How To Get Started

Emarsys is the omnichannel customer engagement platform that empowers marketers to build, launch, and scale personalized cross-channel campaigns that drive business outcomes. Empower your business with the ultimate SMS marketing solution. Drive sales, engage customers, and grow your business with Mitto's SMS marketing integration.

PART 1

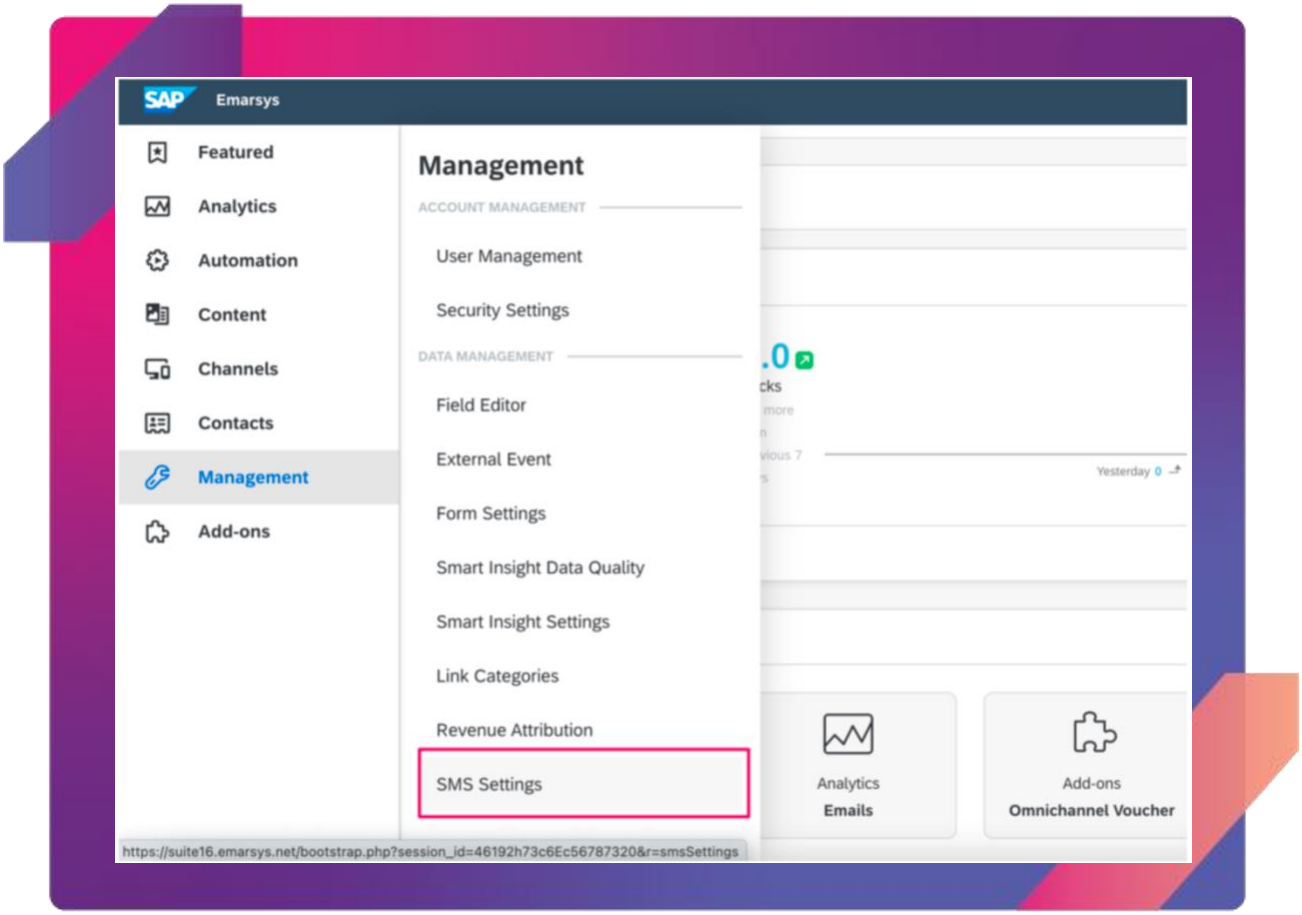
APP INSTALLATION & CONFIGURATION

Prerequisites:

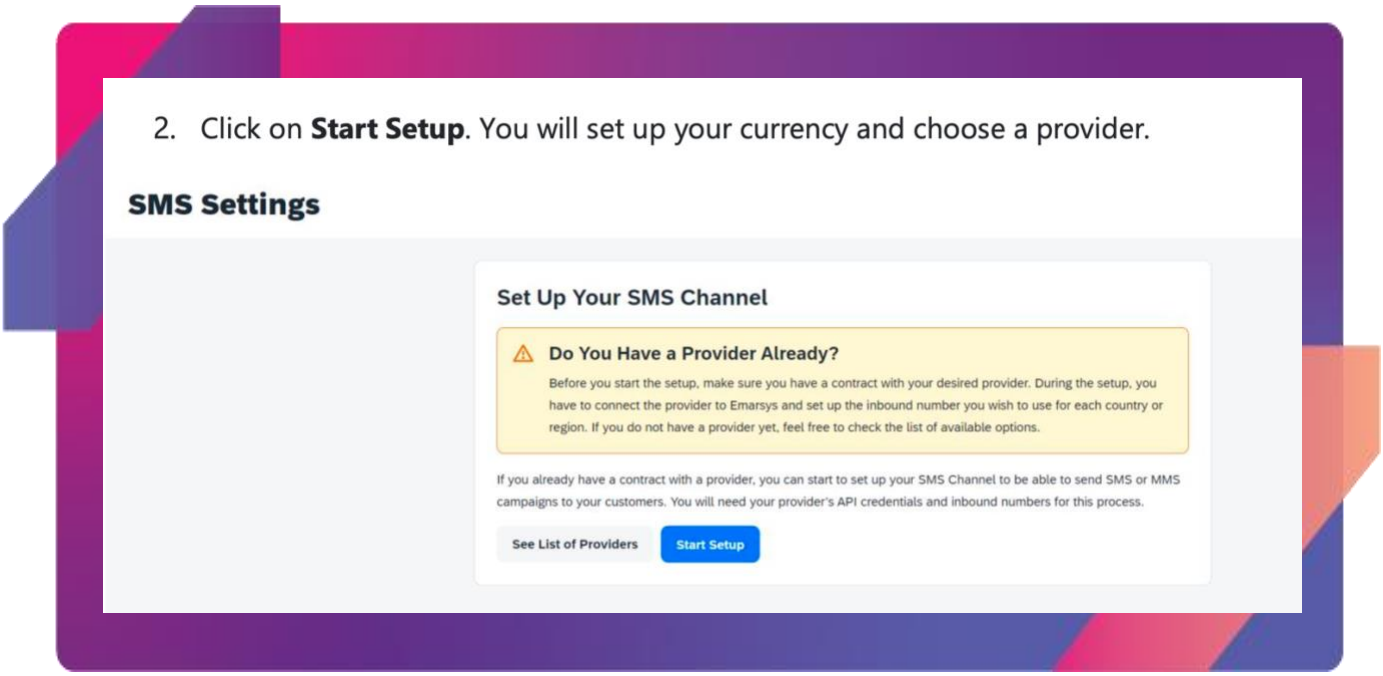
- Emarsys account
- **Mitto account:**
  - **Guide – How to create Mitto account** and find API keys

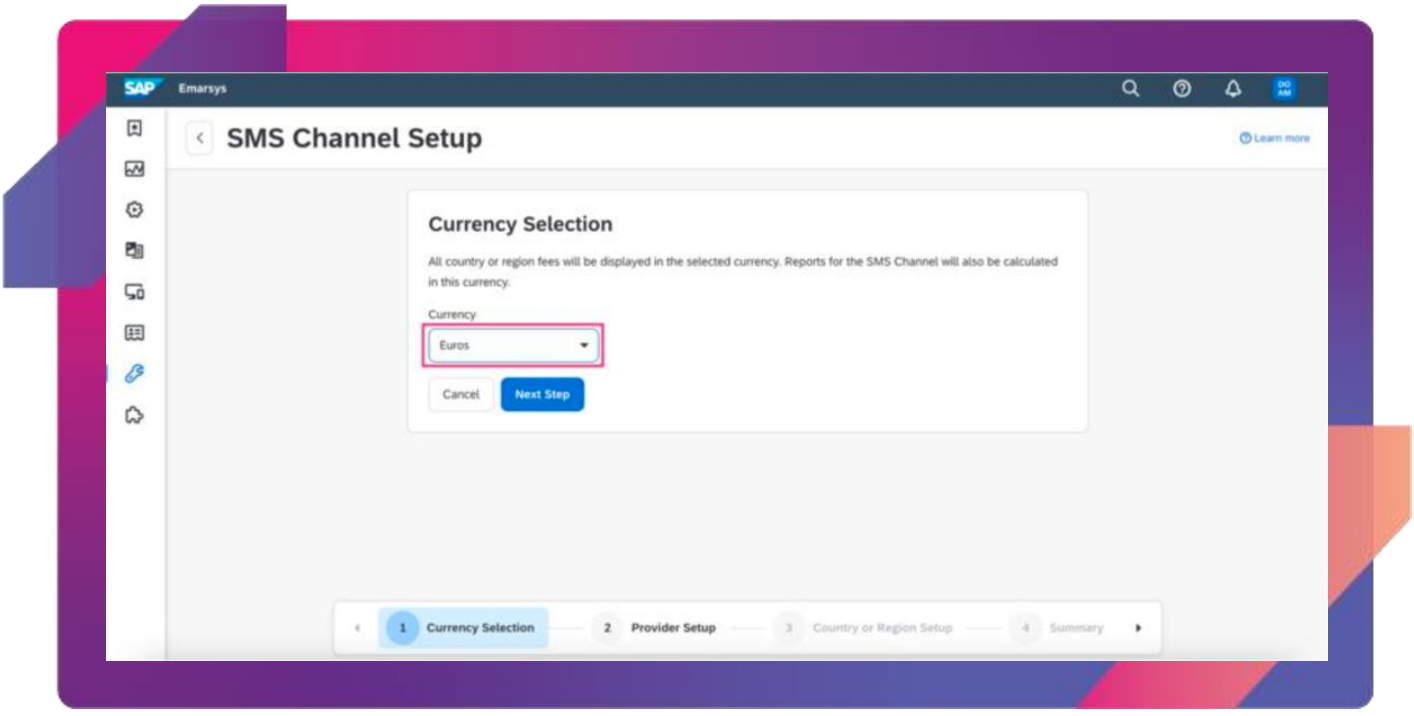
Steps:

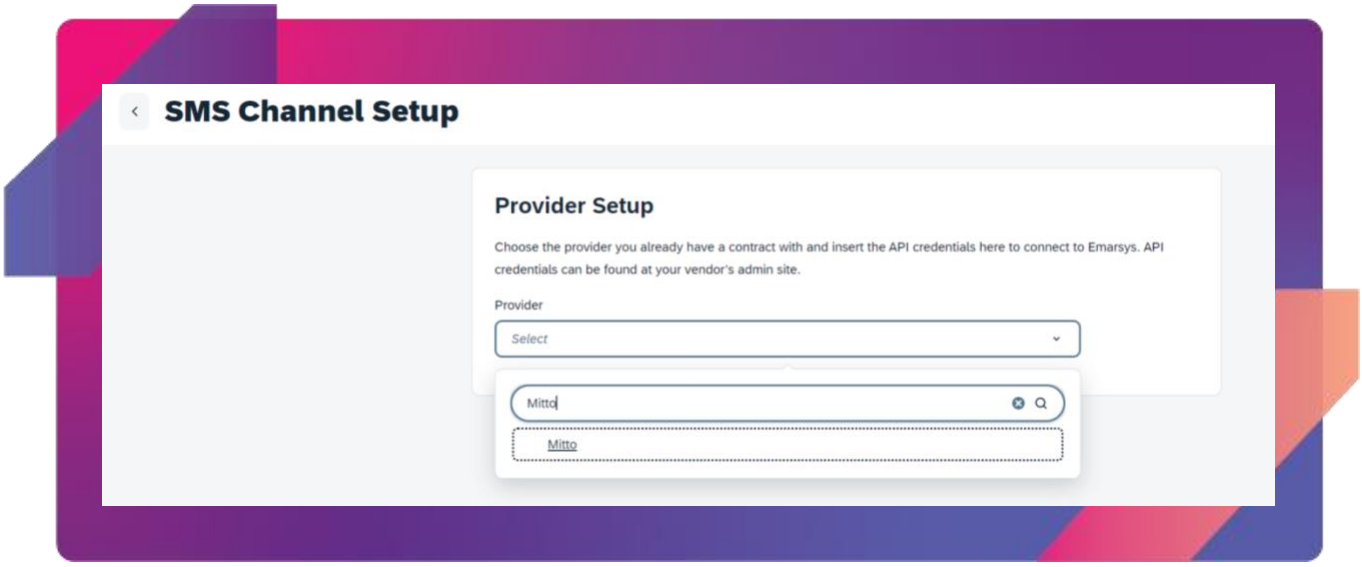
- The Self-service SMS onboarding feature enables you to connect your SMS provider to Emarsys and start using the SMS channel. Contact your Client Success Manager to enable Self-service SMS onboarding on your account. Once enabled, go to **Management > SMS Settings.**



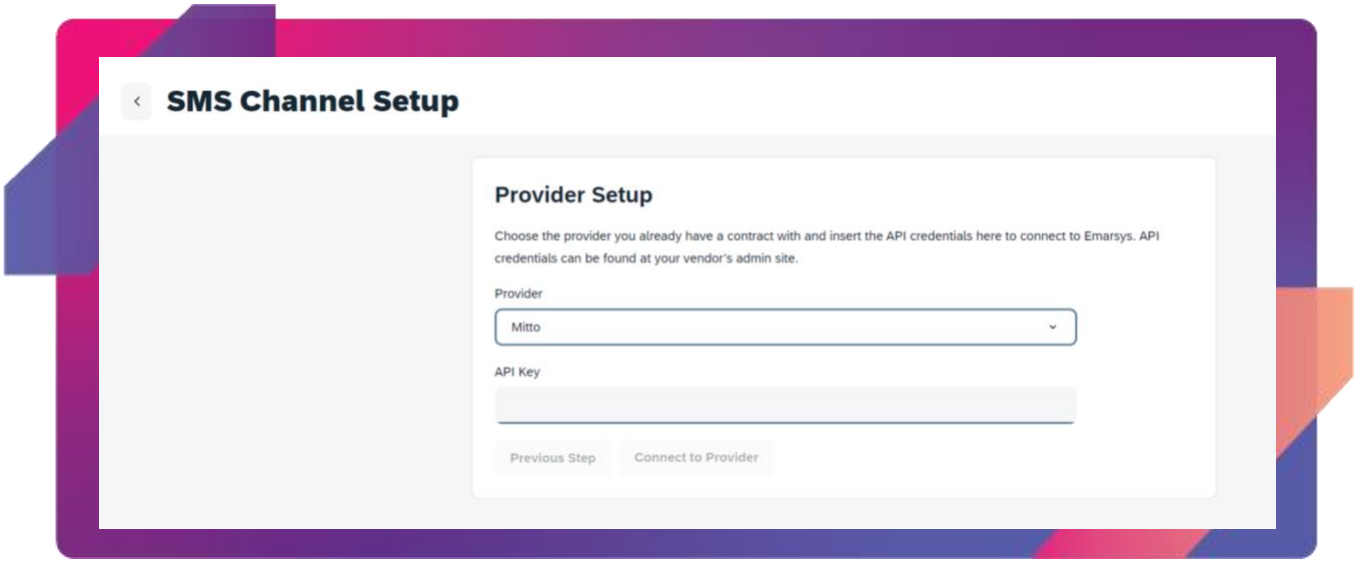
- Click on **Start Setup.** You will set up your currency and choose a provider.

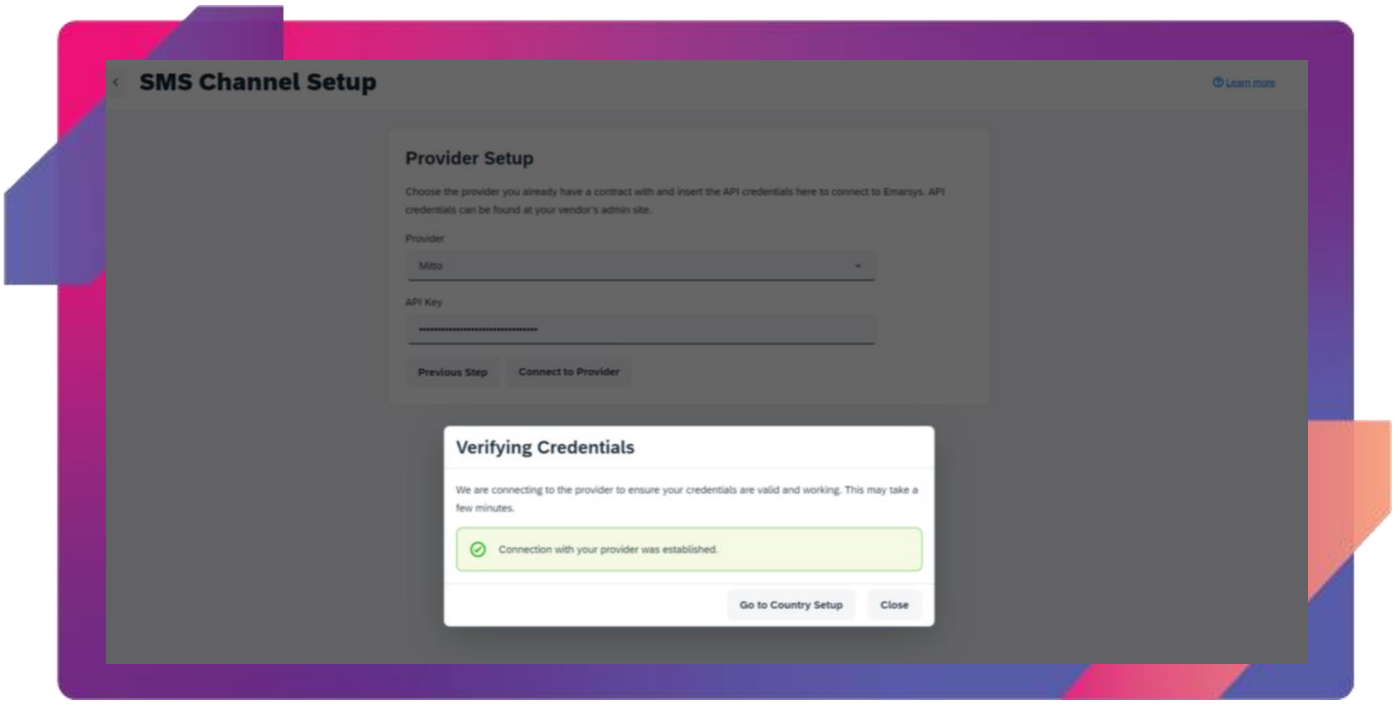




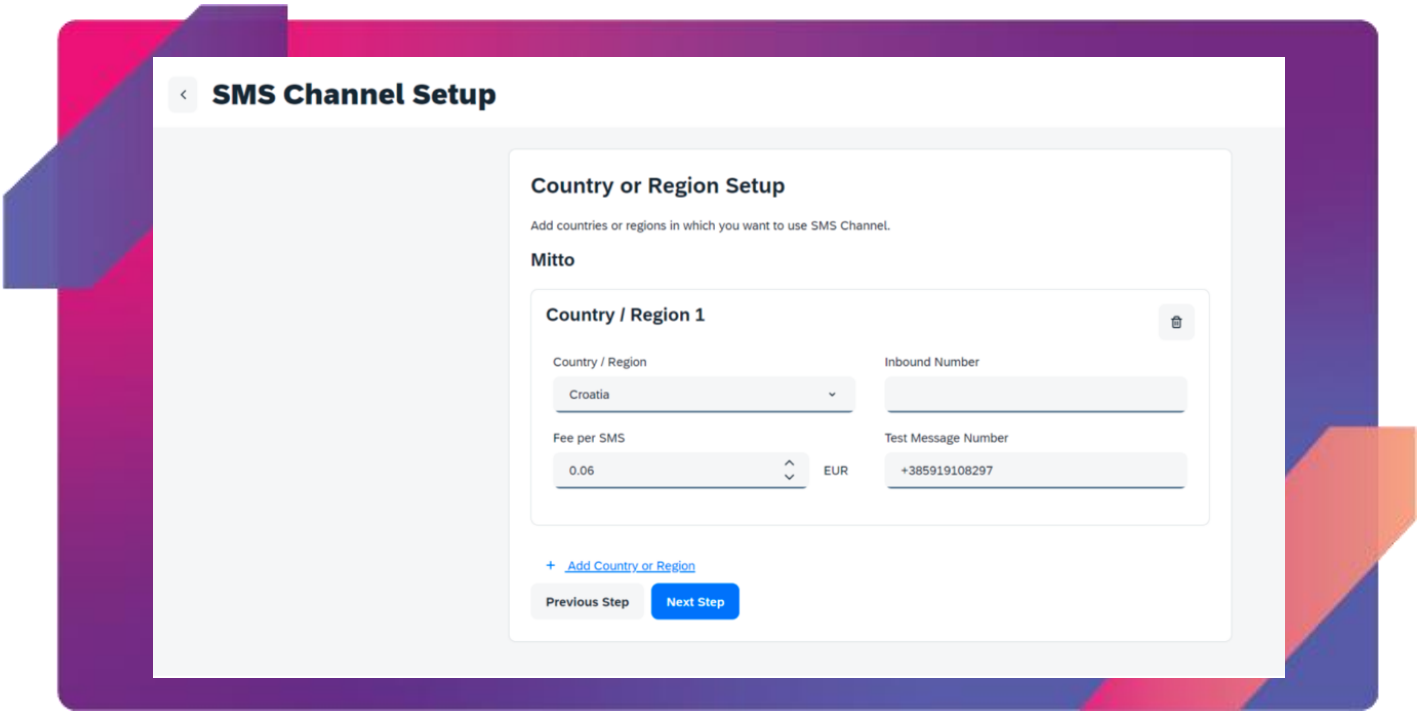


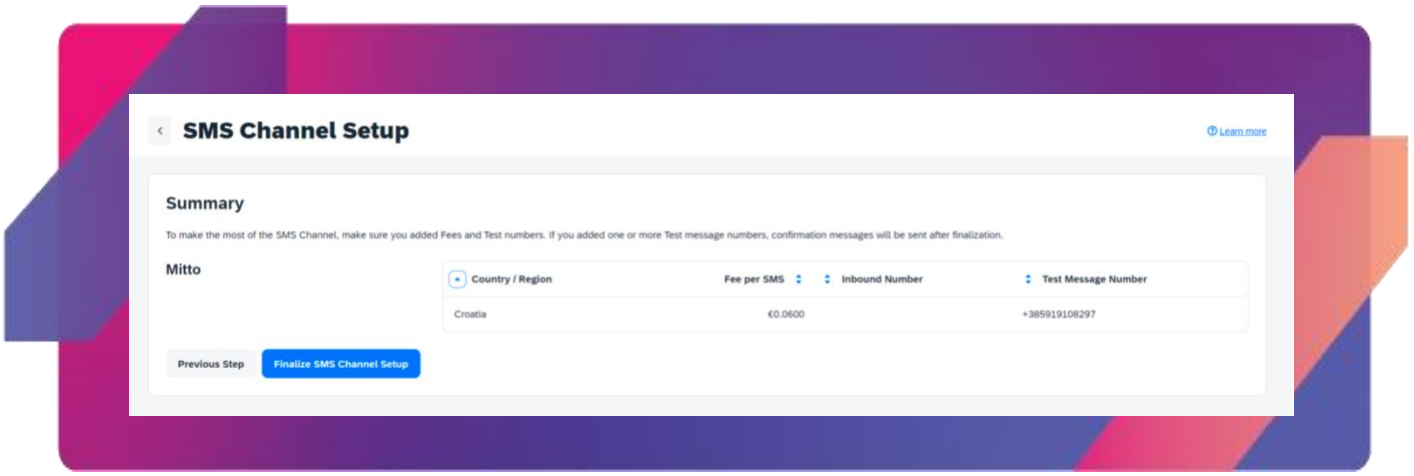
- Once you choose your provider, start the setup. In this step you will need your Mitto API key, verify your credentials.



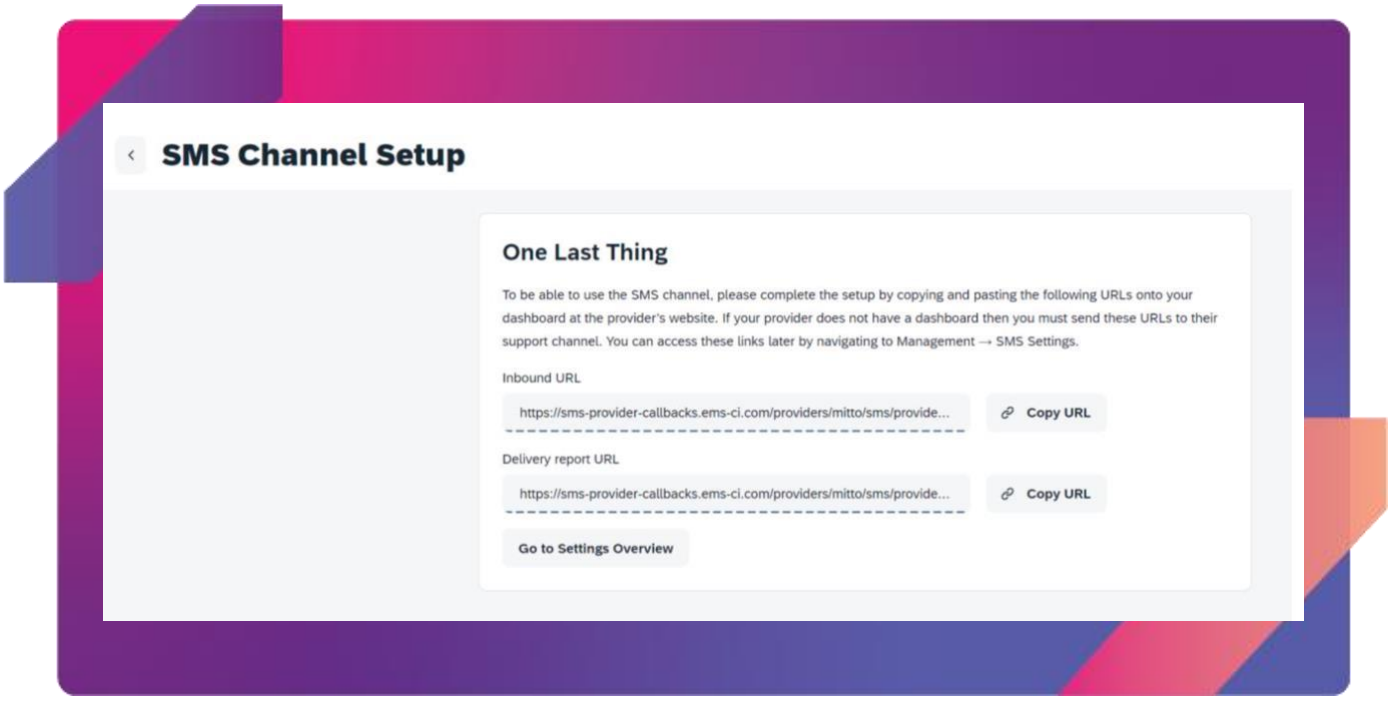


- Continue with your Country or Region setup. Select your country and you can fill in the following information: inbound number (get it from Mitto, this is the number to which customers will send messages), fee per SMS (the cost agreed with Mitto, it will then help you make cost calculations in your SMS campaign reports).

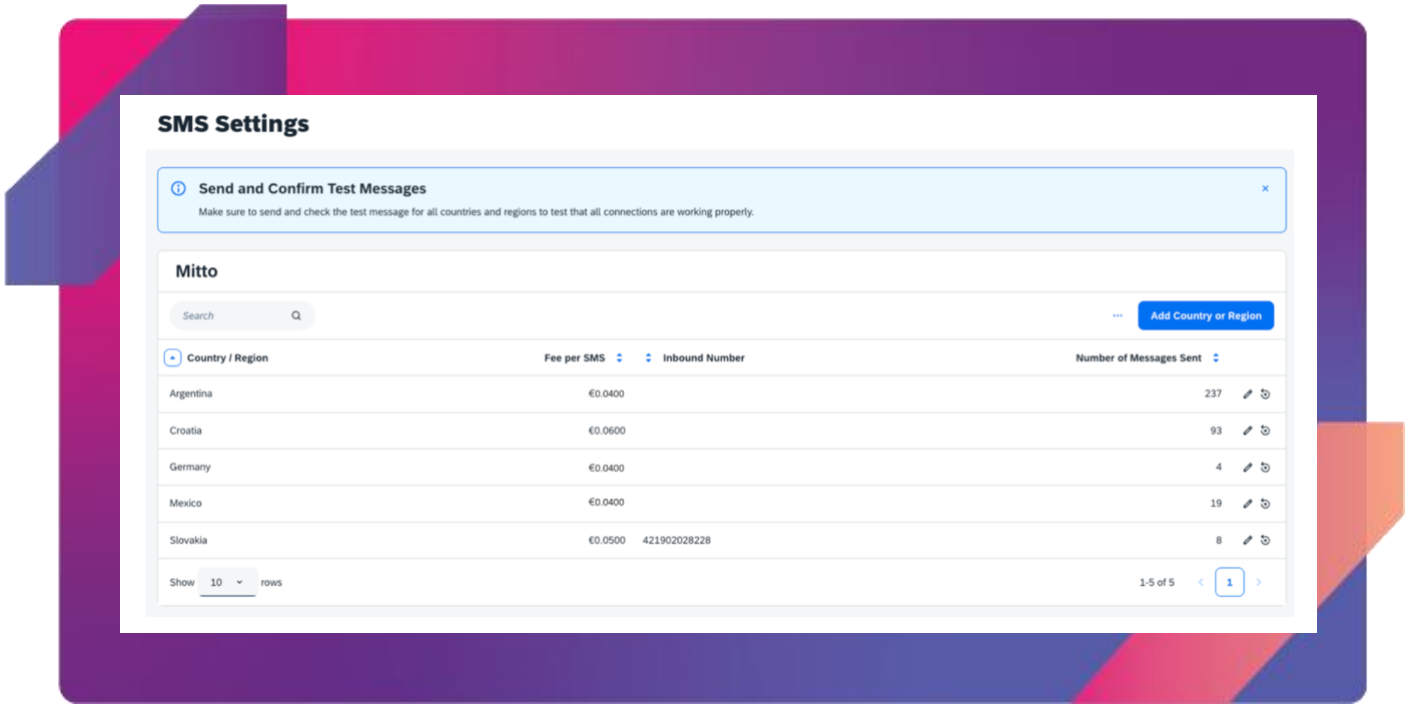




- On the final screen, copy the Inbound/Delivery report URL and paste it to your provider's admin site for the API to work properly.



- On the **SMS Settings page** you can always **see and manage your countries** and send test SMS messages



PART 2

INTEGRATION FEATURES

Mitto's SMS marketing product seamlessly integrates with Emarsys platform, unlocking the full potential of personalized messaging. Our easy-to-use platform provides a complete solution for various SMS marketing needs inside Emarsys.

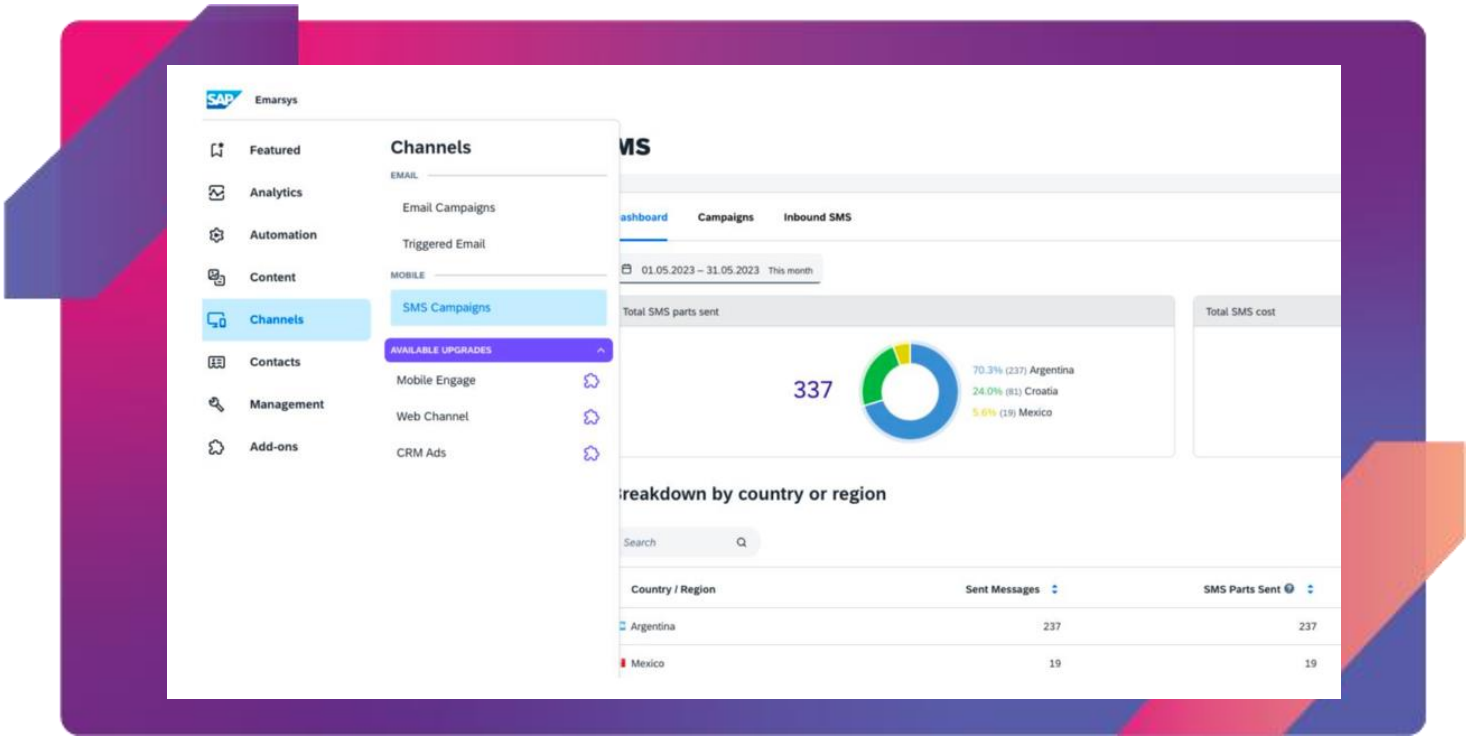
Once the integration steps are done, you can choose between:

- Sending SMS campaigns to a customer segment
- Smart event-triggered automated programs.

Send a Campaign to Targeted Customer Segment

Send campaigns to a large number of people at once.

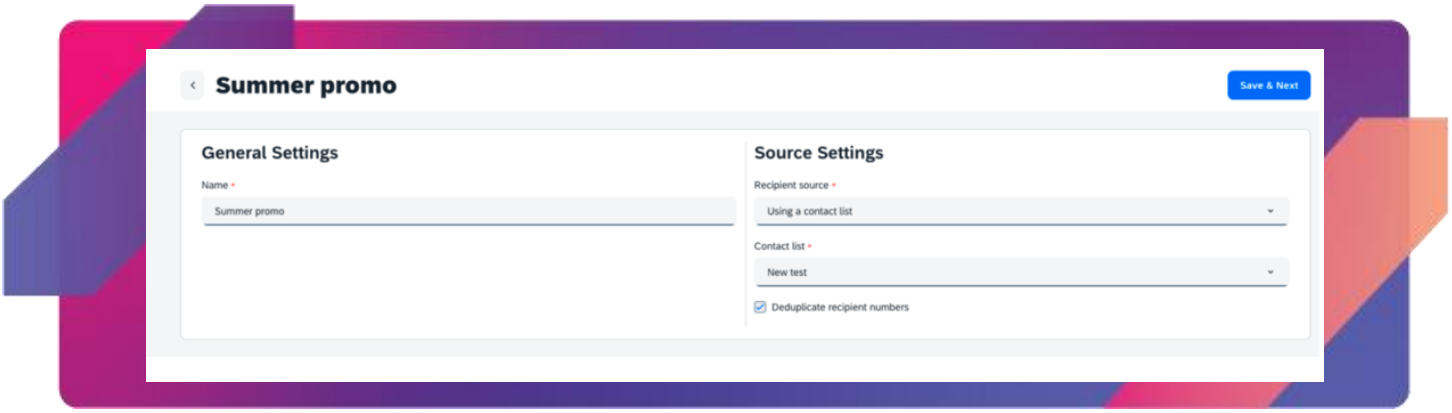
To create a Campaign go to **Channels – SMS Campaigns.**



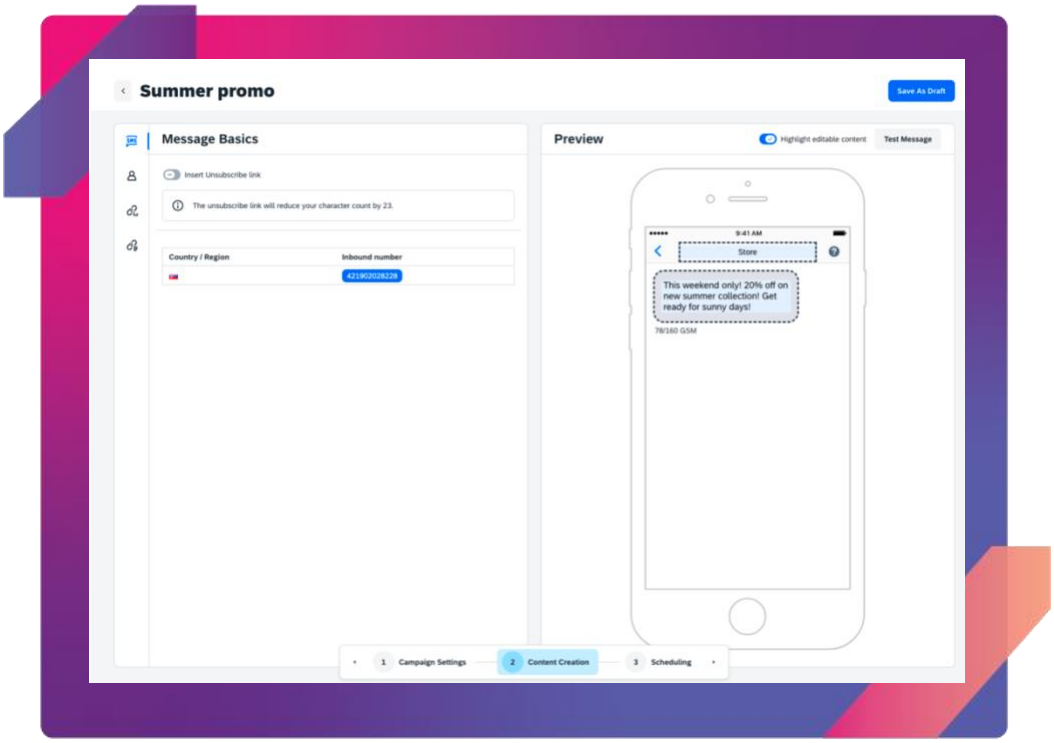
The **Dashboard** will show you a summary of your activity (total SMS sent, the cost, and breakdown per country).

Under **Campaign**s tab you will see all your launched and work-in-progress campaigns, along with some stats. From here you can **Create new SMS.**

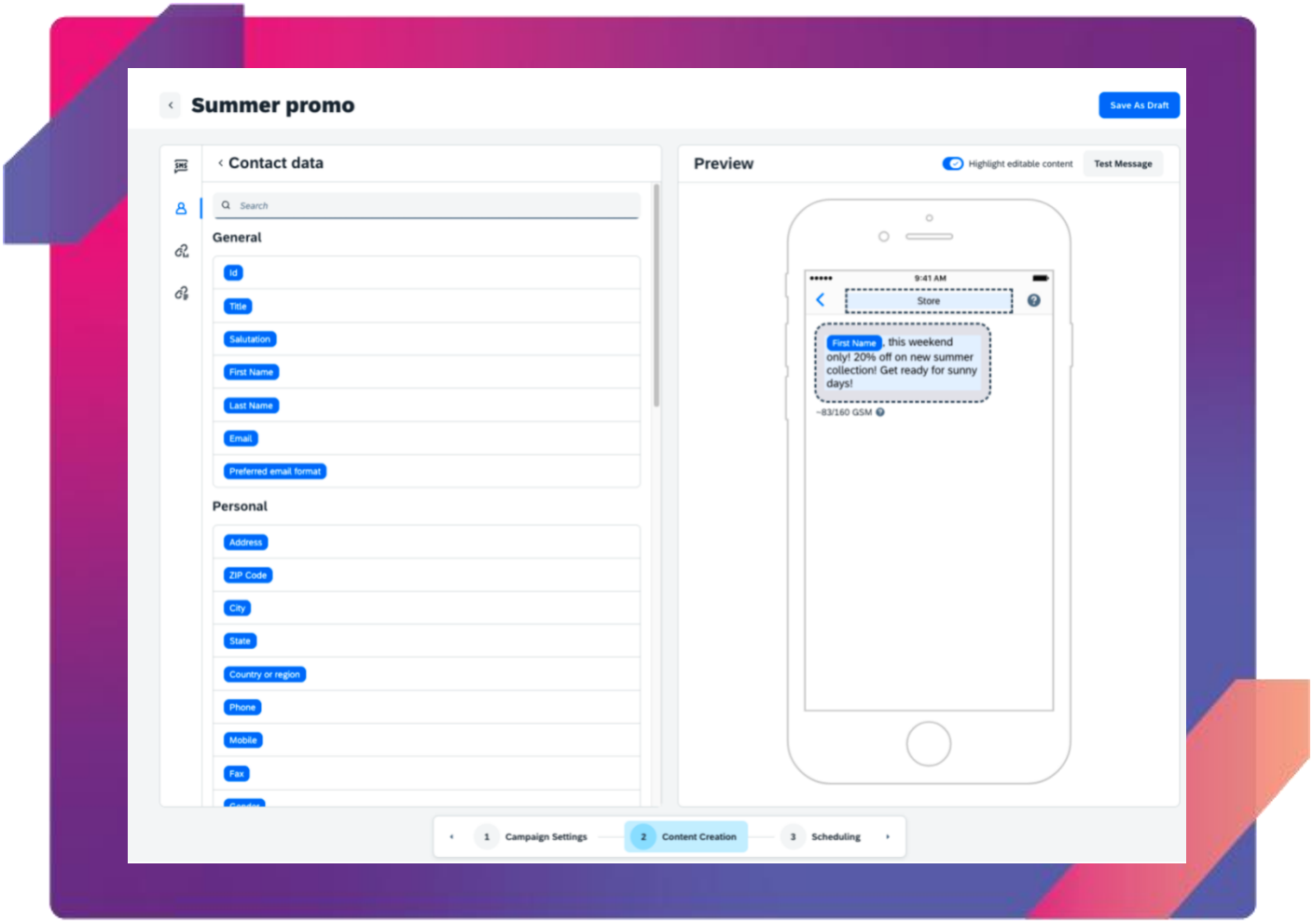
- Write campaign name
- **Choose recipient source (a simple contact list or if you wish to use that campaign as part of automation center programs – part 2 in this guide)**
- Choose if you want to deduplicate numbers
- Click Save&Next



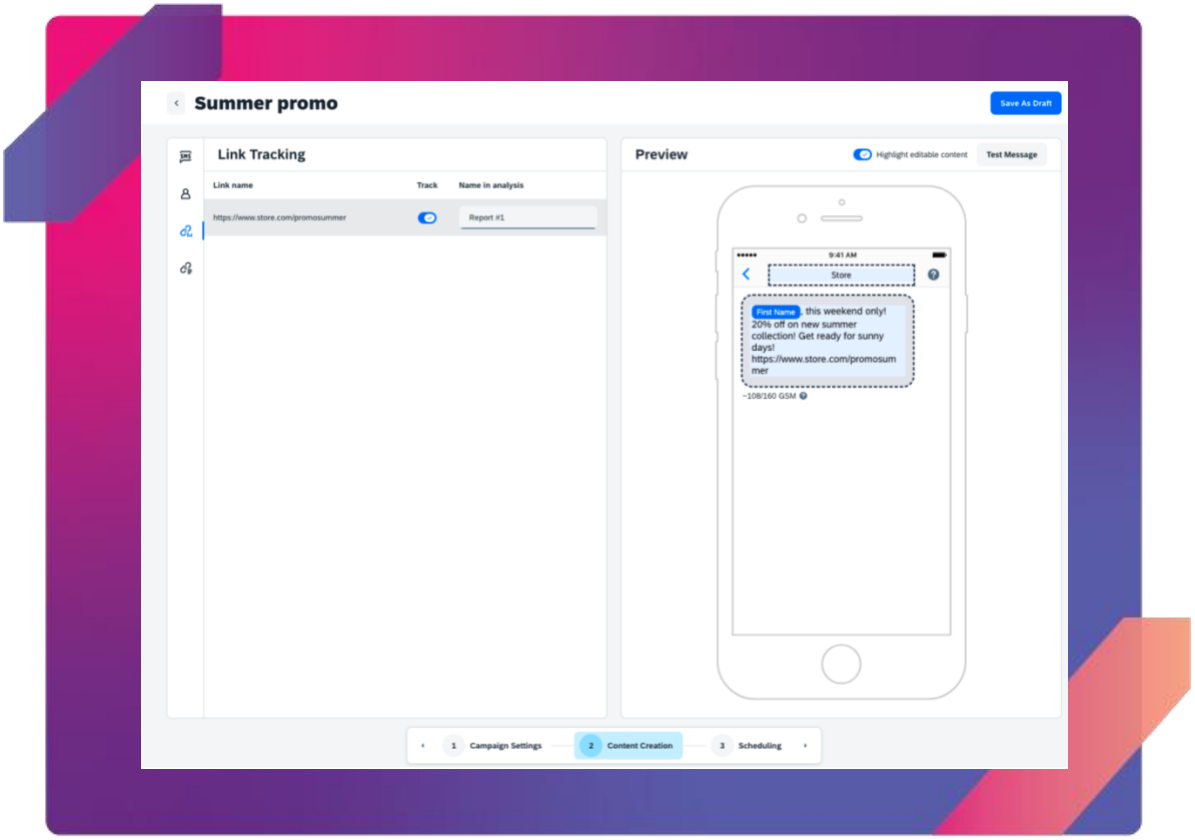
- Now you can create your message. You can add unsubscribe link if you wish.



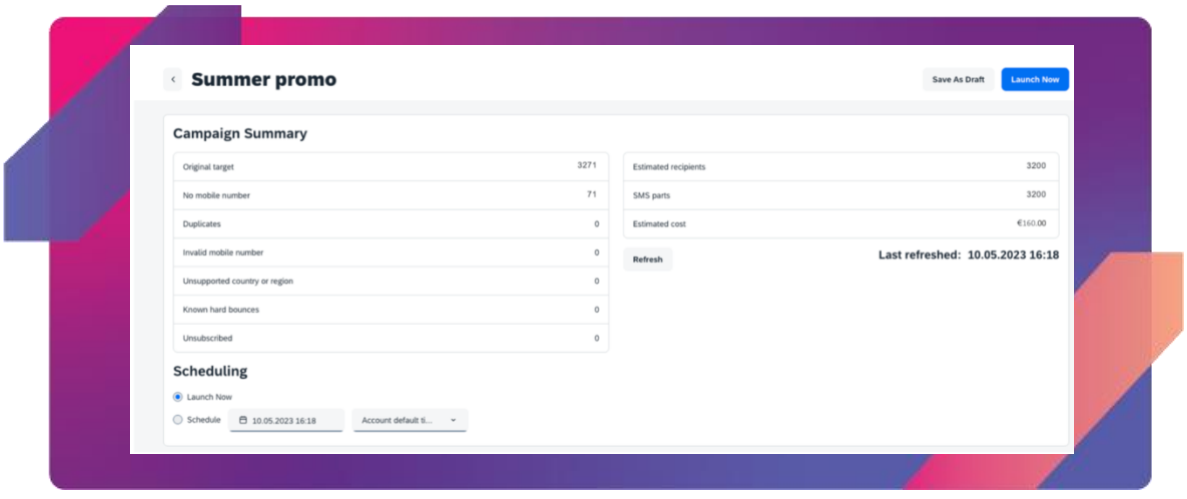
- You can easily add **personalization.** Just drag and drop what you need.



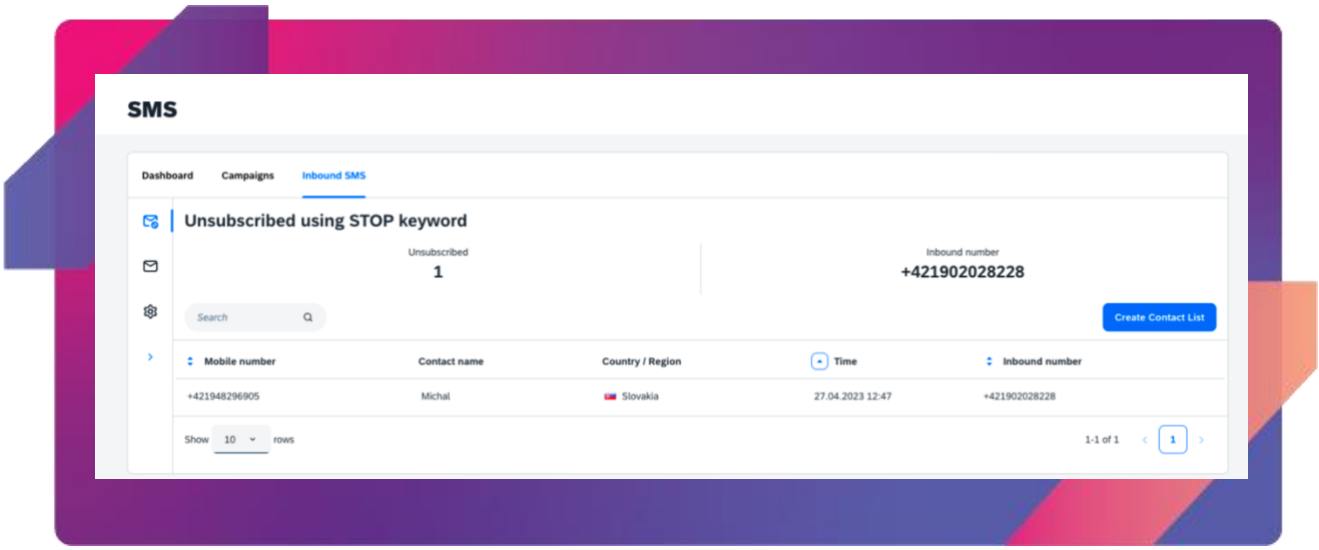
- If you add a link to your message, you will be able to manage tracking in your reports.



- In the final step, see a summary for your campaign. Decide if you want to **launch it immediately or schedule for later.**



- If you go back to your Dashboard and click on the **tab Inbound SMS**, you can easily find all messages received from your recipients. This way you can easily manage your unsubscribe list.

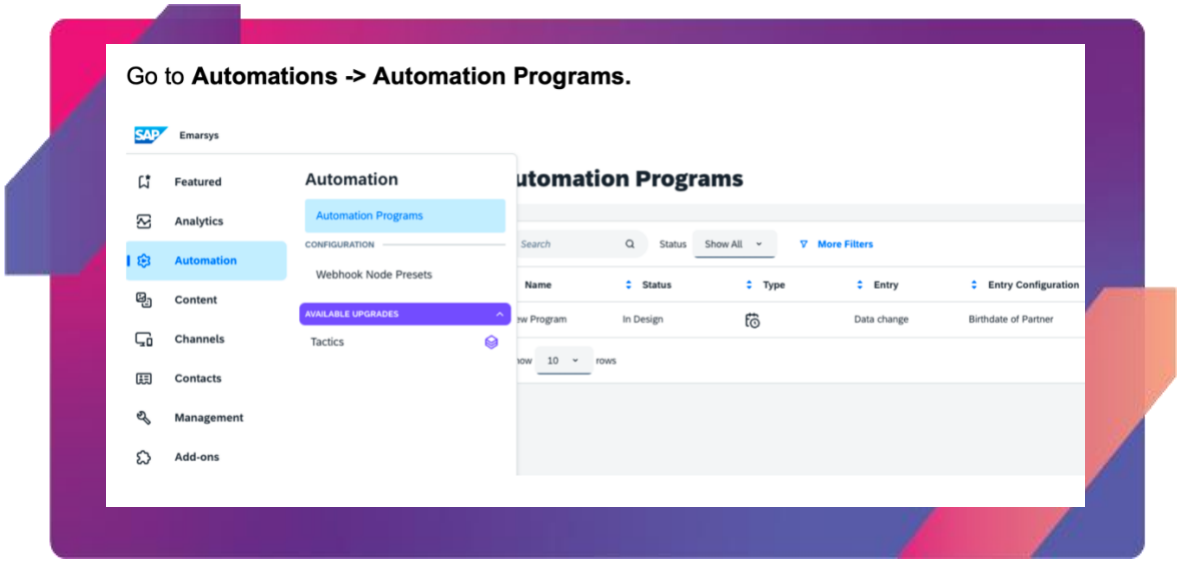


SMS as part of Marketing Automation Programs

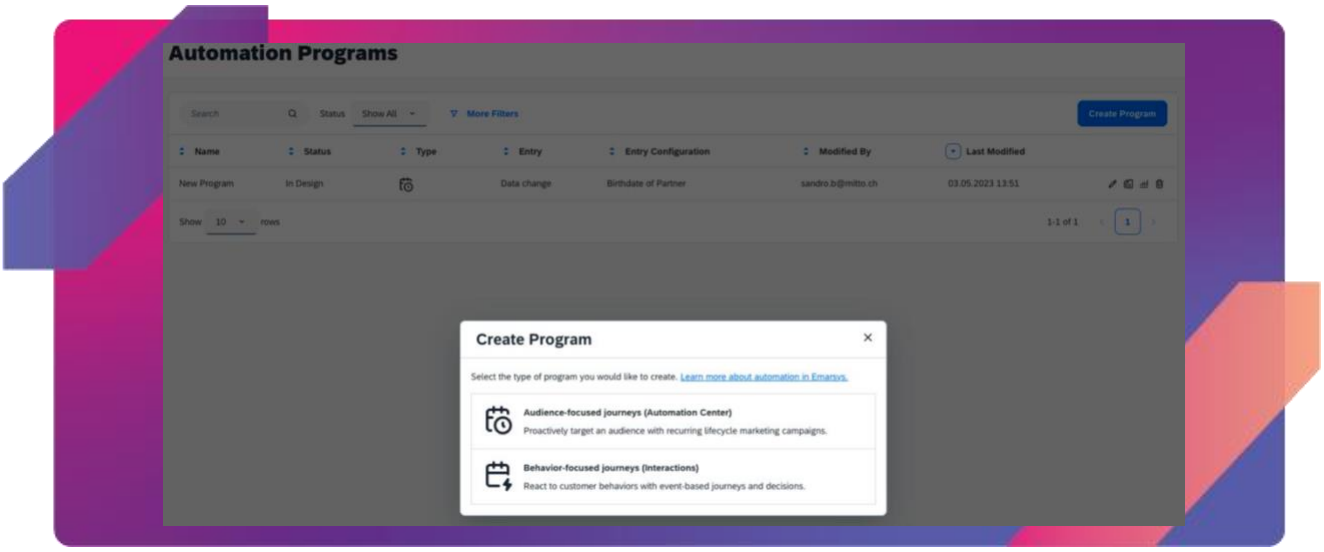
Use marketing automation options to reach your customers in the right moment with relevant information. Add SMS as part of your automation programs.

An **Automation program** is an automated customer engagement journey, designed to guide your interaction with a customer towards a specified goal. It starts from a single entry point and can spread out to multiple branches of a decision tree until reaching an end point. Once a contact has entered a program, they can progress along one path only until the end.

- Go to **Automations -> Automation Programs.**



- Click on **Create Program**. Choose the type of program you need. To learn more about Emarsys automation click here.

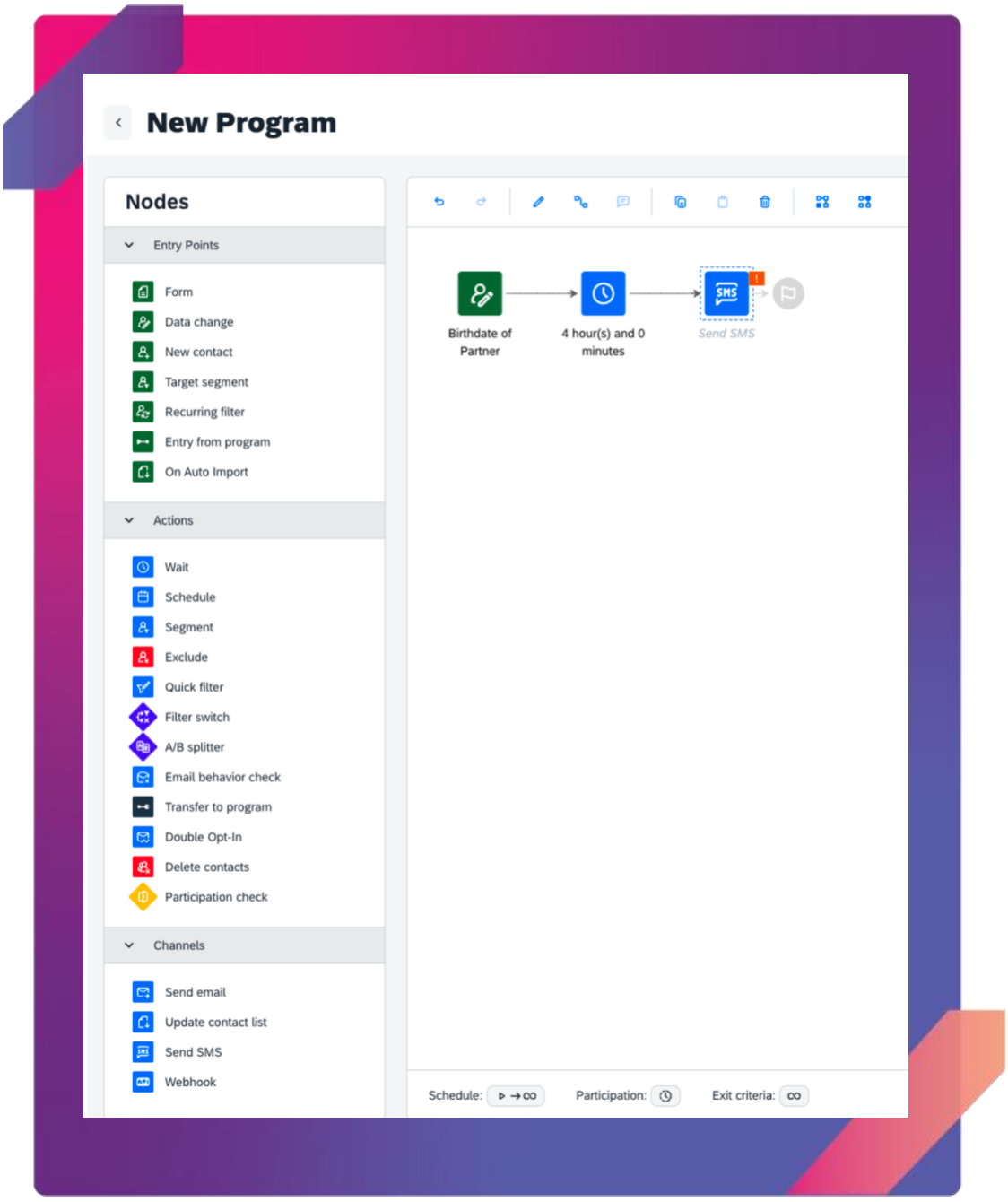


- Once you are in the program builder, start crafting. Your program can be creative and smart. Choose entry points, actions and add communication actions. When you need it in your journey, click on Send SMS under Channels to add it to your program.

Please note: you can only select among your pre-built SMS campaigns:

- **That use the Using an Automation Center program recipient source settings and the status of which is Ready to Launch.**

So, the message itself is not crafted in the program builder, go to SMS Campaign and prepare it for the program as described above.



Additional resources – Emarsys documentation:

- Self-service SMS onboarding
- Automation center
- Channels nodes in automation

mitto