

DESelect Connect - Guide to connecting your applications

DESelect Connect will help you get your data from external sources into Salesforce Marketing Cloud (SFMC), to the right data extensions, and to the correct fields.

This guide is a companion to the Connect User Guide [Here](#), where the steps to set up the Connection inside DESelect Connect are detailed further.

Use DESelect Connect to send data to SFMC:

- [When there's an event in Shopify](#)
 - [When there's an event in Magento / Adobe Commerce](#)
 - [When someone completes a form in WordPress](#)
 - [When someone completes a form in Google Forms](#)
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When there's an event in Shopify

Shopify webhooks are a tool for retrieving and storing data from a certain Shopify event, like when an order is placed.

What you'll need

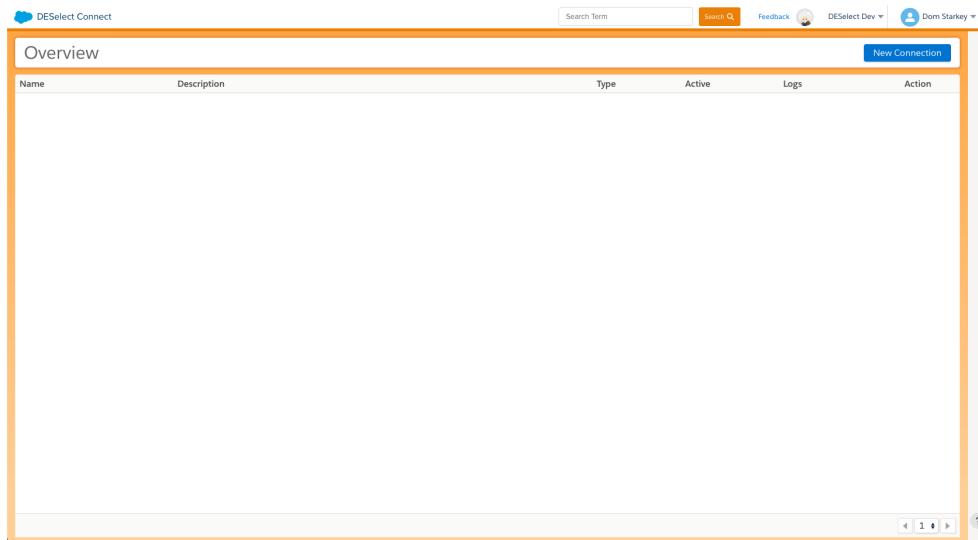
- A Shopify account

Create a new DESelect Connection

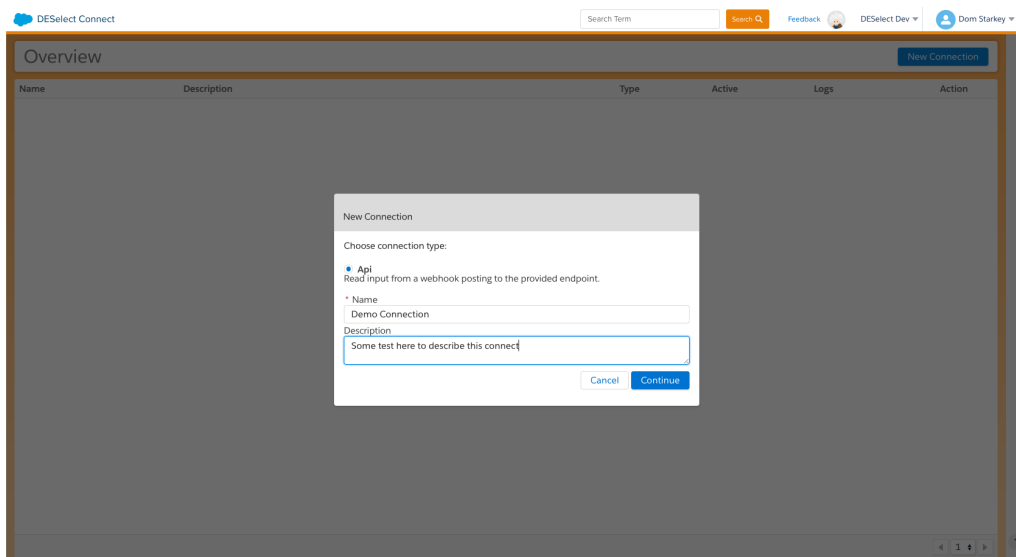
- Open DESelect Connect
Open SFMC and choose "DESelect Connect" from the AppExchange menu to get started with your first Connection.

- Create a new connection

You will see the DESelect Connect Overview page, which contains details of any Connections you've already set up. Press "New Connection" to create your new connection.



Give your connection a name and a description, and press continue.



On creating a new connection, you will be shown a webhook endpoint URL. We will need this URL to send our test payload in the next step.

Create a new Webhook in Shopify

- From your Shopify admin, go to Settings > Notifications.
- Scroll down to the Webhooks section.
- Click the Create webhook button. A new window should appear.
- From the first drop-down, select the "Event" from the list.
 - For the purposes of this guide, we will select **Order fulfillment**
- From the second drop-down, choose the format in which you would like Shopify to send this information to you. Choose **JSON**
- Under URL, enter the URL from the previous stage
- Click "Add webhook." Your webhook should now appear under the "Webhooks" section in Shopify.

Send a test payload

- Open DESelect Connect in a new tab/window
- Make sure that Connect is asking you to send a test payload.
- In Shopify, click " send a test notification."
- Continue with the remaining steps in creating your connection.

When there's an event in Magento / Adobe Commerce

Using an extension with Magento, you can create an API request on certain events. These include when there's a new order, a cart abandonment, etc.

There are multiple available extensions for Magento that can do this. This guide uses the free Extension Webhook by Mageplaza, available here:

<https://marketplace.magento.com/mageplaza-module-webhook.html>

Installation of this and other Magento extensions is outside of the scope of this guide, but there is useful information on how to install that extension in the link above or [here](#).

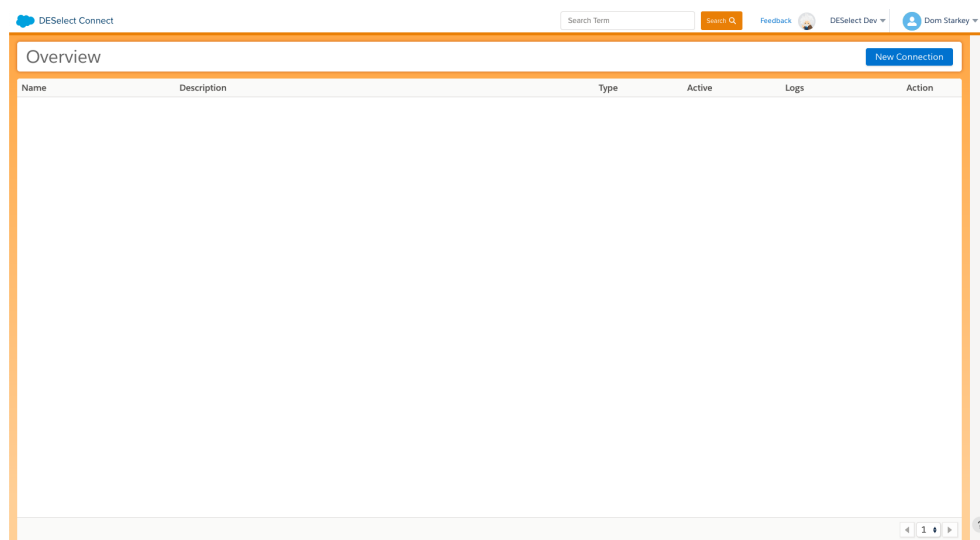
What you'll need

- Admin access to your Magento instance
- The Webhook extension installed on your instance.

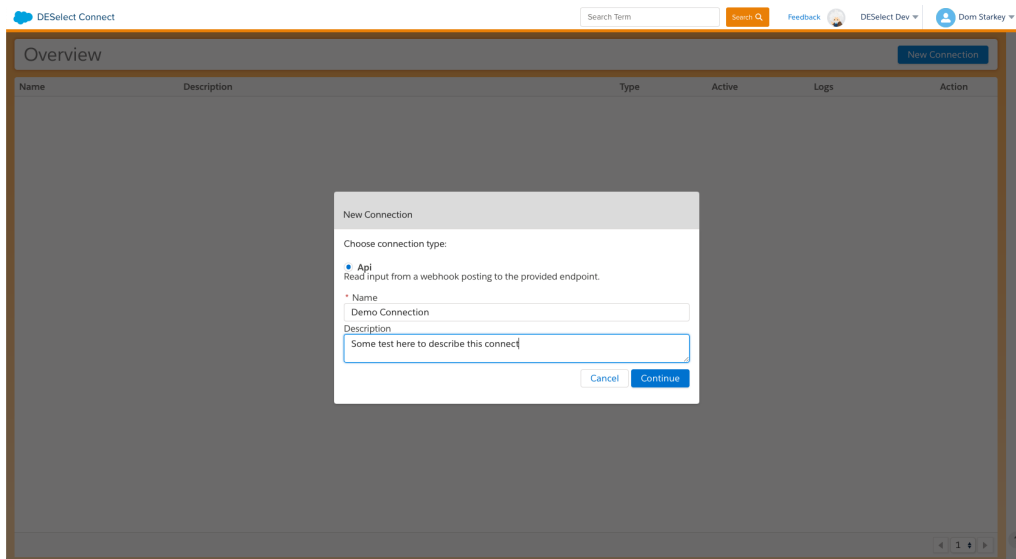
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Create a webhook in Magento

- Login to the Magento Admin, choose Store > Settings > Configuration > Mageplaza Extensions > Webhook.
 - Change the settings here to your choosing, but make sure you set “Enable” to “Yes” and Save Config.
- From the Admin Panel, go to System > Webhook > Manage Hooks.
- Choose to Add New button in the right corner with options such as New Order, New Product, Update Product, Delete Product, etc.
 - Name: Enter the name of the Hook. This name will display when sending the email to customers.
 - Status: Choose “Enable” to use Hook
 - Store View: Choose Store View where Hook is displayed. With unselected Store View, Hook will not appear.
 - Priority:
 - Enter the priority for Hook
 - The smaller the Hook priority, the higher its priority. 0 is the highest priority.
- For the Payload URL field, use the URL from the previous stage from Connect.
- Choose POST for the method.
- For content-type, choose “application/json”

- You need to add the content into the Content field to send a request. Click Insert Variable to choose the variable.
 - The body should be in JSON format. For more information on this, [see here](#)
 - Your eventual Body should look something like this:

```
{  
    "itemId": {{entity.item_id}},  
    "Date": {{entity.date}}  
}
```
 - Where the green text is a property title that you choose and the blue text comes from the variables being inserted.
- Click Save to save your new webhook

Send a test payload

Once the webhook is saved, carry out a test event and follow the remaining steps in the Connect User Guide.

When someone completes a form in WordPress

WordPress is a popular content management system with a world of extensions and plugins to extend and customize the functionality of your website. The most common extension for contact forms in WordPress is WPForms, and this guide will show how to combine WordPress, WPForms, and The WPForms Webhooks addon to send data directly from WordPress contact forms to DESelect Connect and SFMC.

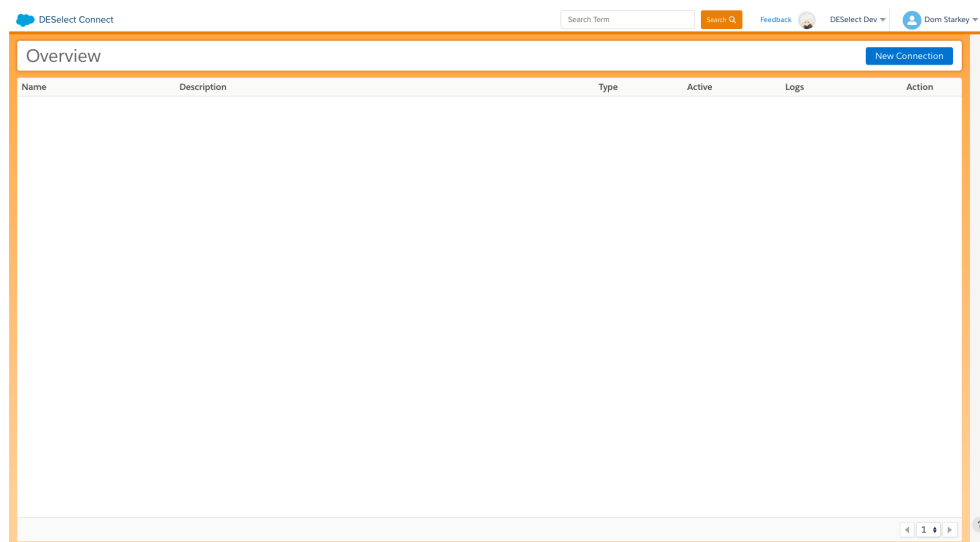
What you'll need

- Admin access to your WordPress instance
- The WPForms extension was installed, and a working contact form
- The WPForms Webhooks Addon installed
 - Details and installation guide are here:
<https://wpforms.com/addons/webhooks-addon/>

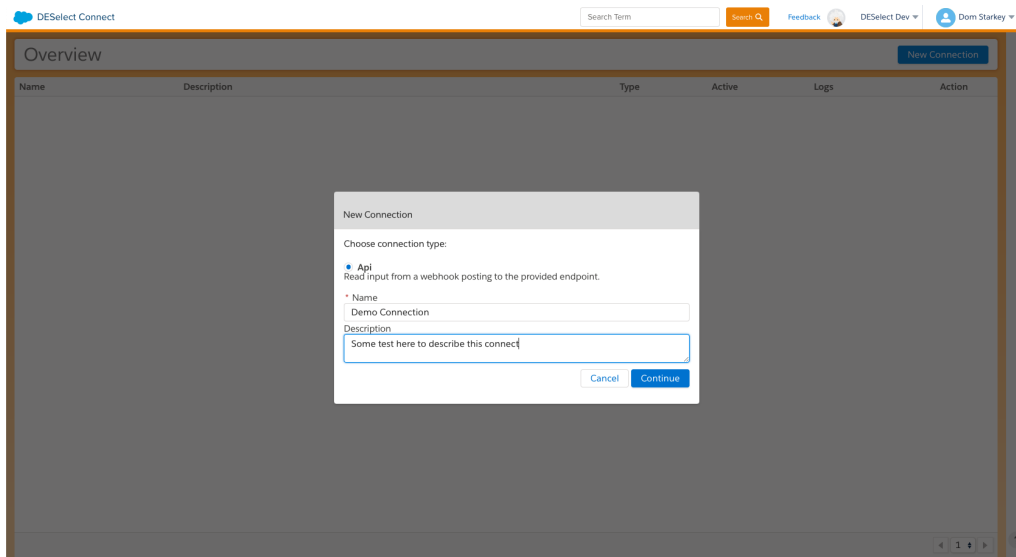
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Create a webhook in WordPress

- Within the form builder in the admin pages of WordPress, click the settings tab, then Webhooks.
- From the Webhooks dropdown, switch this setting to On.
- For “Request URL,” add the URL from the previous Connect step.
- For “Request Method,” choose POST
- For “Request Format,” choose JSON
- You can leave the secret and headers sections empty
- For “Request Body,” add the names of the variables you wish to send to Connect/SFMC
 - The name on the left will be the property name of your choosing. The dropdown on the right allows you to select the form variable to send with this property. We will map these into your SFMC Data Extension later.

Send a test payload

Once the webhook is saved, fill in the form as a test and follow the remaining steps in the Connect User Guide.

When someone completes a form in Google Forms

Google Forms has the native capability to send Google Form submissions to a Google Sheet. But with a bit of effort and custom scripting, it is possible to also send submissions to DESelect Connect and SFMC.

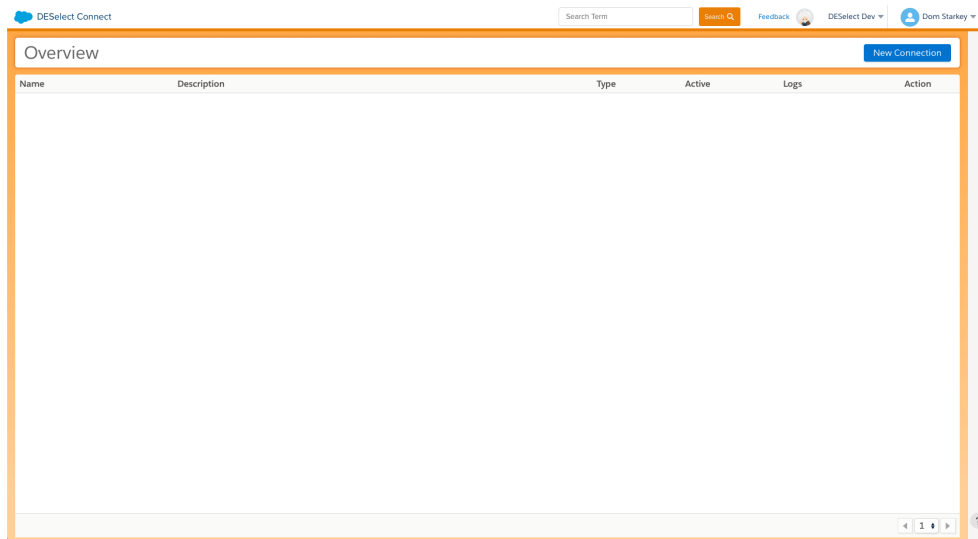
What you'll need

- A Google Form that you wish to send the submissions from
- Basic javascript skills to create the Script.

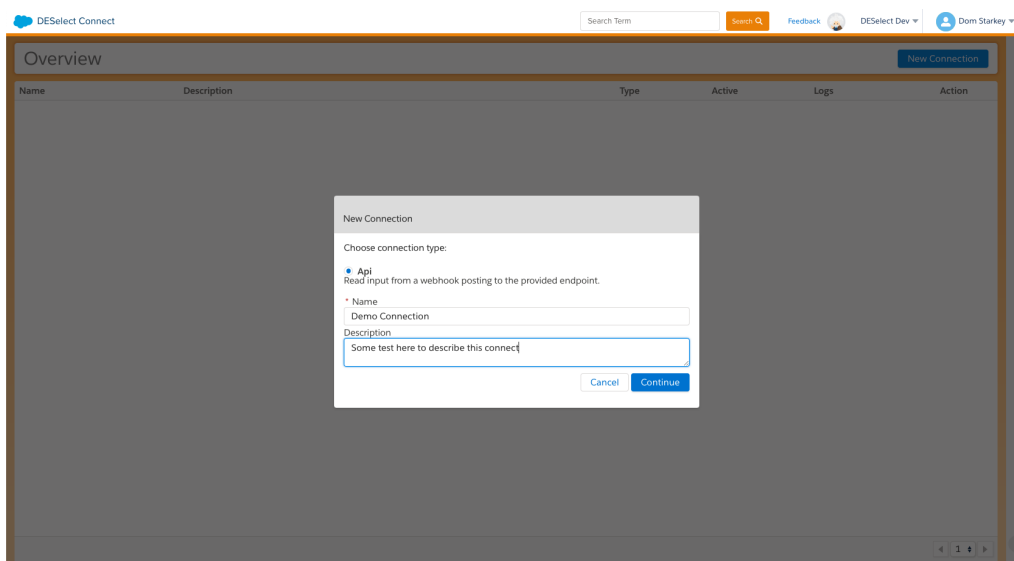
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Add a script to your Google Form

- Inside your Google form editor view, click on the three vertical dots in the top right corner and select "Script Editor."
- Copy and paste the following script into the editor:

```
var POST_URL = "Enter the Connect webhook URL here";
function onSubmit(e) {
  var form = FormApp.getActiveForm();
  var allResponses = form.getResponses();
  var latestResponse = allResponses[allResponses.length - 1];
  var response = latestResponse.getItemResponses();
  var payload = {};
  for (var i = 0; i < response.length; i++) {
    var question = response[i].getItem().getTitle();
    var answer = response[i].getResponse();
    payload[question] = answer;
  }

  var options = {
    "method": "post",
    "contentType": "application/json",
    "payload": JSON.stringify(payload)
  };
  UrlFetchApp.fetch(POST_URL, options);
};
```

- Make sure you have updated line one of this script to include the URL from the previous Connect Stage.
- Open Edit > All your triggers
- Create a new trigger by clicking on the Add Trigger button on the bottom right-hand side
- Choose which function to run: onSubmit
- Select event type: On form submit.
- Save this trigger and then select File > Save from the script window.

Send a test payload

Once the script is saved, fill in the form as a test and follow the remaining steps in the Connect User Guide.