Digital Channels Private Edition Guide

Setting up Integration for Outbound Email Campaigns

5/16/2026

Contents

- Administrator
- Developer

Learn how to enable Email connectivity for outbound campaigns.

Related documentation:
-
-
-
-

RSS:

- For private edition

> ### Important
> "Nexus" is the simplified name we use for the Digital Channels application and APIs, so you'll see that name referenced in this document.

Genesys Multicloud CX supports outbound email interactions using one of these three options: built-in connector to SparkPost email provider, a custom gateway built with a third-party email API or orbuilt-in connector to Genesys Cloud CX aggregation service.
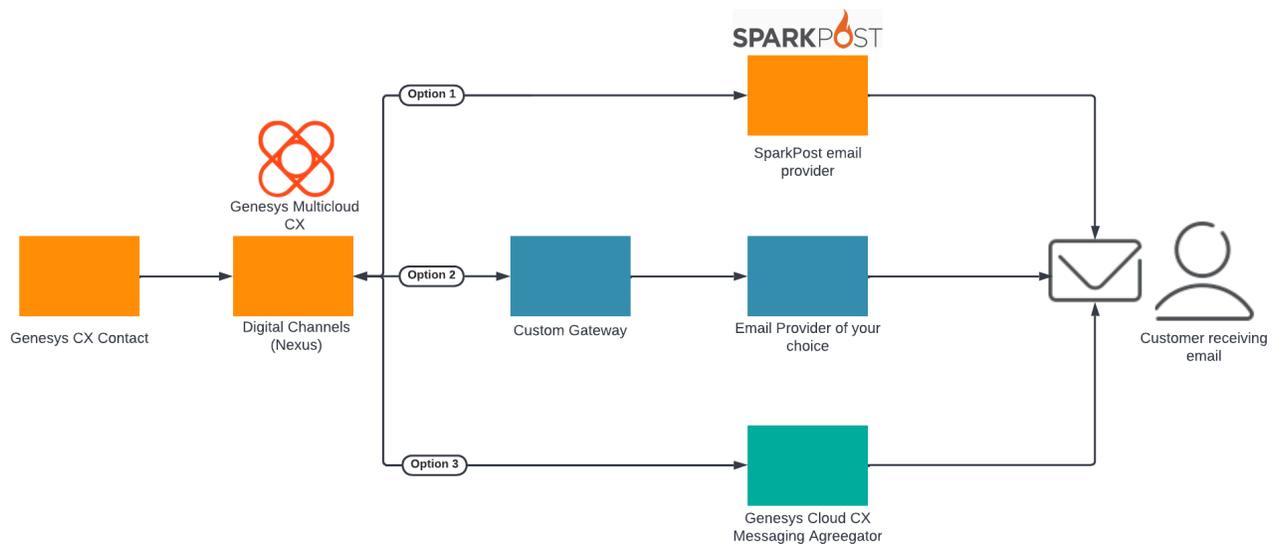
After completing the setup steps on this page, you will be able to:

- Send Email in your outbound campaigns through CX Contact.

To get started, complete the configuration steps for **one** of the following scenarios:

- Set up Digital Channels to use SparkPost Email OR
- Set up Digital Channels to use a Custom Gateway OR
- Set up Digital Channels to use Genesys Cloud CX Agreegation

Option 1: Set up Digital Channels to use SparkPost Email

Complete the steps in this section to set up Digital Channels to use SparkPost email provider.

1. Review the prerequisites table.
2. Use the Digital Channels provisioning API to create Digital Channels services definitions.
3. Provision email domains.

Prerequisites

Review the **Prerequisites** table and make sure you have all the listed information before you get started. The values in this table are referenced later by the name in the Variable column.

Prerequisites

Parameter	Variable	Type	Example	Notes
Contact Center Id	$ccid	UUID string	45acae06-6b7c-4f97-9c76-471c0b62b8f7	This value comes from your Web Services and Applications deployment.
Digital Channels URL	$baseURL	string	http://digital.example.com	Publicly available URL for Digital Channels API.
SparkPost API URL	$sparkpostURL	string	Secret	URL for SparkPost email API.
SparkPost apikey	$sparkpostApikey	UUID string	Secret	API key for using SparkPost email API.

Create Digital Channels services definitions

In this step, you will enable Digital Channels to use SparkPost email services. You must configure the following services in Digital Channels within your tenant:

- Email - Enables outbound email service through the third-party provider.
- SparkPostEmail - Integrates your Genesys Multicloud CX tenant to SparkPost for email communication.

> ### Important
> Use a REST client or curl utility to provision the following services in Digital Channels using the provisioning API. Make sure to substitute the variables - prefixed with '$' - with their values. You must create these services once per tenant.

Create the **Email** service:

```
curl -X POST \ $nexusURL/nexus/v3/provisioning/services/$ccid/Email \
    -H 'Content-Type: application/json' \
    -H 'x-api-key: $apiKey' \
    -H 'x-ccid: $ccid' \ -d '{ "url" : "N/A", "secret": {}, "data" : { "provider":
"SparkPost" }'
```

Create the **SparkPostEmail** service:

```
curl -X POST \ $nexusURL/nexus/v3/provisioning/services/$ccid/SparkPostEmail \
    -H 'Content-Type: application/json' \
    -H 'x-api-key: $apiKey' \
    -H 'x-ccid: $ccid' \
    -d '{ "url" : "$sparkpostURL", "secret": { "apikey": "$sparkpostApikey"}, "data": {} }'
```

Manage email domains

Provision email domains in Digital Channels.

Option 2: Set up Digital Channels to use a Custom Gateway

Complete the steps in this section to set up Digital Channels to use a custom email gateway provider.

1. Review the prerequisites table.
2. Use the Digital Channels provisioning API to create Digital Channels services definitions.
3. Provision email domains.

Prerequisites

Review the **Prerequisites** table and make sure you have all the listed information before you get started. The values in this table are referenced later by the name in the Variable column.

Prerequisites

Parameter	Variable	Type	Example	Notes
Company's email domain	$asyncEmailDomain	string	company.com	
Third-party Messaging Webhook URL	$asyncWebhookURL	string	https://genesys-webhook.company.com	The FQDN of the third-party service implementing the Third-Party Messaging Webhook.
Third-Party Messaging API secret key	$asyncAPISignatureKey	string	Secret	The key used by the third-party service to calculate the signature for calls to the Third-Party Messaging API.
Third-Party Messaging Webhook secret key	$asyncWebhookSignatureKey	string	Secret	The key used by Digital Channels to calculate the signature for calls to the third-party service through the webhook.

Create Digital Channels services definitions

In this step, you will enable Digital Channels to use a custom gateway for the email provider of your choice. You must configure the following services in Digital Channels within your tenant:

- Async - Integrates your Genesys Multicloud CX tenant to the custom gateway used to communicate with the email provider of your choice.

- Email - Enables outbound email service through the third-party provider.

> **Important**
>
> Use a REST client or curl utility to provision the following services in Digital Channels using the provisioning API. Make sure to substitute the variables - prefixed with '$' - with their values. You must create these services once per tenant.

Create the **Async** service:

```
curl -X POST \
  $nexusURL/nexus/v3/provisioning/services/$ccid/Async \
  -H 'Content-Type: application/json' \
  -H 'x-api-key: $apiKey' \
  -H 'x-ccid: $ccid' \
  -d '{
      "data": {
        "channels": [
          {
            "channelId": "$asyncPhoneNumber",
            "webhook": { "url": "$asyncWebhookURL" }
          },
          {
            "channelId": "$asyncEmailDomain",
            "webhook": { "url": "$asyncWebhookURL" }
          }
        ]
      },
      "secret": {
        "channels": [
          {
            "channelId": "$asyncPhoneNumber",
            "webhook": { "secret": "$asyncWebhookSignatureKey" },
            "api": { "secret": "$asyncAPISignatureKey" }
          },
          {
            "channelId": "$asyncEmailDomain",
            "webhook": { "secret": "$asyncWebhookSignatureKey" },
            "api": { "secret": "$asyncAPISignatureKey" }
          }
        ]
      }
    }'
```

Create the **Email** service:

```
curl -X POST \
```

```
 $nexusURL/nexus/v3/provisioning/services/$ccid/Email \
 -H 'Content-Type: application/json' \
 -H 'x-api-key: $apiKey' \
 -H 'x-ccid: $ccid' \
 -d '{
   "url" : "N/A",
   "data" : { "provider": "Async" },
   "secret": {}
}'
```

Manage email domains

Provision email domains in Digital Channels.

Option 3: Set up Digital Channels to use Genesys Cloud CX Email Aggregation

Complete the steps in this section to set up Digital Channels to use Genesys Cloud CX Messaging Aggregation as the Email gateway.

1. Review the prerequisites table.

2. Contact your Genesys representative to create a Genesys Cloud CX organization and get administrator user credentials. Your Genesys representative also must add the Genesys Cloud CX product to your organization.

3. Create the Digital Channels integration in Genesys Cloud CX. This will give you a clientId and clientSecret to authenticate API calls with the Digital Channels provisioning API.

4. Create a Digital Channels API key for Genesys Cloud CX.

5. Use the Digital Channels provisioning API to create Digital Channels services definition.

6. Provision email domains.

Prerequisites

Review the **Prerequisites** table and make sure you have all the listed information before you get started. The values in this table are referenced later by the name in the Variable column.

Prerequisites

Parameter	Variable	Type	Example	Notes
GWS tenant Contact Center ID	$ccid	UUID string	45acae06-6b7c-4f97-9c76-471cb62b7fff	This value comes from your Web Services and Applications deployment.

Request a Genesys Cloud CX organization

Contact your Genesys representative to create a Genesys Cloud CX organization and get administrator user credentials. Your Genesys representative also must add the Genesys Cloud CX product to your organization.

Make sure your Genesys representative provides you with the details in the **Genesys Cloud CX information** table.

Genesys Cloud CX information

Parameter	Variable	Type	Example	Notes
Genesys Cloud CX Organization ID	$orgId	UUID string	47d8329d-1c28-4c86-9374-5596bddfee15	Your Genesys Cloud CX organization ID.
Genesys Cloud CX Organization admin user credentials	$orgUsername $orgPassword	string	admin-user / admin-password	The username and password for an account with administrative permissions for this organization.
Genesys Cloud CX Login URL	$gcLoginURL	HTTPS URL string	https://login.mypurecloud.com	Your Genesys Cloud CX login URL (depends on your organization region).
Genesys Cloud CX API URL	$gcAPIURL	HTTPS URL string	https://api.mypurecloud.com	Your Genesys Cloud CX login URL (depends on your

Parameter	Variable	Type	Example	Notes
				organization region).

Create the Digital Channels integration in Genesys Cloud CX

Complete the steps in this section as an administrator user in Genesys Cloud CX to create the integration client credentials that will be used by Digital Channels to access Genesys Cloud CX APIs to send and receive messages. You're going to create a new role, assign it to your admin user, and create the access credentials.

First, create the new role:

1. Navigate to $gcLoginURL (for example, https://login.mypurecloud.com) and log in to Genesys Cloud CX with your $orgUsername/$orgPassword.

2. Go to **Admin**.

3. Under **People and Permissions**, click **Roles/Permissions**.

4. Click **Add Role** and give it a name. For example, `Nexus Messaging`.

5. Under **Permissions**, search for **messaging** and select **messaging > All Permissions** and **messagingProvisioning > All Permissions**. Save your changes.

Next, assign the role to your administrator user:

1. Click **Admin**.

2. Under **People and Permissions**, click **People**.

3. Search for your admin user.

4. Under **Roles,** switch the view to **All** and search for the name of your new role (`Nexus Messaging`). Click to enable the role and then save your changes.

5. Log out and log in again to enable the permissions.

Now create access credentials for the Digital Channels integration.

1. Click **Admin**.

2. Under **Integrations**, click **OAuth**.

3. Click **Add Client.**

4. Under **Client Details**, set **App Name** to `Nexus Messaging Integration` and select the Client Credentials **Grant Type**.

5. Click **Roles** and assign the `Nexus Messaging` role. Save your changes.

6. Go back to **Client Details** and copy the values for **clientId** and **clientSecret**.

As the output of this step, you will have the access credentials:

Parameter	Variable	Type	Example
Nexus Integration client ID	$clientId	UUID string	4da40a9de-b113-4024-8ba9-c9dd89c91f67
Nexus Integration client secret	$clientSecret	string	aKSXEgLO57cm6FqxD4hrjkcW-iuWiXhd0uF0WOcZUm2

Create a Digital Channels API key for Genesys Cloud CX

To create an API key that will be used by Genesys Cloud CX to send requests to Digital Channels, follow the steps in Provision API keys. Make sure to use the following parameters:

```
"tenant": "*"
"name":"Portico Cluster API Key"
"permissions" : ["nexus:cluster:*"]
```

As an output of this step, you will have the API key:

Parameter	Variable	Type	Example
Messaging Cluster API Key	$apikey	UUID string	9b7682b7-cbce-422f-9bbb-ecda85e61695

Create Digital Channels services definitions

Enable Digital Channels to use Genesys Cloud CX Messaging Aggregation as the Email provider. You must configure the following services in Digital Channels within your tenant:

- PurecloudIDP - Integrates the Genesys Multicloud CX tenant to the Genesys Cloud CX organization.
- PorticoEmail - Enables the outbound email service through Genesys Messaging Aggregation.

> ### Important
>
> Use a REST client or curl utility to provision the following services in Digital Channels using the provisioning API. Make sure to substitute the variables - prefixed with

> '$' - with their values. Note: You must create these services once per tenant.

Create the **PurecloudIDP** service:

```
curl -X POST \
   $nexusURL/nexus/v3/provisioning/services/$ccid/PurecloudIDP \
   -H 'Content-Type: application/json' \
   -H 'x-api-key: $apiKey' \
   -H 'x-ccid: $ccid' \
   -d '{
     "url" : "$gcLoginURL",
     "secret": {"clientId": "$clientId", "clientSecret": "$clientSecret"},
     "data" : {}
}'
```

Create the **PorticoEmail** service if you use Genesys Multicloud CX Contact email campaigns.

```
curl -X POST \
   $nexusURL/nexus/v3/provisioning/services/$ccid/PorticoEmail \
   -H 'Content-Type: application/json' \
   -H 'x-api-key: $apiKey' \
   -H 'x-ccid: $ccid' \
   -d '{
     "url" : "$gcAPIURL",
     "secret": {},
     "data": {}
}'
```

Provision email domains in Digital Channels

Complete the steps in this section if you are integrating with CX Contact and plan to use email campaigns. These steps explain how to choose an email domain that you control (you should be able to update DNS record sets for this domain) and want to use in email campaigns as the "sent from" address.

If you are using Genesys Cloud CX as the provider, contact your Genesys representative to have them provision an email domain in Genesys Cloud CX for your organization. Once completed, you will receive a set of secrets you must use to update your domains records. After this update, contact your Genesys representative to validate the secrets and confirm domain ownership. Now you can provision an email service channel.

Complete the following for each domain only after your domain records have been updated, validated, and provisioned in Genesys Cloud CX.

1. In Agent Setup, navigate to the "NexusServices" transaction you created previously.

2. Create a section that starts with 'cxc.' and includes some text that represents the domain. For example, `cxc.Coraporate_Promotions`. Note: The 'cxc.' prefix is required and the rest of the value can be made up of letters and underscore or dashes, but not spaces.

3. In this new section, create the following options:

   - channelId = **$emailDomain**

   - channelType = email

   - provider = Async (Only set this option if you use a custom gateway as the email aggregator.)