
Marketing Cloud Tokenized Sending Implementation Guide

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TOKENIZED SENDING IMPLEMENTATION GUIDE

Use Tokenized Sending to send contact data that is too sensitive to store in your Marketing Cloud account database. You can take information from your own data systems and transmit it to Marketing Cloud only at send time via an API request.

Sensitive information can include these values:

- Personally Identifiable Information (PII)
- Protected Health Information (PHI)
- Any other information stored on your servers instead of in Marketing Cloud

Who This Guide Is For

This guide is for Marketing Cloud admins to implement Tokenized Sending.

Before You Start

Review these prerequisites and considerations.

- You should have basic knowledge about token and security concepts.
- This feature requires a new Marketing Cloud account to ensure all sensitive data is not stored in Marketing Cloud.
- This feature requires Marketing Cloud enablement to function. To use Tokenized Sending, contact your Marketing Cloud account representative.
- Tokenized Sending functions as part of any account type. The feature operates as an enterprise-wide configuration across parent and child business units.
- You need a separate tenant for Tokenized Sending.
- You need a token resolver service that you develop on behalf of your organization. For requirements for the token resolver service, review [Resolve Token API Specification](#).
- To ensure proper communications between your data system and Marketing Cloud, allowlist Marketing Cloud IP addresses.
- This feature requires a subscriber key value for each contact in your account.
- Email address or mobile number must be tokenized.
- This feature applies to new data only.

SEE ALSO:

[Resolve Token API Specification](#)

[Tokenized Sending](#)

Token API Security

Marketing Cloud can authenticate using your token resolver service with HTTP basic authorization or OAuth 2.0. Apex REST isn't supported.

Basic Authorization

Tokenized Sending supports username and password authentication. Configure your endpoint to listen on port 443. Provide the credentials to your Marketing Cloud account representative when implementing your API framework. You can also allowlist Marketing Cloud IP addresses to secure your interactions.

OAuth

Tokenized Sending supports the `client_credentials` grant specified in the OAuth 2.0 specification. Marketing Cloud provides a username, password, and scope access to an OAuth endpoint and provides the resulting bearer token when accessing information from your data system.

To troubleshoot issues related to OAuth, first verify that your `OAuth_Login` setting is active by logging into Marketing Cloud as an admin. This setting is located in Setup | Tokenized Sending.

Although the MC token request service connects to an OAuth 2.0 endpoint, using OAuth 2.0 doesn't increase the security of the token exchange any more than the default HTTP Basic authentication. Using OAuth 2.0 adds increased overhead and network traffic during sends.

Enable OAuth 2.0 Authorization

Follow these steps to enable OAuth 2.0 for Marketing Cloud Tokenized Sending.

1. Get your OAuth2 token resolver endpoint URL and its username and password.
2. In Marketing Cloud Setup, update the tokenized configuration menu OAuth2 login. Provide the URL, username, and password.

Enable Mutual Certification or Client Certificate

If you are approved for mutual TLS certification for Tokenized Sending, navigate to Setup in Marketing Cloud, and select the client certificate checkbox in Tokenized Sending configuration.

Supported Email Messaging Functionality


Tokenized Sending supports functionality such as file-based imports, auto-response and forwards from Reply Mail Management, plus much more.

- File-based imports
- Auto-response and forwards from Reply Mail Management
- Bounce tracking and categorization from Bounce Mail Management
- One-click unsubscribe
- Additions to the All Subscribers list using the tokenized email message value
- Sends to Subscriber Lists
- Sends to Data Extensions Sends to Data Extensions using Data Filters
- Triggered Sends - Provide the tokens, not the email address.
- Return Path Seed Lists

Supported MobileConnect Messaging Functionality

Tokenized Sending supports the following MobileConnect functionality, such as file-based imports, stops and unsubscribes, send to all lists, and a mobile list.

- File-based imports
- Stops and unsubscribe

 **Note:** Provide the Get Token API.

- Send to All Contacts list
- Send to Mobile List
- Pass mobile numbers from mobile-originated messages to your system
- Triggered Sends using the MessageContact SMS API - use the legitimate country code in front of the mobile token

 **Note:** Provide the Get Token API.

 **Note:** There is limited support for Tokenized Sending with SMS because the first digit of the token format must be the correct country code. The rest of the value is the token.

Unsupported Tokenized Sending Features

Tokenized Sending does not work with certain Marketing Cloud features. Review this list for additional information.


- MobilePush, GroupConnect, or Marketing Cloud Connect
- MobileConnect QueueMO SMS API
- SMS conversations, SMS double opt-ins, and SMS messages that use Next Keyword functionality
- Other data privacy features, such as field-level data encryption or data obfuscation
- Journey Builder activities when not storing decision criteria in a clear state or in Marketing Cloud
- Segmenting, filtering, or querying when not storing criteria in a clear state or in Marketing Cloud
- Execution of Service Level Agreements (SLAs) specifically for sending due to the inclusion of outside servers within the process
- New token creation from a clear email address or mobile number. For every use case, create a token.
- The Resolve Token API does not support passing null attribute values in the response. Therefore, you need to omit the null subscriber attribute values from your response.

SET UP TOKENIZED SENDING

Set up Tokenized Sending in Marketing Cloud.

Implement Tokenized Sending

Follow these steps to implement tokenized sending in your Marketing Cloud account. Ensure that you are ready to test and implement Tokenized Sending before this feature is enabled for your account. Some Marketing Cloud features don't work when Tokenized Sending is enabled but not implemented.

1. To ensure successful implementation, review the tokenized sending prerequisites and the Get and Resolve Token API specifications.
2. Develop your REST APIs for getting and resolving tokens.
3. Configure your APIs.
 - a. Whitelist applicable Marketing Cloud IP addresses.
 - b. Enter endpoint and authentication credentials on the Security section in the Setup section of your Marketing Cloud account.
4. To test your configuration, save your endpoint and authentication credentials in the Security section. Review results of the test and fix your configuration accordingly.
 **Note:** Marketing Cloud saves only correctly configured APIs.
5. Prepare for a test send by creating a sample list with sample tokens. Import this sample list into your Marketing Cloud account.
6. Perform a test send using the sample list in your Marketing Cloud account.
7. After a successful test send, your account is ready for production sends.

TOKENIZED SENDING USE CASES

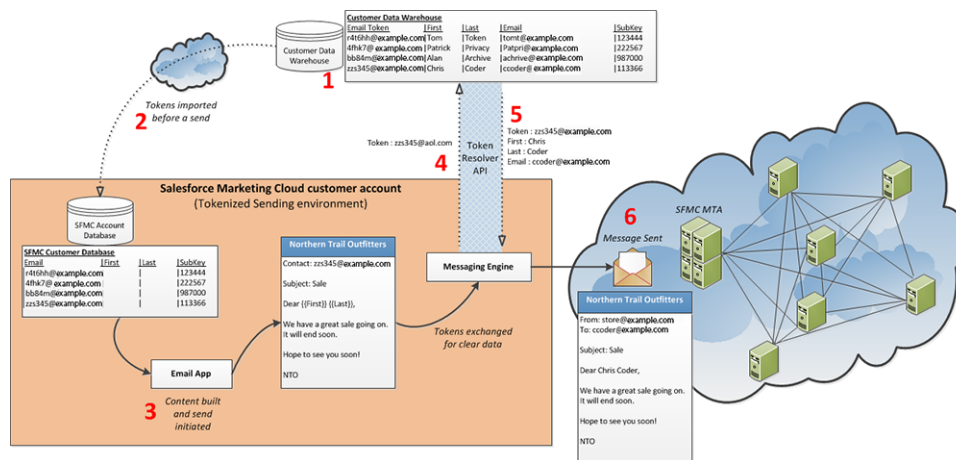
Sensitive data received from the token exchange is discarded from memory and isn't retained in Marketing Cloud. All tracking and deliverability data, which can be identified by subscriber key, is available in Marketing Cloud.

Send Examples

View examples of Email Send and MobileConnect Send and Stop in Marketing Cloud.

Email Send

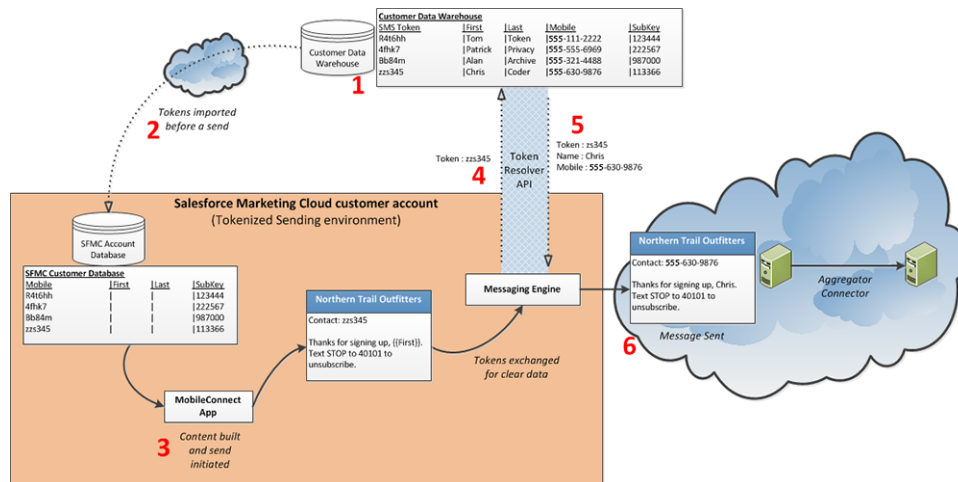
This example demonstrates an email send using Tokenized Sending in Marketing Cloud.



- (1) Contact information is stored in the customer data warehouse.
- (2) Tokens are imported before a send.
- (3) User initiates a send. Content building occurs now.
- (4) Marketing Cloud initiates a call to the customer data warehouse for contact information.
- (5) Customer data warehouse returns contact information.
- (6) Marketing Cloud uses returned contact information for send.

MobileConnect Send

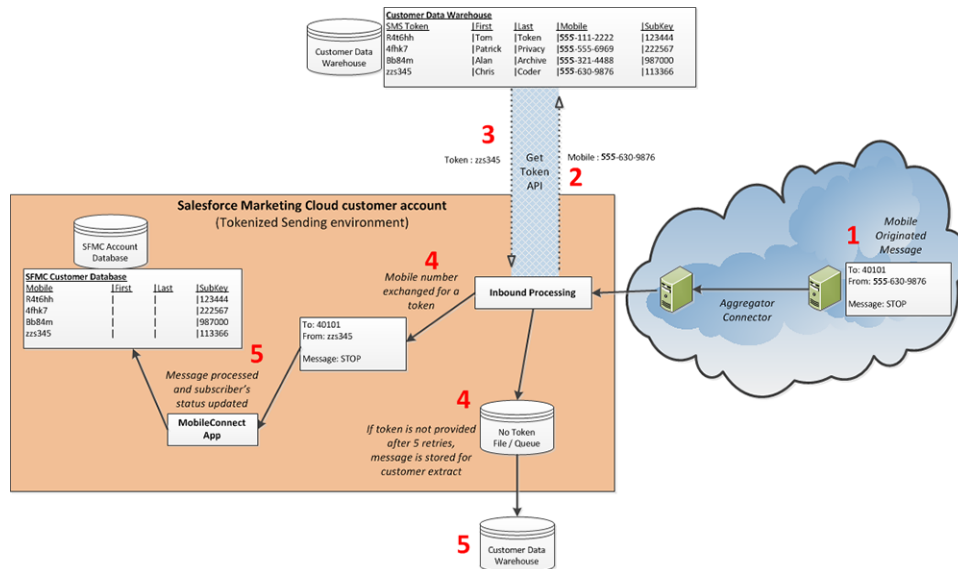
This example demonstrates using Tokenized Sending for a MobileConnect Send in Marketing Cloud.



- (1) Contact information is stored in the customer data warehouse.
- (2) Tokens are imported before a send.
- (3) User initiates a send. Content building occurs now.
- (4) Marketing Cloud initiates a call to the customer data warehouse for contact information.
- (5) Customer data warehouse returns contact information.
- (6) Marketing Cloud uses returned contact information for send.

MobileConnect STOP

This example demonstrates Tokenized Sending for a MobileConnect STOP request in Marketing Cloud.



- (1) Contact sends a STOP SMS message.
- (2) Marketing Cloud initiates a call to the customer data warehouse with the mobile number used to send the STOP message.
- (3) Customer data warehouse returns a token value.

- (4) Marketing Cloud receives the token value linked to the mobile number.
- (5) The contact record is updated if available. If no token is returned, Marketing Cloud stores the value for customer review.