



Learn. Network. Grow.

**MParDreamin' 2022**

# Fancy Things with Query Strings (MCAE/Pardot Form Handlers)

**Brandon Walton**

Founder, Cypress Learning Solutions, Inc



# Special Thanks To Our Sponsors



Title

SERCANTE



Platinum

D=SELECT

stensul

tray.io

Gold

FormAssembly

LeanData

STACK MOXIE

THE SPOT  
FOR PARDOT by SERCANTE

Silver

MarketingOps

Goldcast

THE SPOT  
FOR PARDOT JOBS

GREENKEY

FIONTA

# Welcome Poll

Let's get to know each other better





# What is a Query String?



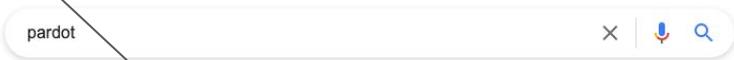
A **query string** is part of a **uniform resource locator (URL)** that assigns values to specific parameters. A query string commonly includes fields added to a base URL by a Web browser or other client application, for example part of an HTML form.

(source: [https://en.wikipedia.org/wiki/Query\\_string](https://en.wikipedia.org/wiki/Query_string))

# URL Anatomy 101: So a URL Walks into a Bar...

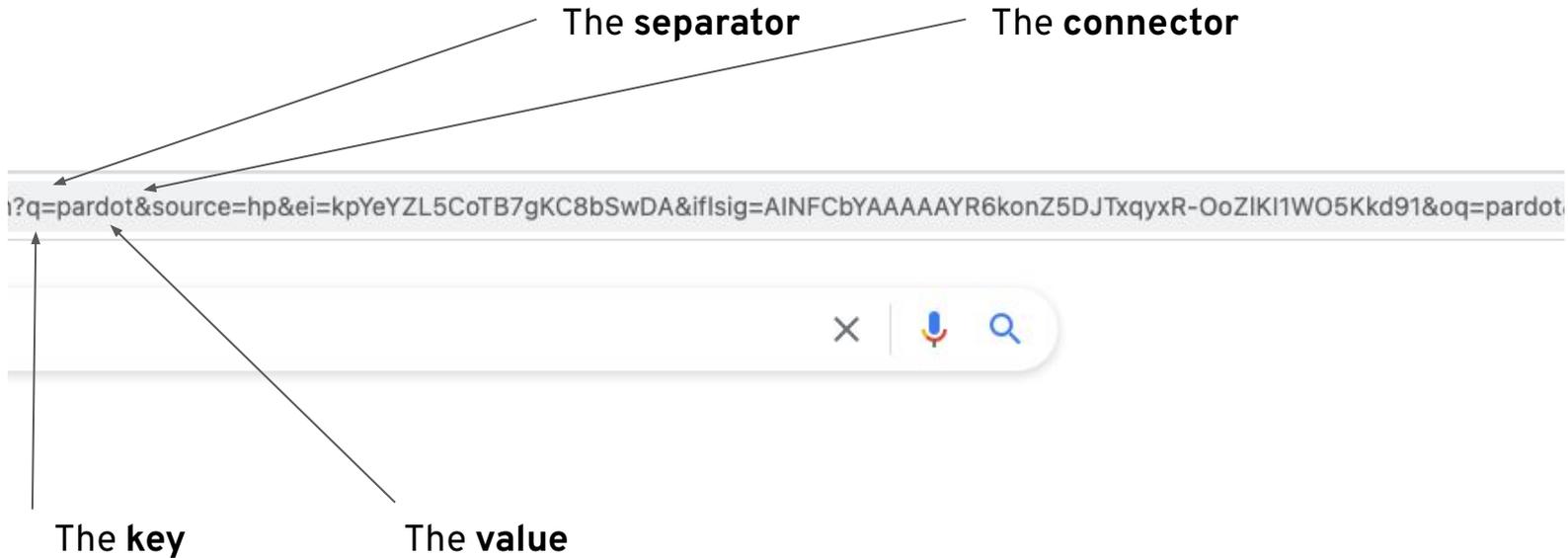


Anything after the '?' is part of the 'query string'



The first part of the URL is the server

# URL Anatomy 101: ...Where am I going?



# An example



A screenshot of a web browser. The address bar shows the URL 'demoshop.com/product/flying-ninja/?utm\_source=newsletter&amp;utm\_medium=email&amp;utm\_campaign=summer15', with the query string portion highlighted in a red box. The page header features the 'Demoshop' logo and 'Measureschool Demoshop' text. A search bar is on the right. A navigation menu includes 'Clothing', 'Hoodies', 'T-shirts', 'Music', 'Albums', 'Singles', 'Posters', and 'More'. The cart shows '\$0.00 0 items'. The breadcrumb trail is 'Home / Posters / Flying Ninja'.



SALE!

## Flying Ninja

★★★★☆ (6 customer reviews)

\$15.00 **\$12.00**

Search ...

### Recent Posts

[Hello world!](#)



# Give it a Shot!

1. In your Web browser, type: <https://google.com/search?q=>
2. Enter your 'search' directly into the address bar.
3. What do you see?

# Important! Things to Know



- The Query begins at the '?', this is where the query begins
- A Query string is a key-value pair, each key-value pair defines a **parameter**.
- the '=' is the **separator** between the key (identifier) and the pair(value)
- The **key** is to the left of the '=' (separator). This is the **identifier, or the field name**
- The **value** is to the right of the '=' (separator). This is **the data that will be entered**.
- '+' defines a space in the query
- The "&", is called a **Connector**. This is used to add more key/value pairs to your request

 [https://www.google.com/search?q=query+string+key+value+pairs&oq=query+string+key+val&aqs=chrome.](https://www.google.com/search?q=query+string+key+value+pairs&oq=query+string+key+val&aqs=chrome)

# Types of Requests

The **BASICS** of surfing the web



- **GET Request:** When we make a GET request, we are asking the browser to ‘Bring’ us information from another computer. When we are browsing the web, we are making GET request to the URL in our address bar.
- **POST Request:** When we SUBMIT information, we are ‘Sending’ information to another computer. When we submit a form, we are making a POST to a location, typically the ‘action=’ portion of the form

# Query strings in MCAE (Pardot)

Let's make some  
MAGIC!



# Query Strings in MCAE (Pardot)



## Forms

**Query Strings** can be used to pre-populate your forms with information

## Landing Pages

**Query Strings** can be used to pre-populate your Landing Page forms with information

# A Few Fancy Things: batch #2



**Supercharging our Marketing Attribution IN MCAE FORMS with Query Strings:**

Let's visit a MCAE form:

**<https://info.cypresslearning.com/l/698803/2021-03-29/5p8hnl>**

Now, let's visit the form again with some query string variations:

- **<https://info.cypresslearning.com/l/698803/2021-03-29/5p8hnl?source=facebook>**
- **<https://info.cypresslearning.com/l/698803/2021-03-29/5p8hnl?source=instagram>**
- **<https://info.cypresslearning.com/l/698803/2021-03-29/5p8hnl?source=tiktok>**

- 1. How do the query string variations differ from the original form url?**
- 2. What kind of benefits would come from using this?**

# A Few Fancy Things: batch #3



Personalizing your Customer Journey with Query Strings:

Let's visit the following Calendly URL:

<https://calendly.com/pardot-sales-team/pardot-support-inquiry-discovery-call>

Add the following query string to the end of this url:

[?name=Brandon+Walton&email=brandon%40cypresslearning.com](https://calendly.com/pardot-sales-team/pardot-support-inquiry-discovery-call?name=Brandon+Walton&email=brandon%40cypresslearning.com)

<https://calendly.com/pardot-sales-team/pardot-support-inquiry-discovery-call?name=Brandon+Walton&email=brandon%40cypresslearning.com>

- What happens in Calendly, when the query string is added?
- How could this be used to improve customer experience?

# MCAE Form Handlers (Special Sauce)



## Can you Taste it?

Developers can use form handlers to send data into your Pardot account using Query Strings, using email as an identifier



# If your Company is on Pardot GROWTH

No Pardot API - NO WORRIES!

**Did you know that Form Handlers can work as a simplified 'API' solution?**

```
https://go.pardot.com/l/698803/this-is-not-real-/77klsh?email={{email}}
```



# Form Handlers can be used for Selective Syncing from Salesforce with APEX

(... don't worry, we've made it simple for you)

# Introducing: Webhooks for Salesforce Flows



Setup Home Object Manager

Q package

Apps

Packaging

Installed Packages

Package Manager

Package Usage

Didn't find what you're looking for? Try using Global Search.

## SETUP Installed Packages

Package Details **WebhooksByCypress (Managed)** [Help for this Page](#)

[Uninstall](#) [Become Primary Contact](#) [View Dependencies](#)

Package Name	WebhooksByCypress	Version Number	1.1
Language	English	First Installed Version Number	1.1
Version Name	Winter 2022	Package Type	Managed
Namespace Prefix	wh4sf	Modified By	Brandon Walton, 10/20/2021 8:56 PM
Publisher	WebhooksByCypress		
Description	Webhooks for Salesforce By Cypress Learning Solutions. E Package Details: WebhooksByCypress - Salesforce - Enterprise Edition Patch Callouts via invocable method. Designed to enable basic webhooks (non-header authenticated) for Process Builder & Flows.		
Installed By	Brandon Walton, 10/20/2021 8:56 PM		

Count Towards Limits

Apps	0	Tabs	0	Objects	0
------	---	------	---	---------	---

### Metadata Components Included in Package

Action	Component Name	Parent Object	Type
	<a href="#">WebHooksbyCypressTest</a>		Apex Class
	<a href="#">WebHooksbyCypressBatchCallout</a>		Apex Class
	<a href="#">WebHooksbyCypressBatchJob</a>		Apex Class
	<a href="#">WebHooksbyCypress</a>		Apex Class
	<a href="#">ParadotFormHandler</a>		Remote Site

### Remote Access

No records to display

Always show me fewer ▲ / ▼ more records per related list



Select Elements



Auto-Layout (Beta)



Version 1: Active—Last modified a month ago

Run

Debug

Deactivate

Save As

Save

### Toolbox

#### Manager

Search this flow...

New Resource

#### RESOURCES

Formulas (1)

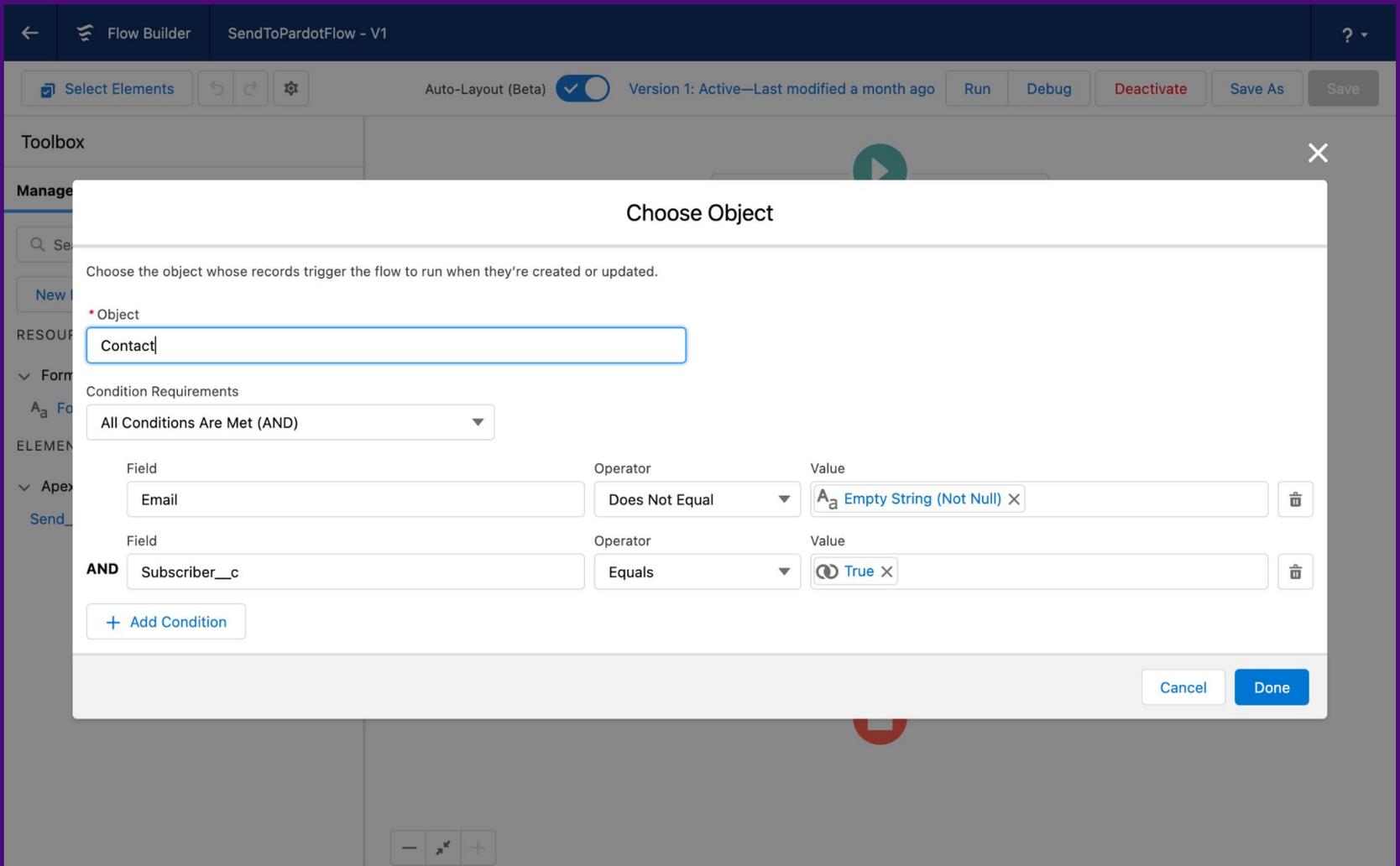
FormHandler

#### ELEMENTS

Apex Action (1)

Send\_to\_Pardot





## Choose Object

Choose the object whose records trigger the flow to run when they're created or updated.

\* Object

Contact

Condition Requirements

All Conditions Are Met (AND)

Field

Email

Operator

Does Not Equal

Value

Empty String (Not Null)

Field

AND

Subscriber\_\_c

Operator

Equals

Value

True

+ Add Condition

Cancel

Done



Select Elements



Auto-Layout (Beta)



Version 1: Active—Last modified a month ago

Run

Debug

Deactivate

Save As

Save

### Toolbox

#### Manager

Search this flow...

New Resource

#### RESOURCES

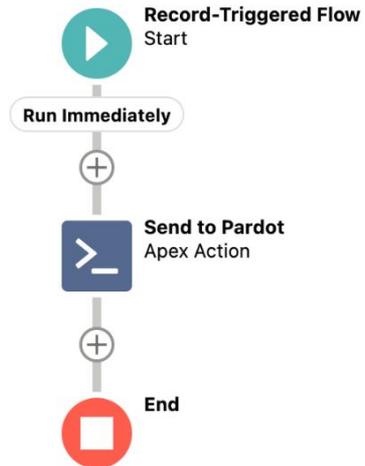
Formulas (1)

FormHandler

#### ELEMENTS

Apex Action (1)

Send\_to\_Pardot



## Edit Formula

FormHandler 

\* Data Type 

Text

\* Formula

Insert a resource...



'https://go.pardot.com/l/698803/2022-02-10/7711sh?email='&{!\$Record.Email}'

Cancel

Done

Select Elements

Auto-Layout (Beta) 

Version 1: Active—Last modified a month ago

Run

Debug

Deactivate

Save As

Save

Toolbox

Manager

Search this flow...

New Resource

RESOURCES

Formulas (1)

A<sub>a</sub> FormHandler

ELEMENTS

Apex Action (1)

Send\_to\_Pardot

Record-Triggered Flow  
Start

Run Immediately



## Edit "WebHooksbyCypress" Apex action

Use values from earlier in the flow to set the inputs for the "WebHooksbyCypress" Apex action. To use its outputs later in the flow, store them in variables.

**Send to Pardot (Send\_to\_Pardot)**

## Set Input Values

A<sub>a</sub> url

Include

Cancel

Done

<https://cypresslearning.com/webhooks-for-salesforce-flows/>

**FREE UNTIL FRIDAY**  
(11-4-2022)

**COUPON CODE:**  
**MARDREAMIN**





# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

**Brandon Walton**  
[brandon@cypresslearning.com](mailto:brandon@cypresslearning.com)