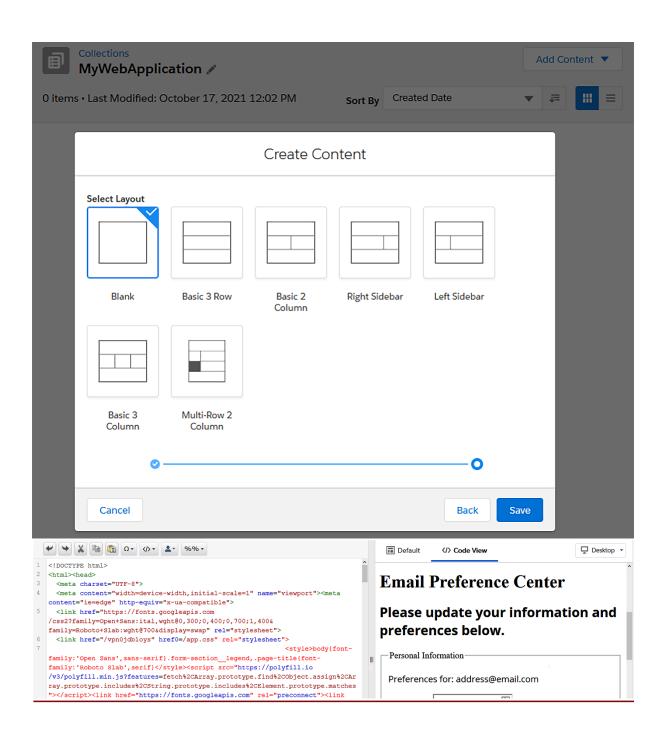


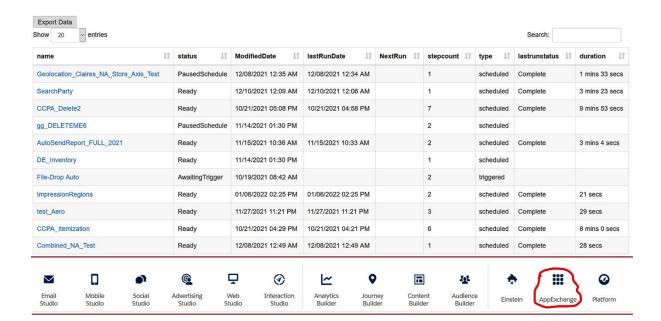
Add Component

Set Marketing Cloud App Properties

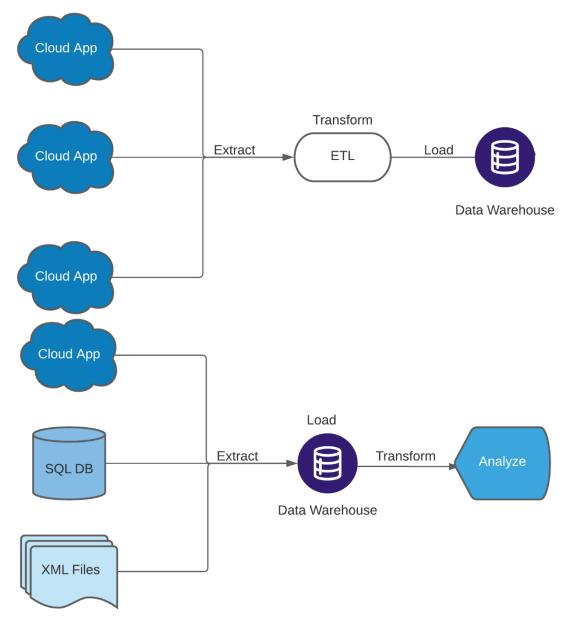


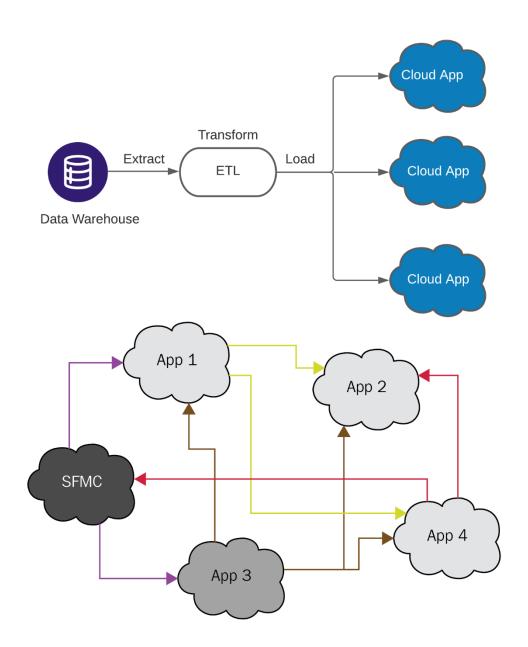


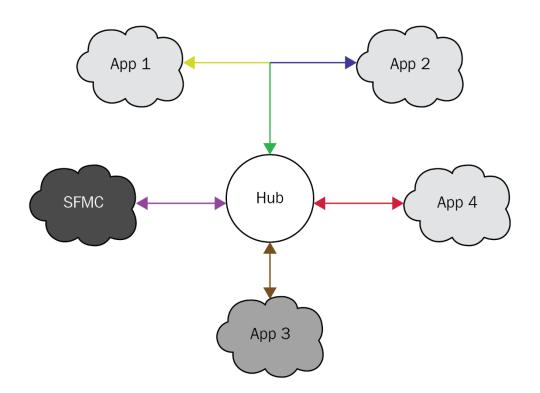




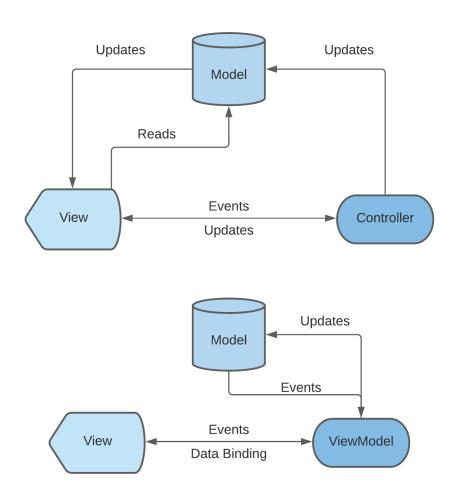
Chapter 9: Getting Started with Custom Integrations



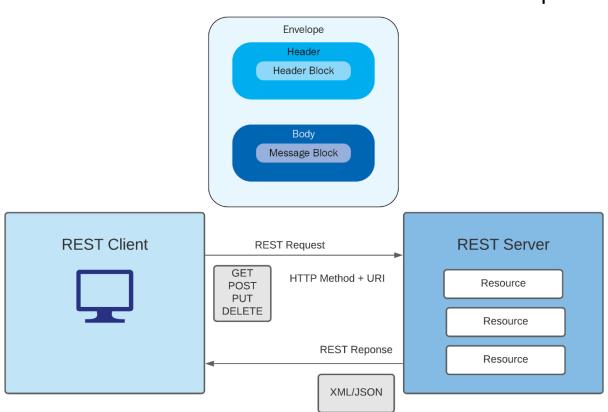




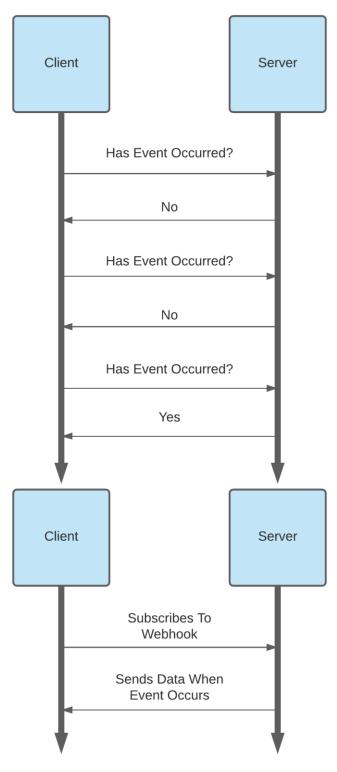
Chapter 10: Exploring SFMC as a Piece of the Puzzle

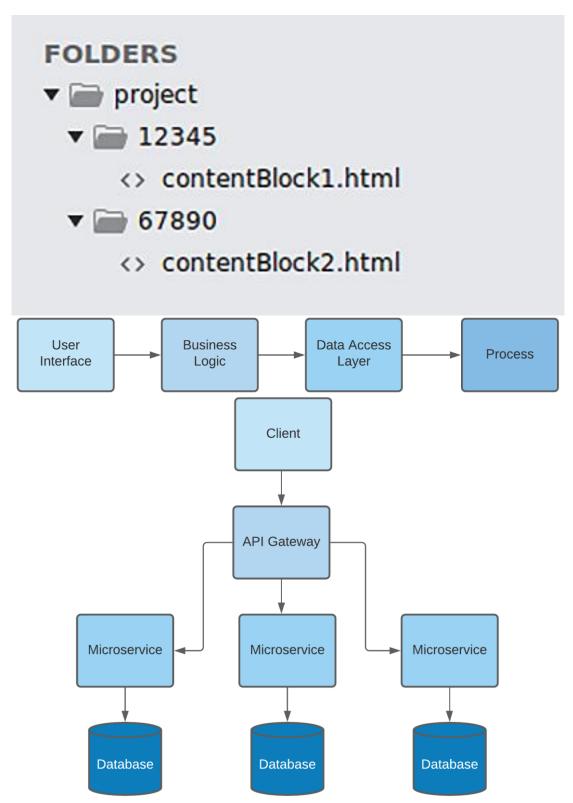


Chapter 11: Exploring SDKs, APIs, and Specs



Chapter 12: Webhooks and Microservices



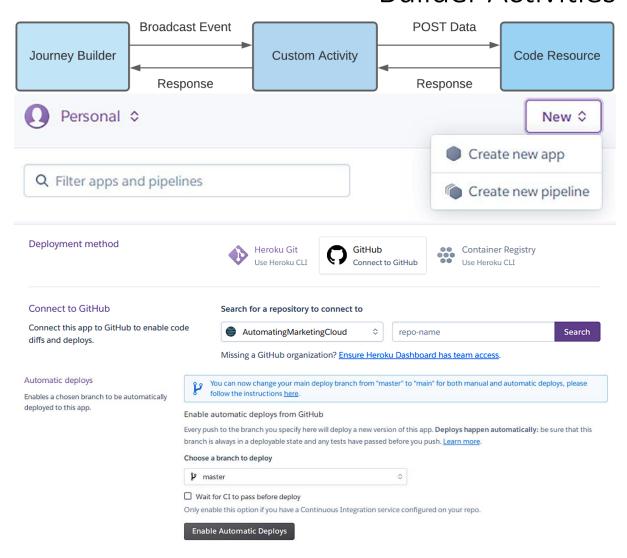


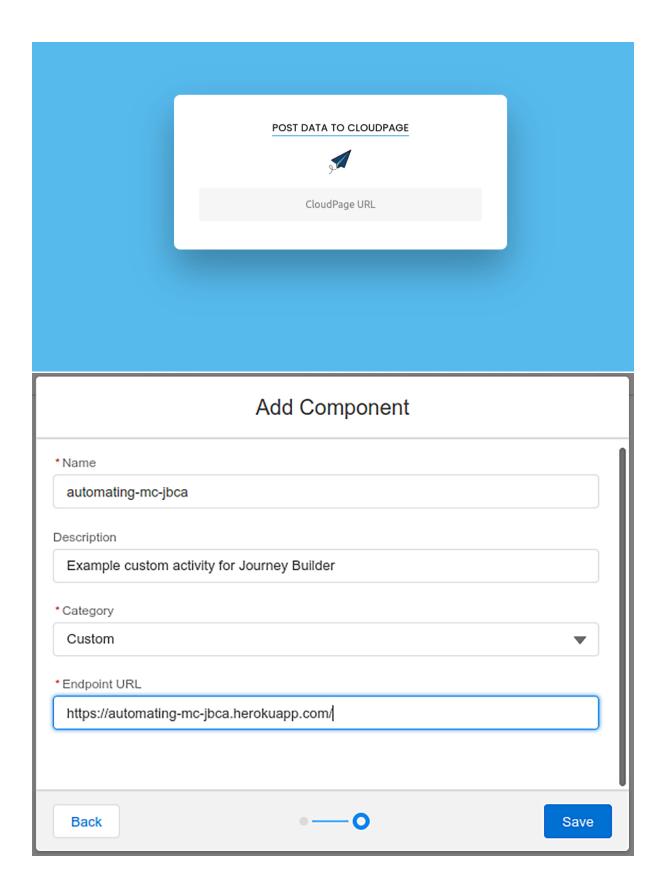
Technical requirements

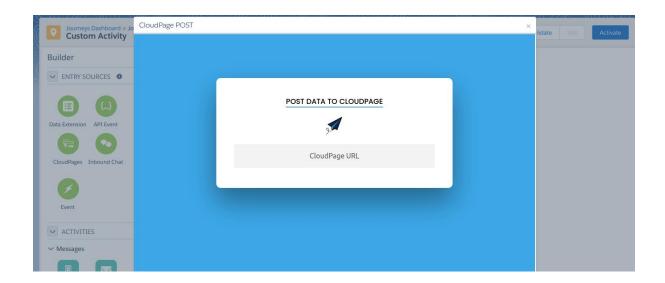
 $The \cdot code \cdot and \cdot data \cdot for \cdot this \cdot chapter \cdot can \cdot be \cdot found \cdot at \cdot$

https://github.com/PacktPublishing/Speed-up-your-Python-with-Rust/tree/main/chapter_eleven

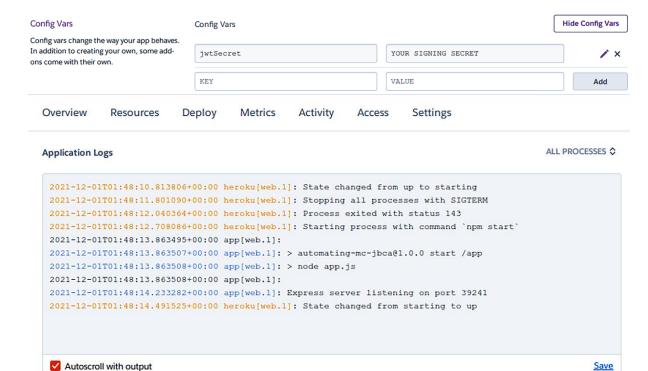
Chapter 13: Exploring Custom Journey Builder Activities



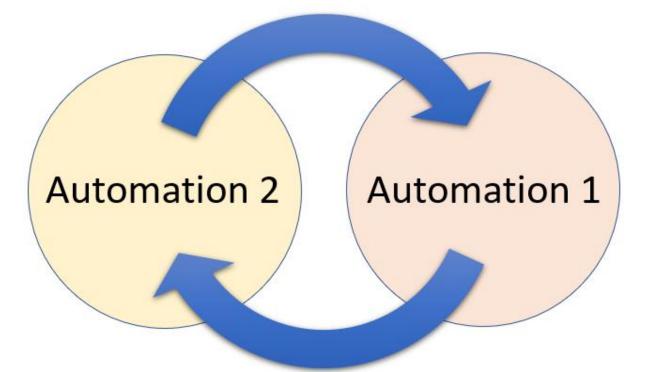




▼ 📄 automating-mc-jbca ▼ 📄 lib /* jwtDecoder.js node_modules ▼ m public ▼ CSS /* styles.css ▼ images iconLarge.png iconMedium.png iconSmall.png ▼ 📄 js /* customActivity.js /* postmonger.js /* require.js ▼ wendor /* bower.json /* config.json <> index.html ▼ i routes /* activity.js /* index.js /* app.js LICENSE /* package-lock.json /* package.json <> README.md



Chapter 14: Carpe Omnia



My Continuous Automation

DETAILS

Status: Running

Repeat: Hourly

Length: Two Steps

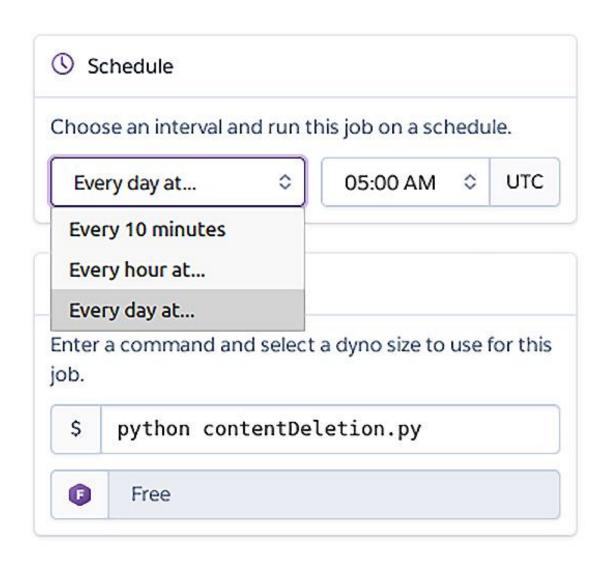
Type: Script Activity

Script Activity

- Timeout While Loop
- Run for ~ 30 mins
- Saves Progress to a Data Extension

Script Activity

- Timeout While Loop
- Run for ~ 30 mins
- Saves Progress to a Data Extension



Jobs run within a time window as close to the schedule as possible, and incur dyno costs (prorated to the second). Visit <u>Heroku Dev Center</u> to learn more.