

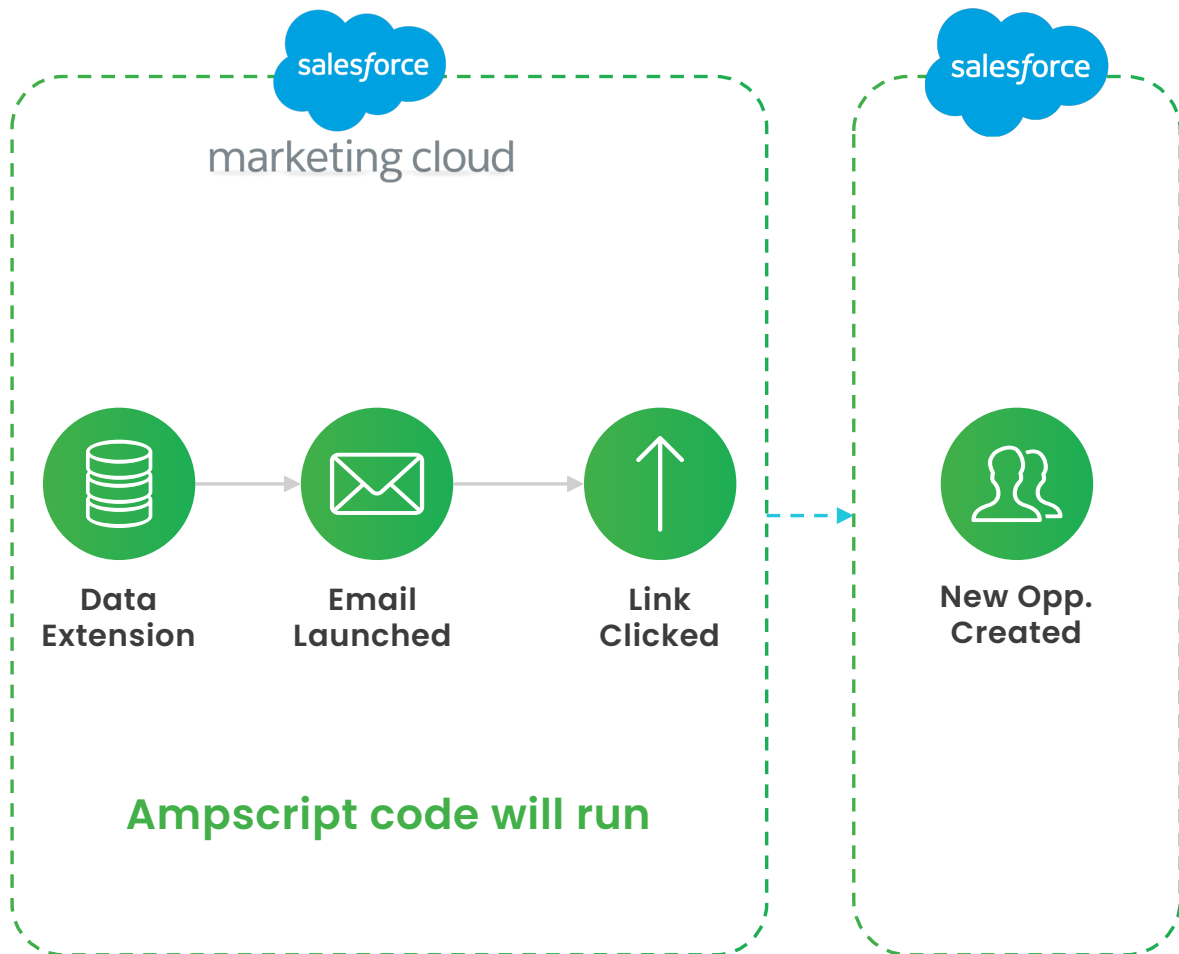
MARKETING CLOUD CUSTOM JOURNEY

System Architecture

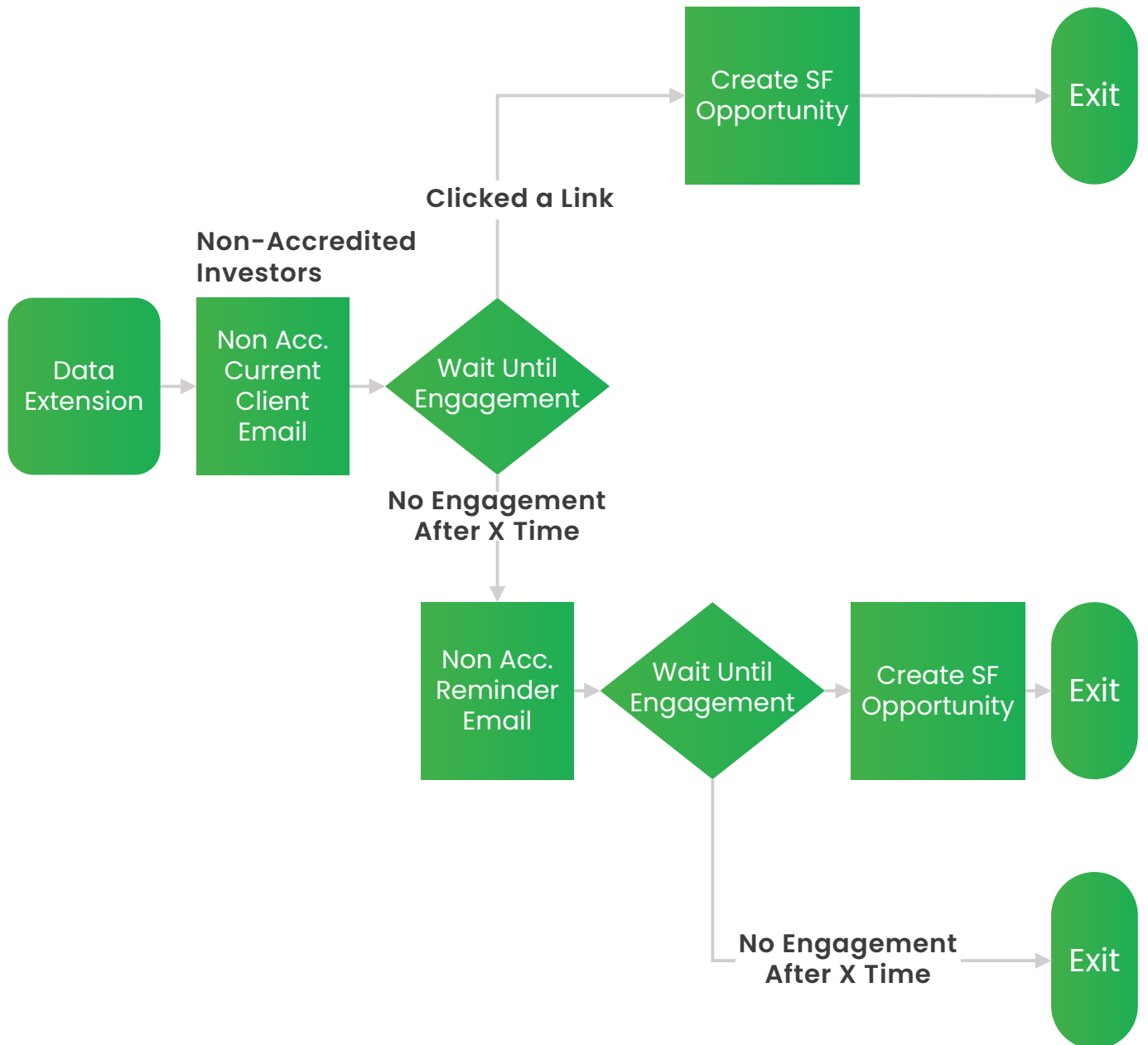
Journey Path

Ampscript

Salesforce Flow



System Architecture



Journey Path

For Opportunity 1 –

```
%%=redirectTo(CONCAT(CloudPagesURL(2840,'AccountId',Account:Id,
'CampaignID',Campaign:ID,'CloseDate',
@plusSevenDay,'OwnerID',User:ID,'Name',@Name,'campaignmemberid', CampaignMember:ID,
'url','https://larsoncapitalmanagement.com/portfolio/')))=%%
```

2840 – Is the ID of the cloud page here which can be seen in Cloud Page by clicking on gear icon



For Opportunity 2 –

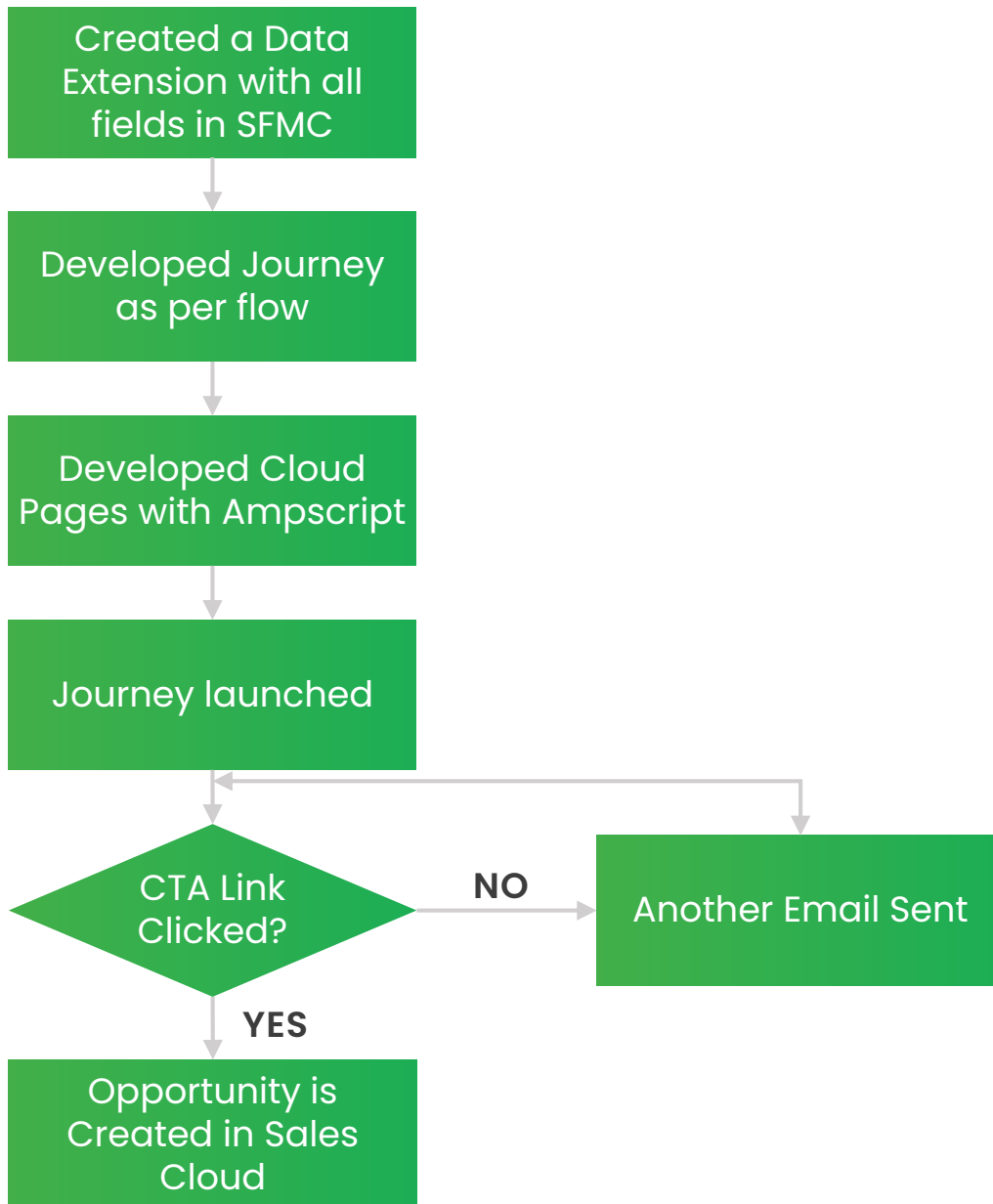
```
%%=redirectTo(CONCAT(CloudPagesURL(2843,'AccountId',Account:Id,
'CampaignID',Campaign:ID,'CloseDate',@plusSevenDay,'Name',@Name1,'OwnerID',User:ID,'campaignm
emberid', CampaignMember:ID, 'url','https://www.larsonfinancial.com/a-perspective-on-2022-financial-
markets/')))=%%
```

For Opportunity 3 –

```
%%=redirectTo(CONCAT(CloudPagesURL(2844,'AccountId',Account:Id,
'CampaignID',Campaign:ID,'CloseDate',@plusSevenDay,'Name',@Name2,'OwnerID',User:ID,'campaignm
emberid', CampaignMember:ID, 'url','https://www.larsonfinancial.com/protect-future-earnings-with-
disability-insurance/')))=%%
```

Ampscript

START



Salesforce Flow