How to use MyFeelBack to feed Adobe Campaign CRM?

If you want to send engaging smart surveys to your Adobe Campaign contacts, enrich your contact records in real time with high value customer data or even empower your teams with actionable real time insights right from Adobe Campaign, you should connect your Adobe Campaign *and MyFeelBack accounts together.*

Find how by following those few steps:

1- Requirements
In order to configure your mapping, you have to make sure your campaign is correctly set up.
In order to design a precise and meaningful mapping, you should start by identifying what you want to map (i.e. what information you want to send to Adobe Campaign).

In your survey, please identify your Attributes (http://support-en.myfeelback.com/article/108-attribute) (and create some if you don't have any). You don't have to use Attributes, but most of the time, it allows you to easily exploit the identity of your respondents (and then link it to the correct Contact record in Adobe Campaign). As a best practice, we recommend to create an "email" Attribute (http://support-en.myfeelback.com/article/109-how-create-attribute) to find corresponding email fields between your respondents and your Adobe Campaign contacts database. Also, add Tags (http://support-en.myfeelback.com/article/316-tags-consolidate-data) in your questions to identify them easily once you will be creating the Mapping between MyFeelBack and Adobe Campaign.
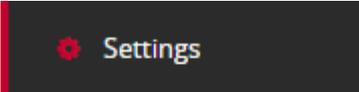
As Adobe Campaign is not cloud based, we need to plan a technical intervention in order to connect MyFeelBack to Adobe Campaign.

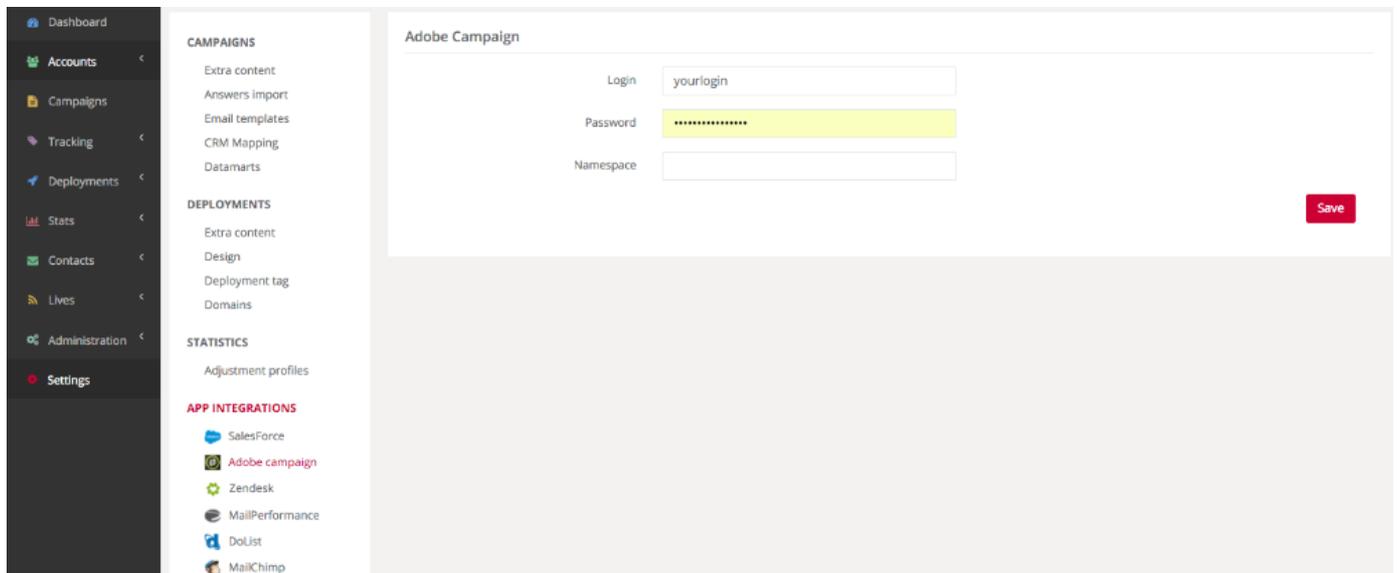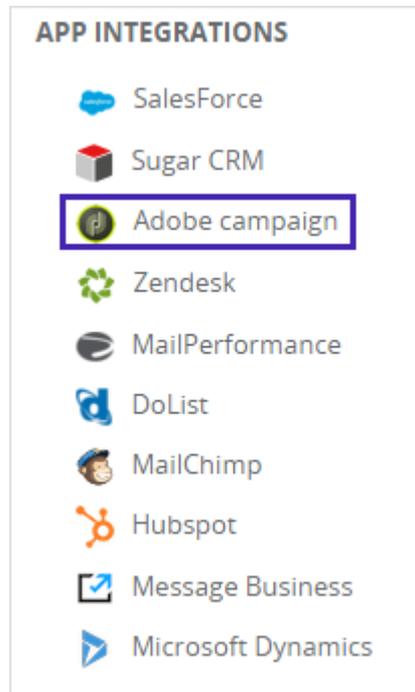**2 - Connect to Adobe Campaign**

Then you need to connect Adobe Campaign to MyFeelBack. Go to Settings in the side menu and click on Adobe Campaign in App Integrations.

You can now "Connect to Adobe Campaign" and enter your Adobe Campaign credentials.

Please notice we need to plan a technical intervention to connect MyFeelBack to Adobe Campaign.

APP INTEGRATIONS

- SalesForce
- Sugar CRM
- Adobe campaign
- Zendesk
- MailPerformance
- DoList
- MailChimp
- Hubspot
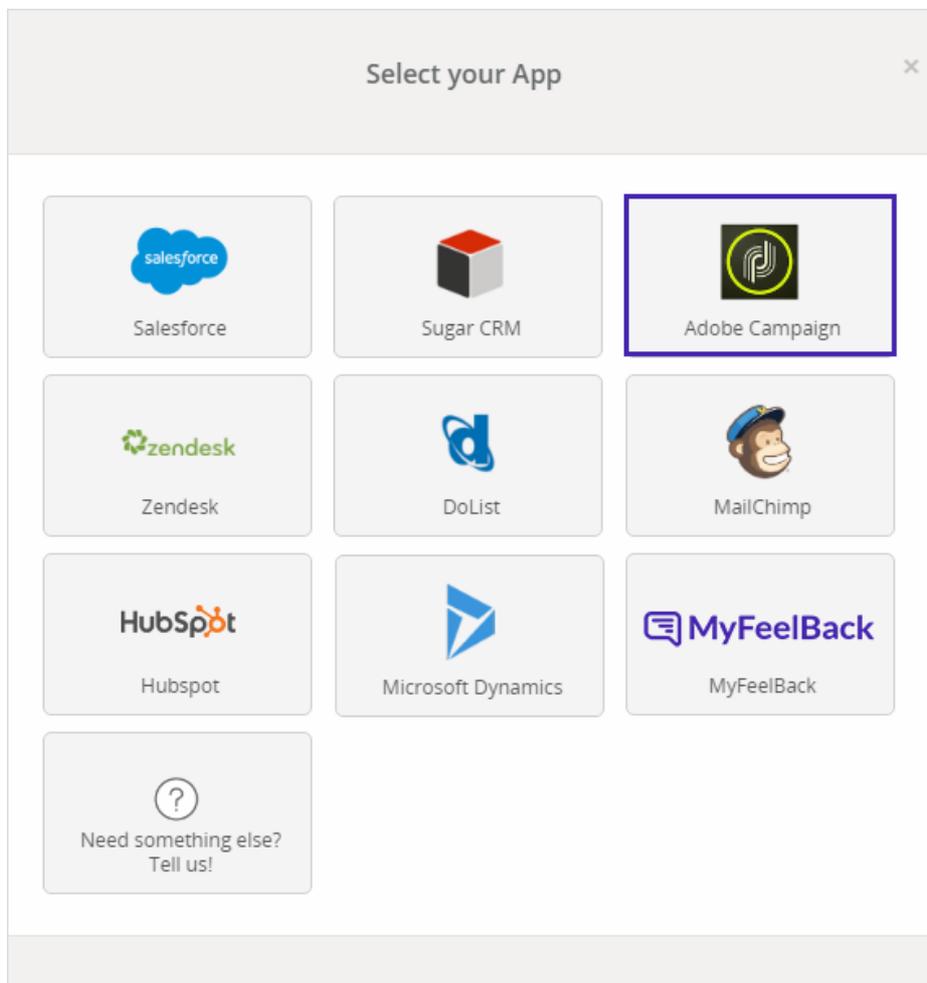- Message Business
- Microsoft Dynamics

3 - Mapping

Once you are connected to Adobe Campaign, you can design your Mapping. In the side menu, select "Settings" and then "Mappings" in Campaigns.
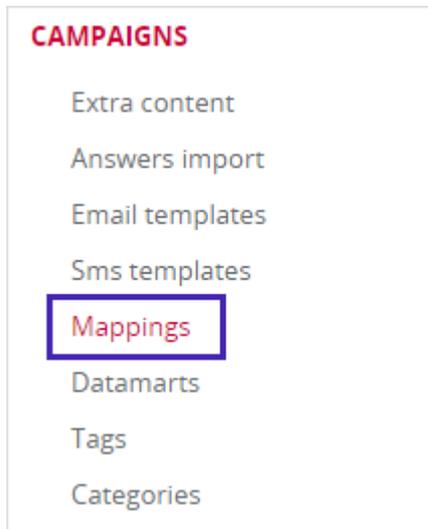
Click on the "Add new mapping" green button :

Then select Adobe Campaign.

You can now set your Adobe Campaign Mapping:

1/ Name it to easily remember it ("Cart abandonment mapping").

2/ In **Distant App object**, select the element you will feed inside Adobe Campaign. As an example, select "Contact" to add content in a field inside a Contact.

3/ The **Identification field** is really important to link a contact between MyFeelBack and Adobe Campaign. As an example, we choose to identify our customer thanks to his email address (which has to be the same in MyFeelBack and Adobe Campaign for the mapping to work).

4/ The **Operation** allows you to choose to either create a new entry on Adobe Campaign (Creation), update an existing entry by writing over an old one (Update), or even create an entry if the data does not exist yet and update if there is already existing data (Create or Update).

5/ You now have to fill the **Mapping fields**:

- Internal objects are the information to find in MyFeelBack (in this case, a question associated to a Tag named "Abandon").

- External fields are the fields which will be modified in Adobe Campaign (in this case, a field called "Reason of non purchase" in your Contact sheet in Adobe Campaign).

- Transformation is used only in very specific cases. It allows you to modify the format of your data (example: change a phone number from +001943XXXXX to 943XXXXX).

In our example, we want to identify the respondent via the "email" Attribute as MyFeelBack Internal object, and feed its answer to the question tagged "Abandon" to the "Reason of non purchase" field in Adobe Campaign (External field of my Contact sheet in Adobe Campaign).
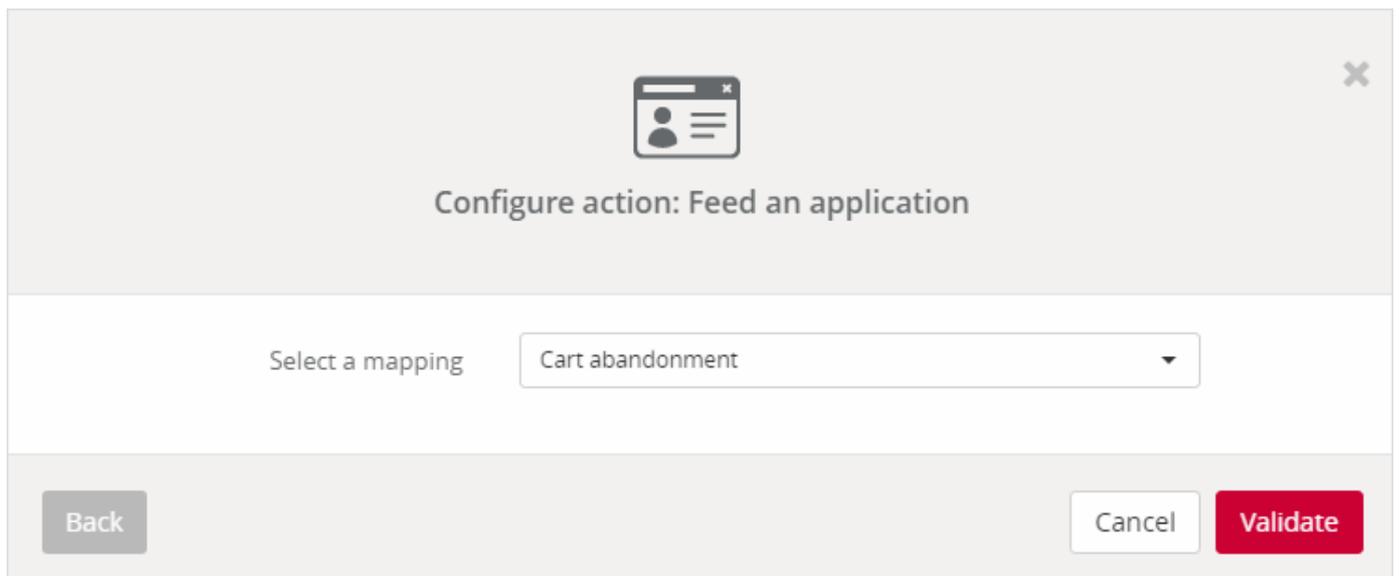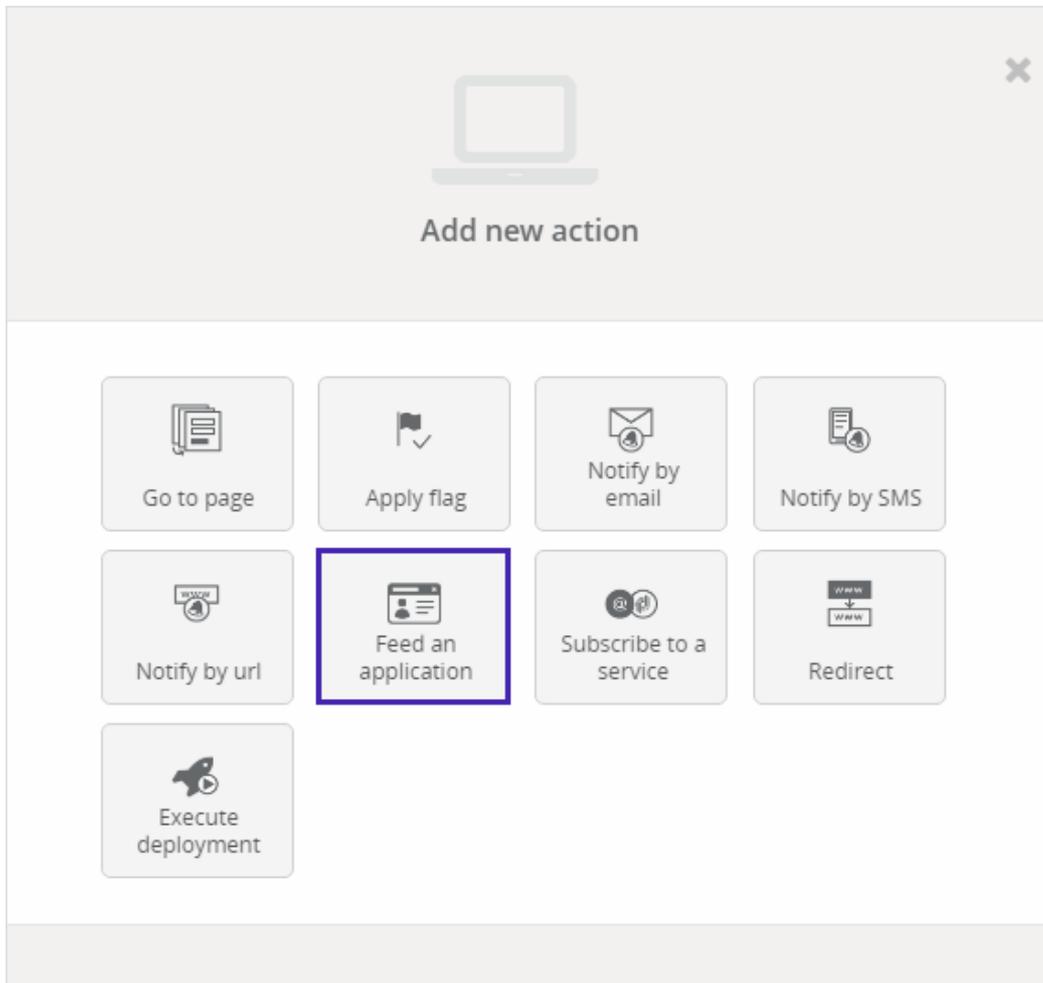
Do not forget to save your modifications.

4 - Actions

Once your mapping is ready, you need to use it in an action inside your corresponding Campaign to make it work. On the "Set actions" tab of your Campaign, define your "when" and "if" conditions and make sure to select "Feed an application" as the "Then" condition.

Add new action

Go to page	Apply flag	Notify by email	Notify by SMS
Notify by url	**Feed an application**	Subscribe to a service	Redirect
Execute deployment			

Configure action: Feed an application

Select a mapping   Cart abandonment   ▼

Back   Cancel   **Validate**

In our example, our scenario basically says: "When" a page is submitted and "If" this Page is called "Abandoning", "Then" Feed an application with this specific mapping. Do not forget to save your modifications.
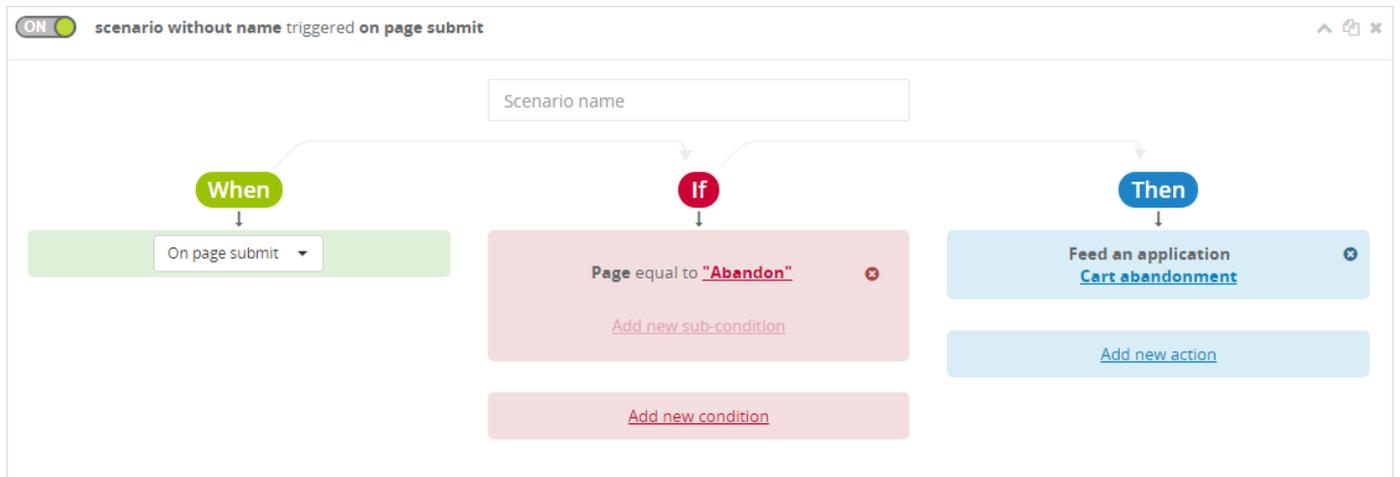
In Actions, you also can "Subscribe to a service". It allows you to automatically subscribe or unsubscribe someone to your newsletters.
To do so, set up a new action:

Then, choose "Subscribe to a service":