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Marketing Cloud Multi-factor Authentication (MFA) [1]



June 9, 2024 by jennifer.mortensen [2]

Marketing Cloud requires multi-factor authentication (MFA) upon login as an additional security precaution. This wiki will walk you through the process of enabling MFA when you log in to Marketing Cloud.

What is MFA?

According to <u>Wikipedia</u> [3], MFA is "an electronic authentication method in which a user is granted access to a website or application only after successfully presenting two or more pieces of evidence to an authentication mechanism: knowledge, possession, and inherence."

While this sounds complex, you're likely already familiar with using MFA in other aspects of your daily life such as connecting to CU's VPN, verifying your identity on social media sites, or receiving a text message from your bank when you're logging in so you can prove that you are who you say you are.

How will I authenticate in Marketing Cloud?

Marketing Cloud will automatically prompt you to enable MFA when you log in. Complete these steps to enable MFA in your Marketing Cloud account.

1. When you log into Marketing Cloud, you'll receive an invitation to enable multi-factor authentication on your account (see screen shot below). Click **Get Started** to begin.

| Multi-Factor Authentication |
|--|
| Start using the new multi-factor authentication (MFA) feature to make sure it's really you who's logging in with your user credentials. Tell Me More Need more time to get ready? You can skip this step. But using MFA will be mandatory in the future. |
| Get Started |
| Skip |

2. Marketing Cloud will send a verification code to your email. **Copy and paste the verification code** that you received into the Verification Code text box. Click **Verify** to proceed.

• TIP! Check your Junk or SPAM folder for the email and code.

Verify Your Identity

To keep your account secure, we verify your identity.

Enter the verification code sent to je*******@cu.edu.

Action



Account



jennifer.hane-mc03@cu.edu

Verification Code

Cancel

Verify

Send a New Code

3. Next, Marketing Cloud will ask you to **register a verification method** (additional instructions are in the tabs below). One option works on desktop while the other two require you to download an app onto your mobile device to enable the authentication process. If none of these options meets your specific needs, please contact the <u>Executive Director of Electronic Communication</u> [4].

- Desktop: Generic App
- Mobile: Salesforce App
- Mobile: Generic App

| Register a Verification Method | | | | |
|---|---|--|--|--|
| Select a verification method to register. | | | | |
| ≯] | Salesforce Authenticator Connect your account to Salesforce Authenticator. | | | |
| • = | Security Key Connect a security key to your account. | | | |
| # | One-Time Password Generator Connect an authenticator app that generates verification codes. | | | |
| | | | | |

1. To download the desktop extension, go to https://authenticator.cc/ [5]and select your browser. We'll be using Chrome.

$\leftarrow \rightarrow$ C \triangleq authenticator.cc



2. Once in the App Store, select Add to Chrome and then Add extension on the pop up.



| iew | Add "Authenticator"? | | | Rel |
|-----|----------------------|--------|---------------|-----|
| | | | | |
| | | Cancel | Add extension | |

Note that after installation, a tab will open with tips for resolving Chrome Issues with the extension. You can **close this tab**.

🖫 Authenticator



3. Once the extension is added to Chrome, we recommend **pinning it** for easy access.



4. You'll need to add an account to the extension by scanning the QR code presented on the Marketing Cloud screen. To do so, **click on the extension on the top right corner** of your browser window, **and select the icon for "Scan QR Code"**. Select the QR code as if you were taking a screenshot. A pop-up will confirm that the QR code was successfully scanned.

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Connect an Authenticator App

Connect an authenticator app that generates verification codes. You can use the codes when we need to verify your identity.

- Download and install an authenticator app on your mobile device.
- 2. Use the app to scan this QR code.
- 3. Enter the code generated by the app.



Verification Code



5. When prompted for the verification code upon login, **open the extension** to see a one-time code. It can be copied just by **clicking** on it.

| \leftrightarrow \rightarrow C $$ verify.s | alesforce.com/verify/ | | ☆ |
|---|--|---|----|
| | | Authenticator | 50 |
| | | Show all entries | |
| | sales | Salesforce 225751 daniella.torres-mc03@cu.edu | |
| | Verify You | | |
| | To keep your account secure, we ver | | |
| | Enter the code generated by your au | | |
| | Action Login Account Account daniella.torres-mc03@cu.edu | | |
| | Verification Code Cancel | Verify | |
| | | | |

Register a Verification Me

Select a verification method to register.







1. Go to the App Store and search for **Salesforce Authenticator**. Install the app on your mobile device.



2. Once Salesforce Authenticator is installed on your mobile device, open it and follow the prompts it provides. First, the app will ask you to provide your mobile number. When entered, click **Send** to proceed.



3. Once you've provided your mobile number, the app will send you a text message to verify your identity. When you receive the text, click the link provided within it to start setting up your account.

| App Store | 12:21 PM | 🕫 🖉 39% 💷 |
|-------------------|---|----------------------------|
| ÷ | We Sent You A Text | Skip |
| | | |
| | | |
| | | |
| | | |
| | | |
| When yo backin | ou get the text, tap the ng up or restoring your a | link to start accounts. |
| | Didn't get the text? | |
| | Resend Text | |
| | | |
| | | |
| | | |
| | | |

4. Next, the app with ask you to create a 4-digit passcode you can use to restore your account in the future (if needed). Enter a 4-digit code of your choice. The app will ask you to verify your entry, so you'll need to enter the same code twice.

| < Messages ? | 12:21 PM | 1 🖉 39% 💽 |
|--------------------------------|---------------------------|---------------|
| Close | Set a Passcode | |
| | | |
| Set a 4-digit your accounts | passcode so you later. | u can restore |
| | Passcode | |
| - | | - |
| | | |
| | | |
| | | |
| | | |
| Set | t a Longer Passco | de |
| | Ũ | |
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| | | |

5. Once your passcode is set, the app will ask you to add your Marketing Cloud account. Click **Add an Account** to get started.



6. Marketing Cloud will automatically provide your account data for connection. Your username should match your Marketing Cloud user name with which you normally login, and the service listed should be Salesforce. When you've verified that the information listed is correct, click **Connect**.

| Messages III 🗢 | 12:22 PM | 7 🖸 39% 🛄 ' | | |
|---|------------|-------------|--|--|
| | salesforce | | | |
| Con | nect Accou | unt | | |
| We tell you when someone's trying to access your account data. If it's you and everything's OK, you can verify the activity. But if something's not right, you can block it. | | | | |
| Hearnama | | | | |
| 💄 jennifer.han | e-mc03@cu. | edu | | |
| Service | | | | |
| Salesforce | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Cancel | | Connect | | |

7. Once you click Connect, you will receive a message that your account has been added, and you'll be logged into Marketing Cloud. When you click **Got It** in the app, you'll be presented with location services options that you can configure at your discretion.

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|--|--|--|--|
| | | | |
| Con | nect Acco | ount | |
| We tell you when so account data. If it's verify the activity. B ca | omeone's trying you and everyt ut if something | g to access your hing's OK, you can g's not right, you | |
| Account Added | | | |
| to authentica | ociated with | | |
| | Got It | | |
| | | | |
| | | | |
| Cancel | | Connect | |

What will happen when I login to Marketing Cloud after enabling MFA with the Salesforce Authenticator?

1. After entering your Marketing Cloud user name and password on the normal login screen and clicking **Log In**, you'll receive an on-screen notification that the Salesforce Authenticator will attempt to verify your identity.

| Verify Your Identi | ty |
|--|---------|
| Use Salesforce Authenticator to approve th | verify |
| Username art.vandelay@salesforce.com Service login.salesforce.com | details |
| Didn't receive a notification? | |

2. You'll receive a notification from the Salesforce Authenticator on your mobile device. Click **Approve** to login to Marketing Cloud.

| < Photos 🖬 🛜 | 1:35 PM | 1 🖉 33% 💽 |
|--------------------------------------|---------------------|-----------|
| | salesforce Login | |
| ^{Username} 💄 jennifer.ha | ne-mc03@cu. | edu |
| service | | |
| Device Chrome or | n Mac OS X | |
| Always appro | ve from this locati | ion |
| Current Location | | > |
| | | |
| Deny | | Approve |



1. Go to your **App Store and search for** *Authenticator App*. Install any of these available apps on your mobile device, open it and follow the initial prompts provided.



2. You'll need to **add an account to the app by scanning the QR code** presented on the Marketing Cloud screen. Your account details should pre-populate with your Marketing Cloud username and the service listed as Salesforce.

3. When you've verified that the information listed in the app is correct, **input the provided Verification Code** to Marketing Cloud and **click the blue Connect button**. You should be logged into Marketing Cloud now.

| Connect an | Authenticator App |
|--|---|
| Connect an authenticator a can use the codes when we | app that generates verification codes. You e need to verify your identity. |
| Download and install ar device. Use the app to scan this Enter the code generate | n authenticator app on your mobile s QR code. ed by the app. |
| | |
| | |
| Verification Code | |
| Verification Code | |
| Verification Code | |
| Verification Code Verifier Name Authenticator App #1 Cancel | Connect |

Troubleshooting

New Device? Your previous method of MFA must be revoked.

If you got a new device, you won't be able to set up MFA again unless your previous one has been revoked. By design, MFA cannot be configured on two computers at the same time. Ask your eComm specialist to revoke your current MFA.

If the method you use for authentication was lost or stolen, please let your eComm

specialist know ASAP. They will revoke the authentication method to ensure your Marketing Cloud account remains secure.

Temporary Code

If you find yourself without your multi-factor authentication (MFA) verification method, your eComm specialist can help generate a temporary verification code to access your Marketing Cloud account. This same code will be effective for 24 hours.

- Let your eComm specialist know you need a Temporary Code and they will provide you one.
 - You will get a email indicating a code was generated although it will not be included in the email.
- Start logging into Marketing Cloud as usual. Once on the *Verify Your Identity* page, select **Choose Another Verification Method** found under the Cancel button.



Verify Your Identity

| To keep your account secure, we ve | rify your identity. |
|--|---------------------|
| Enter the code generated by your a | uthenticator app. |
| Action | |
| Account L melanie.jones-mc03@cu.edu | |
| Verification Code | |
| | |
| Cancel | Verify |
| Choose Another Verification Method | |

• Select the second option: Temporary Code

| salesforce | | |
|-------------------------------|--|--|
| | Verify Your Identity | |
| Choose a verification method. | | |
| # | One-Time Password Generator Use a verification code from your one-time password generator. | |
| 0 | Temporary Code Use a temporary code from your admin. | |
| Cancel | | |

• Input the Temporary Code provided by your eComm specialist and select the blue Verify button. You should now be logged into Marketing Cloud.

| salesforce |
|---|
| Verify Your Identity |
| To keep your account secure, we verify your identity. Enter the temporary code you got from your Salesforce admin. |
| Action a Login |
| Account L melanie.jones-mc03@cu.edu |
| Verification Code |
| HTLOTDS3OY |
| Cancel Verify |
| Choose Another Verification Method |
| |

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