



DATA ADAPTORS Overview

Customers have been sending data to another end point in the Form Builder Sapplet. You can configure your own Data Adaptor Plugin to transform this data into the format of your choice so you can send it to another database. You can send your form data to Salesforce to create a lead or a case, or send the data to your email provider thanking prospects for their interest.

To set up a Data Adaptor, and get that form information sent into Salesforce.com, a developer must configure it in the Development Platform. Have your Channel Admin contact marketingcloudsupport@salesforce.com to request access. If you need development help, please email your Account Executive or Customer Success Manager.

To set up a Data Adapter, complete the following steps:

1. In the upper right hand corner, click **Create Plugin**.

Development Platform					
Plugins	Plugins		+ Create Plugin		*
Custom Sapplets	Name	Date Published	Published By		
	SFDC email 2 case	Not Published	Not Published		٥
	SFDC email 2 case	02/05/2013 12:20 PM	Abigail Grant		٥
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Create Plugin

2. Name your plugin and type a description for future reference.

Dashboard 💭 ConversationBuddy	y 🔛 ProfileBuddy 🔠 ReachBuddy 🕟 ConversionBuddy 📢 BuyBuddy 🏢 Analytics	Abigali Grant 🔻	Buddy Media Help
Development Platform			
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	Plagin Description Describe your plagin.		
	Sends the from data is a case in Salestone CRM.		
	Plagin XSLT * Defines have data in your expelication connects to supplet output data.		

Name Plugin





3. Define the structure of the data you want your sapplet to output.

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The XSL1 format is correct. tected Variables & Options gin XSLT defines how data in your app well as defining user configuration sett Variable Name	plication collect to sapplet output data ings. Variable Label * This will describe the field within sapplet UIs.	
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Data Structure

4. Now the plugin is set up. Move to tab **Client Availability** and define which clients within your channel will have access to use the plugin. When you choose the client, your changes will automatically save.

Development Platform		
Plugins	Plugin Configuration	
Custom Sapplets	SFDC email 2 case Sends be tron data to a case in Salesbroe CRM.	
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	Clients	Q van
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Define Clients



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Development Platform		
Plugins	Plugin Configuration	
Custom Sapplets	SFDC small 2 case Sends he horn data is a case in Salasbras CRM. Sends he horn data is a case in Salasbras CRM.	
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5. The clients have been defined, so move to the third and final step: Publishing.

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Development Platform		
Plugins	Plugin Configuration	
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Publishing

6. Click the **Publish** button and your plugin will be enabled and ready for configuring.



Publish



To configure your plugin so that it sends data into Salesforce.com, complete the following steps:

- Outcome
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- 1. From ProfileBuddy or ReachBuddy, choose **Installed Plugins** from the left navigation.



2. Select the plugin you want to set up.

Dashboard 🔵 Conver	rasBonDud	y ProfieDuddy (1) ReachDoc	idy 🚯 ConversionSuddy 🌾 BuyBuddy	Analytica		📓 Abigall Grant 👻 Buddy	Media Hel
ProfileBuddy Va	ın Burer	Products ▼					
My Library		Plugins			+ Add Plugin		
= AI		Use plugins to format and se	nd data to another system, such as	Salesforce CRM or your email marketing solution.			
Recent				Select Plugin ×			
* Favorites			SFDC email 2 case	Published by Abigail Grant.			
My Plugins				2013-02-05 12:20:04			
Chinstalled Plughs							
My Folders							
+ Add Folder							
				Cancel Select Plugin			
© 2013 salesforce.com, inc. Al rd others are trademarks of e							

Select Plugin

3. Name the configuration of the plugin and choose a client you want the configuration settings to apply to.

Note: The Email Destination field you see is specific to the plugin type. This field could also be for your Salesforce Org ID, or your email client account ID – it all depends on what information the plugin needs.





Plugin Settings ×
SFDC email 2 case Sends the from data to a case in Salesforce CRM.
Plugin name Used to uniquely identify this configuration of the plugin.
Cases logged on the web
Client
Van Buren Products
Email Destination
support@salesforce.com
Cancel Save Setting

Plugin Settings

Your plugin is now available to use in Form Builder.

Dashboard 💭 ConversationBudd	ProfileBuddy	BuyBoddy Analytics	🗈 🧮 Abigall Grant 👻 Buddy Media 🛛 Heit
ProfileBuddy All Clients			
My Library 👻	Plugins		+ Add Plugin (Q. x)
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Installed Plugins			
My Folders -			
+ Add Folder			

Plugin



4. When you are ready to use the plugin, go to the Form Builder sapplet on your canvas, choose the third tab **Plugins**, then choose **View Available Plugins**.

Dashboard 💭 ConversationBuddy	ProfileBuddy (ReachBuddy (ConversionBuddy 📢 Bu	oading × ⁹⁵	Abigail Grant 👻 🛛 Buddy Media 🗌 Help
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Form Builder: Form Builder			
Content	You have no plugins configured	View Available Pluging	
Settings Plugins	Ine are 1 Hugins available		
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View Available Plugins

5. Continue by choosing the desired configuration of the plugin.

		Add Plugin	
You have no pluging	1 Plugins Installed	Q	×
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Save Cancel	Cases from the web	SFDC email 2 case	_
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Plugin Configuration

6. Finally, map the variables for the plugin to the sapplet's fields and click **Save**.



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Form Builder: Form Builder		
Content		
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	Last Name 🔅 Salect 👻	
	Sevo Cancel	

Map Variables

7. Select the desired options from the drop-down menus and then click **Save**.

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ttings	SFDC email 2 case Cases from the web					
Plugins	Sends the from data to a case in Salesford	Sands the from data to a case in Salesforce CRM. Change Remove				
	Map Variables Cases from the web Plugin requires the following variables to be mapped to sapplet data					
	Plugin Variables		Available Variables			
	Subject 🗸	; ≵ .	What product do you have a questioner about?			
	Body 🗸	i‡:	Describe your issue or question. 🔻			
	FB ID 🗸	72	Facebook User ID 👻			
	First Name		Select 👻			
	Last Name		Facebook First Name			
			Facebook Last Name			
	Save Cancel		Facebook Gender			
			Facebook User ID			

Save

Your plugin is now ready to send data to the platform of your choice. Test the plugin by running an end-to-end check and ensuring the data is sent successfully.



marketingcloud@salesforce.com