

The Mitto logo features the word "mitto" in a white, lowercase, sans-serif font. A white arrowhead points to the right from the top of the letter 'o'.The Emarsys logo consists of a white icon of three horizontal lines of varying lengths, followed by the word "emarsys" in a white, lowercase, sans-serif font. Below "emarsys" is the text "An SAP Company" in a smaller, white, sans-serif font.

EMARSYS – MITTO SMS INTEGRATION

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.

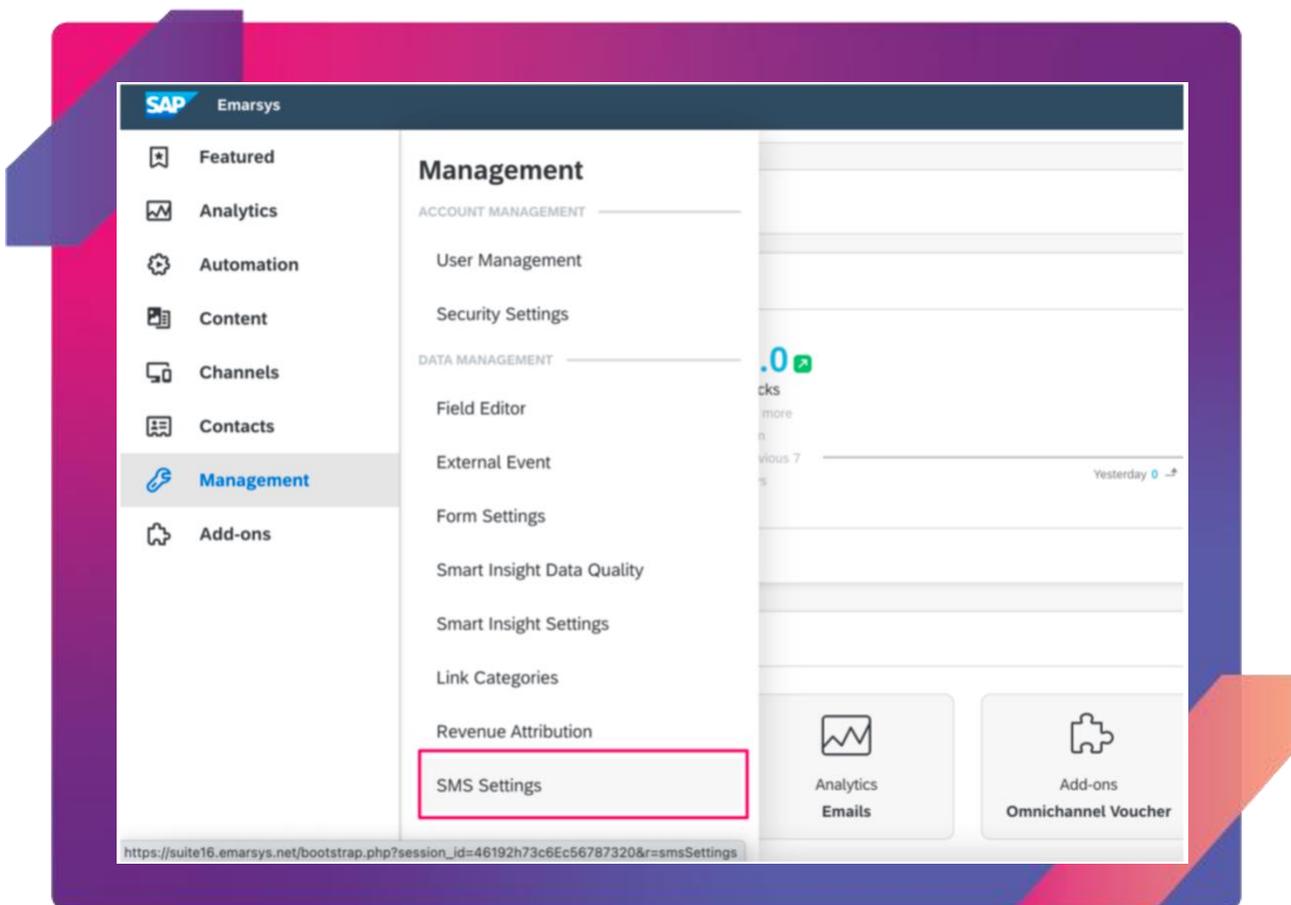
APP INSTALLATION & CONFIGURATION

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.

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

SMS Settings

Set Up Your SMS Channel

⚠ Do You Have a Provider Already?

Before you start the setup, make sure you have a contract with your desired provider. During the setup, you have to connect the provider to Emarsys and set up the inbound number you wish to use for each country or region. If you do not have a provider yet, feel free to check the list of available options.

If you already have a contract with a provider, you can start to set up your SMS Channel to be able to send SMS or MMS campaigns to your customers. You will need your provider's API credentials and inbound numbers for this process.

[See List of Providers](#)

[Start Setup](#)

The screenshot displays the SAP Emarsys interface for setting up an SMS channel. The main heading is "SMS Channel Setup". Below this, a "Currency Selection" dialog box is shown. The dialog contains the following text: "All country or region fees will be displayed in the selected currency. Reports for the SMS Channel will also be calculated in this currency." Below the text is a "Currency" dropdown menu with "Euros" selected. At the bottom of the dialog are "Cancel" and "Next Step" buttons. At the bottom of the main interface, a progress bar shows four steps: 1. Currency Selection (highlighted), 2. Provider Setup, 3. Country or Region Setup, and 4. Summary.

< SMS Channel Setup

Provider Setup

Choose the provider you already have a contract with and insert the API credentials here to connect to Emarsys. API credentials can be found at your vendor's admin site.

Provider

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

< SMS Channel Setup

Provider Setup

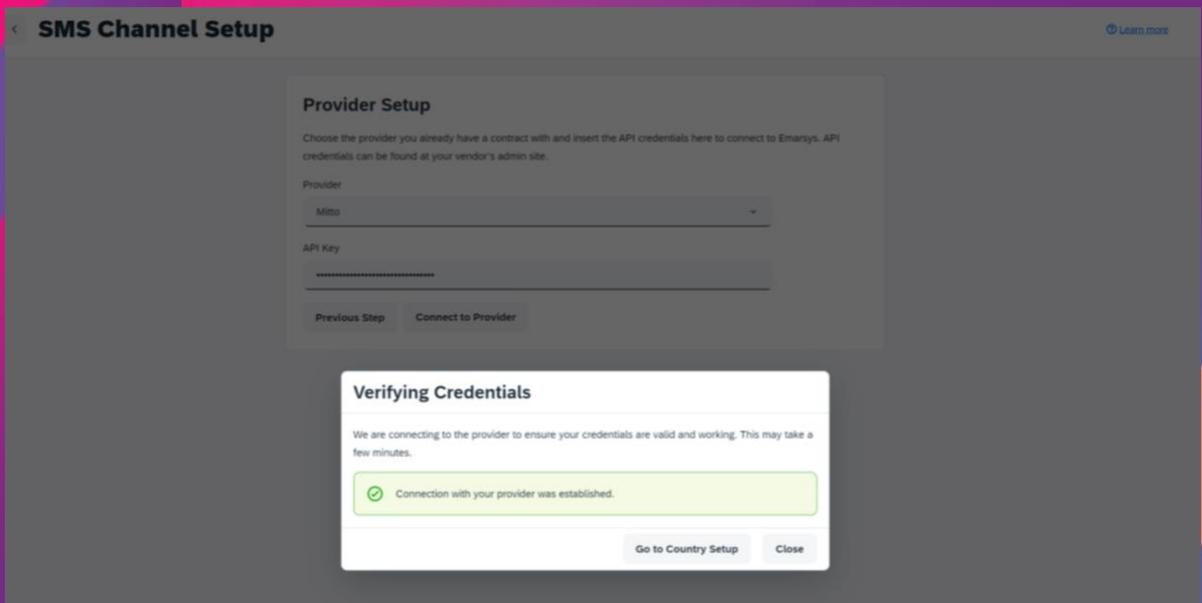
Choose the provider you already have a contract with and insert the API credentials here to connect to Emarsys. API credentials can be found at your vendor's admin site.

Provider

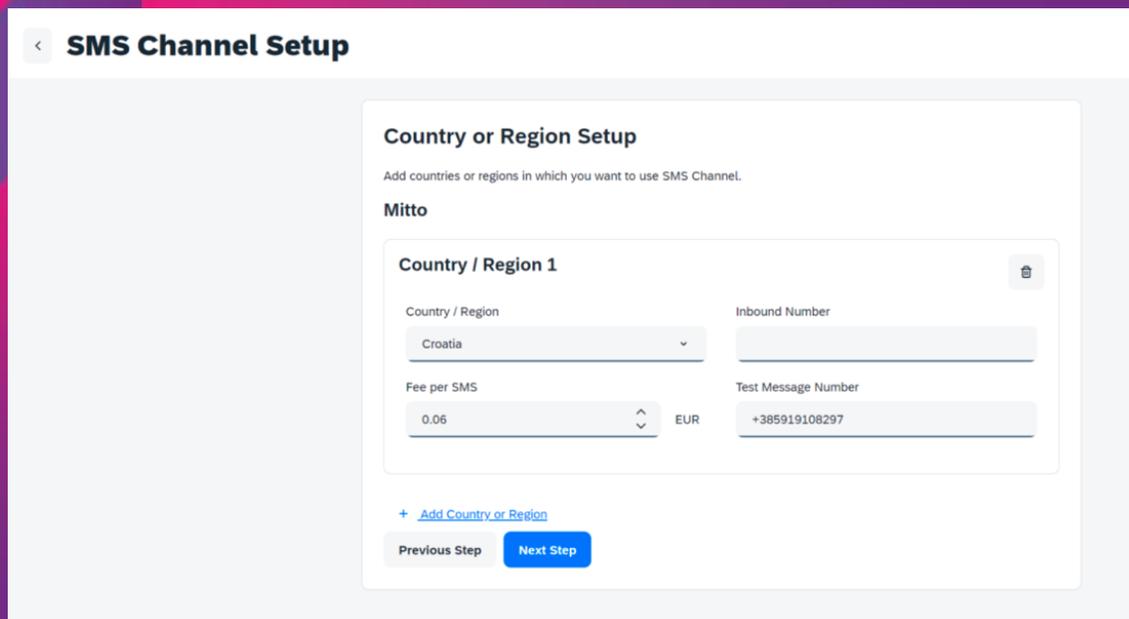
API Key

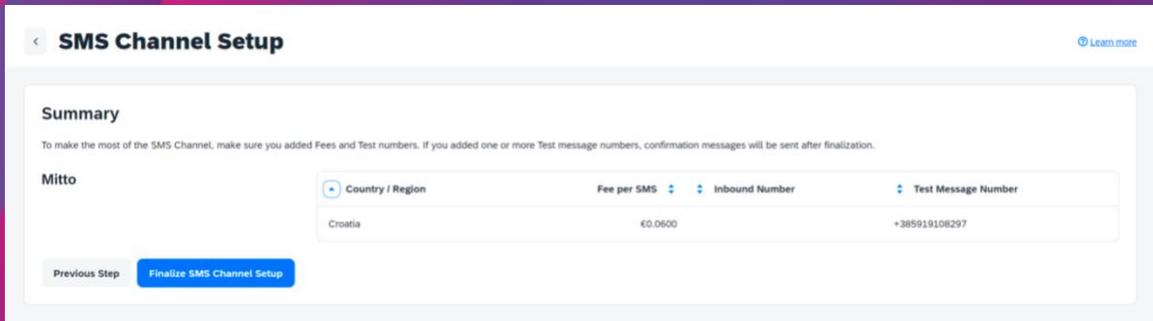
Previous Step

Connect to Provider

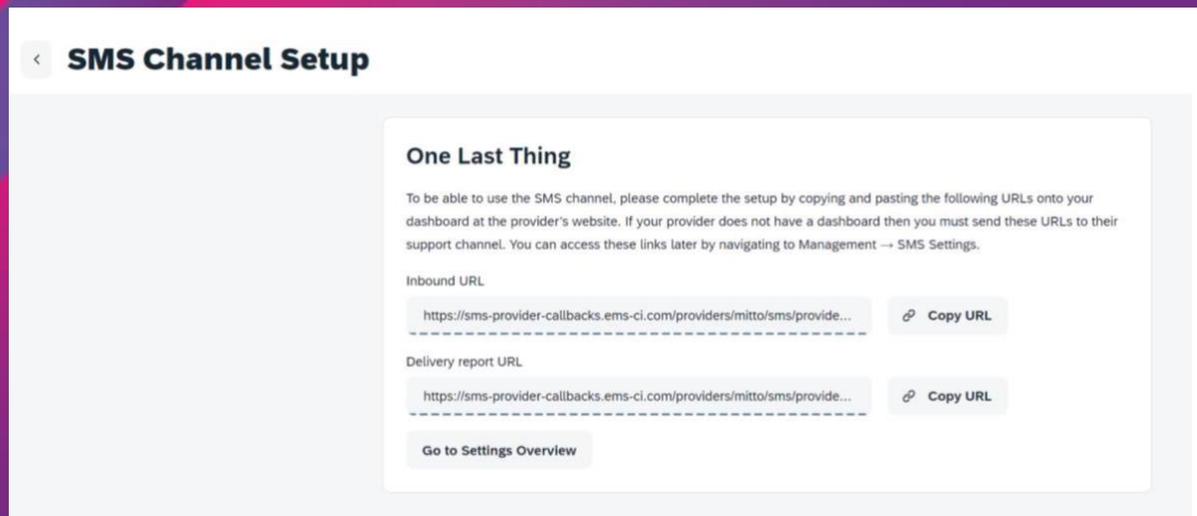


- Continue with your Country or Region setup. Select your country and you can fill in the following information: inbound number (get it from Mitto, this is the number to which customers will send messages), fee per SMS (the cost agreed with Mitto, it will then help you make cost calculations in your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

SMS Settings

Send and Confirm Test Messages

Make sure to send and check the test message for all countries and regions to test that all connections are working properly.

Mitto

Search

... [Add Country or Region](#)

Country / Region	Fee per SMS	Inbound Number	Number of Messages Sent
Argentina	€0.0400		237
Croatia	€0.0600		93
Germany	€0.0400		4
Mexico	€0.0400		19
Slovakia	€0.0500	421902028228	8

Show 10 rows 1-5 of 5

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.

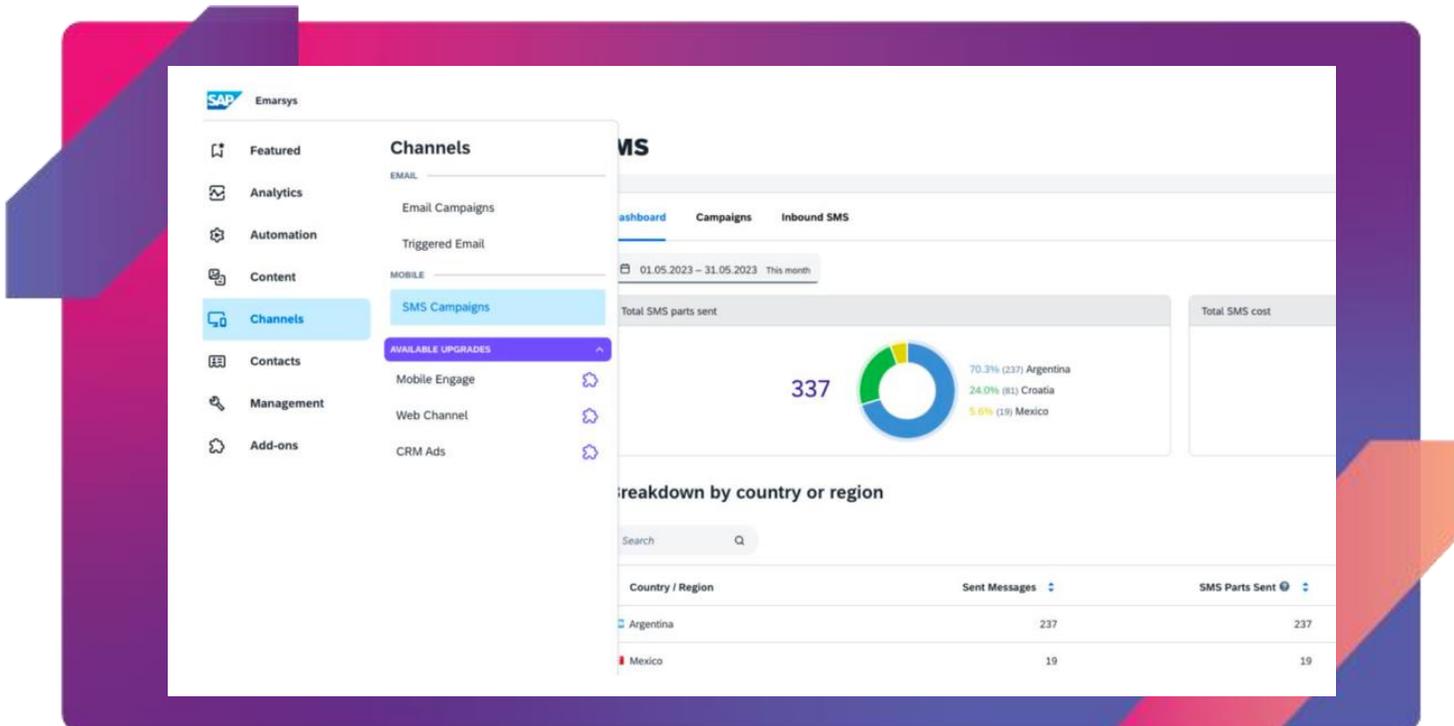
Once the integration steps are done, you can choose between:

- 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.

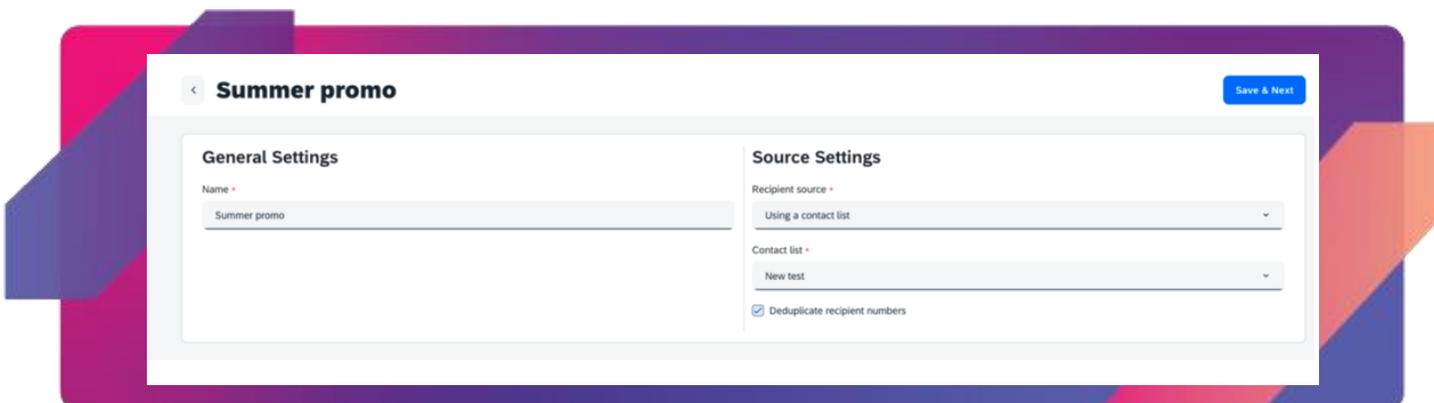
To create a Campaign go to **Channels – SMS Campaigns**.



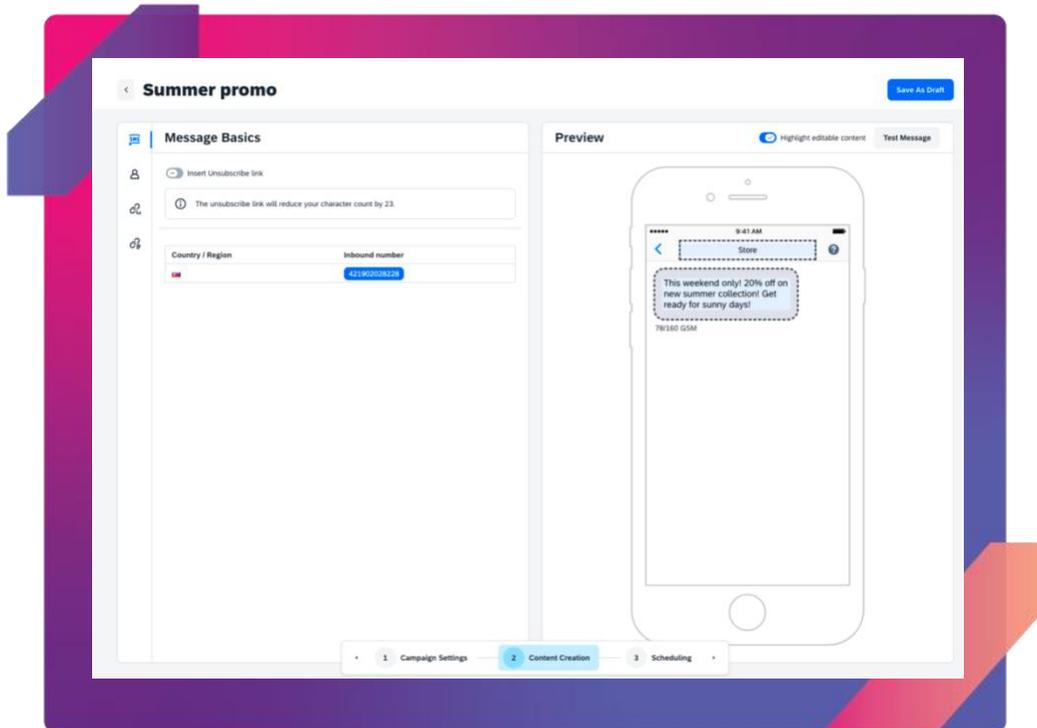
The **Dashboard** will show you a summary of your activity (total SMS sent, the cost, and breakdown per country).

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

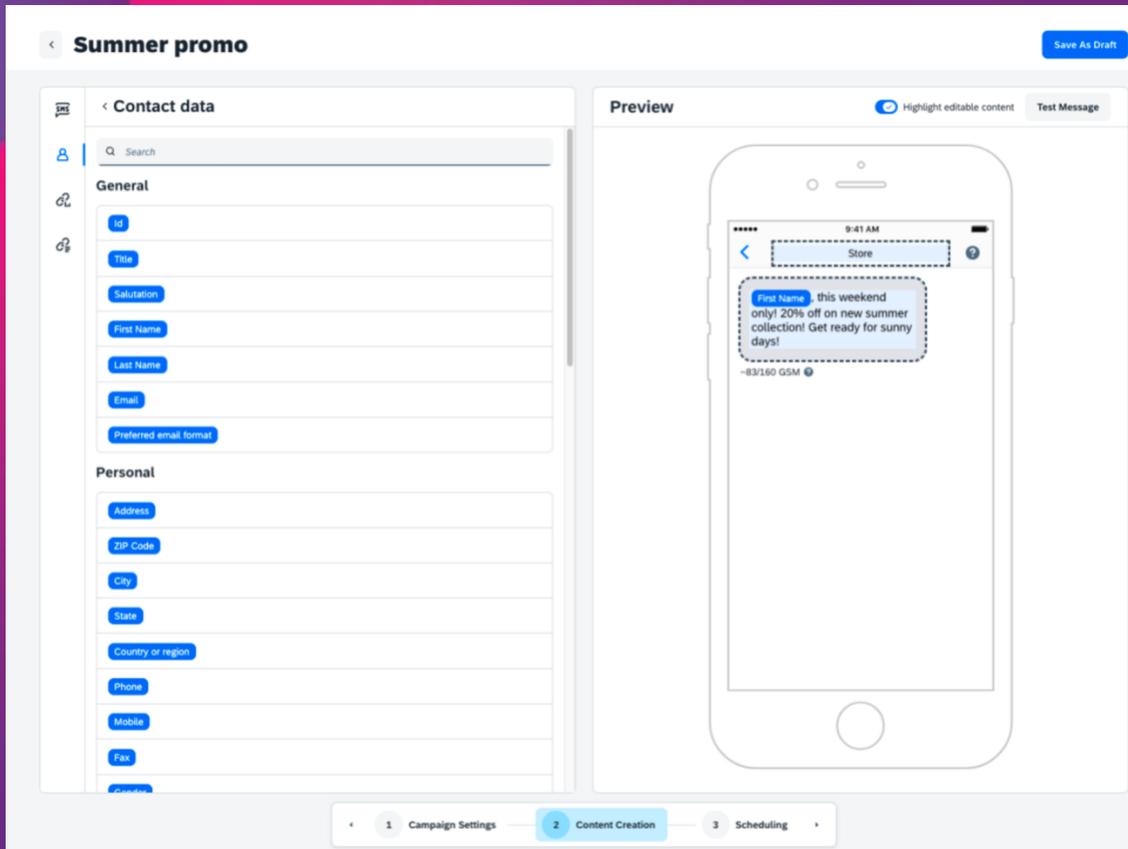
- Write campaign name
- **Choose recipient source (a simple contact list or if you wish to use that campaign as part of automation center programs – part 2 in this guide)**
- Choose if you want to deduplicate numbers
- Click Save&Next



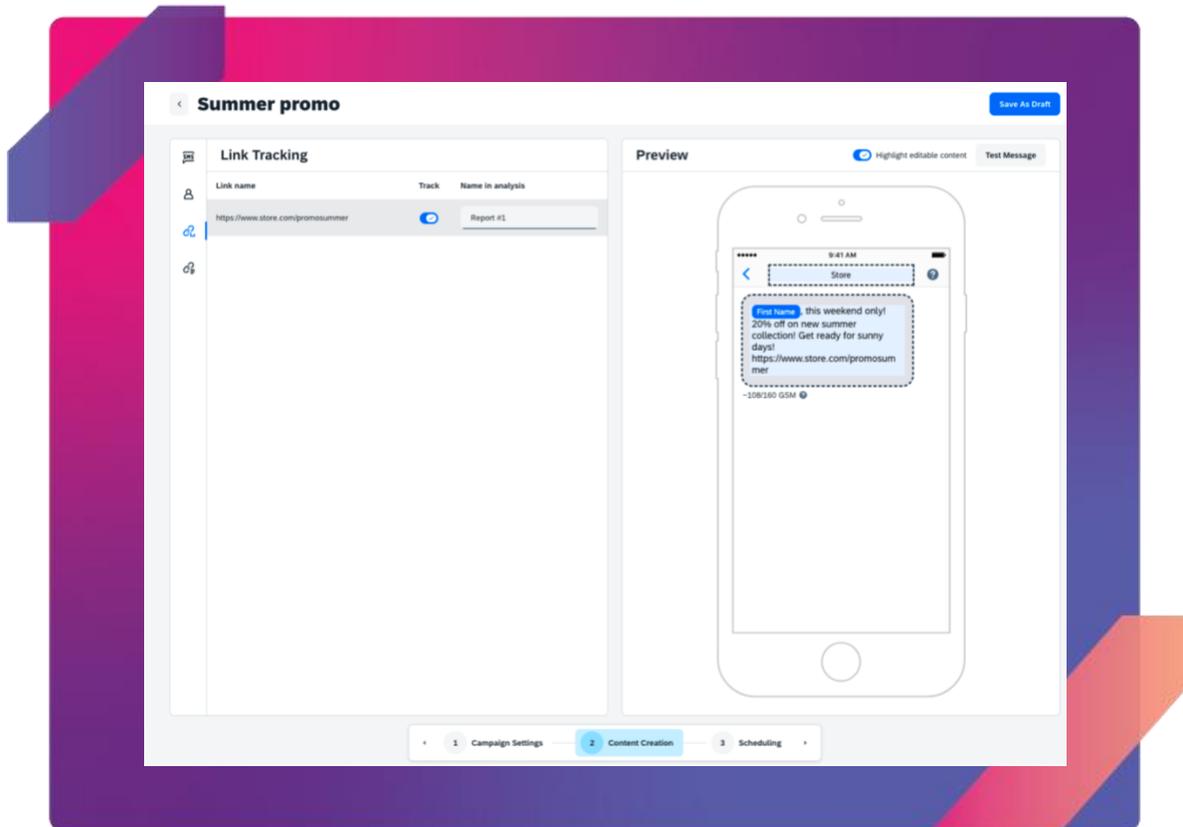
- Now you can create your message. You can add unsubscribe link if you wish.



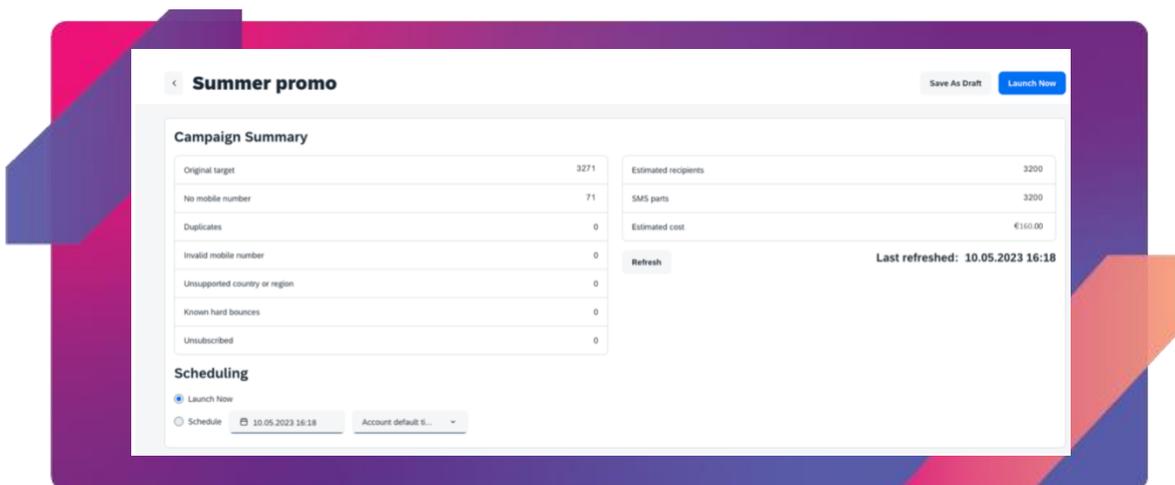
- You can easily add **personalization**. Just drag and drop what you need.



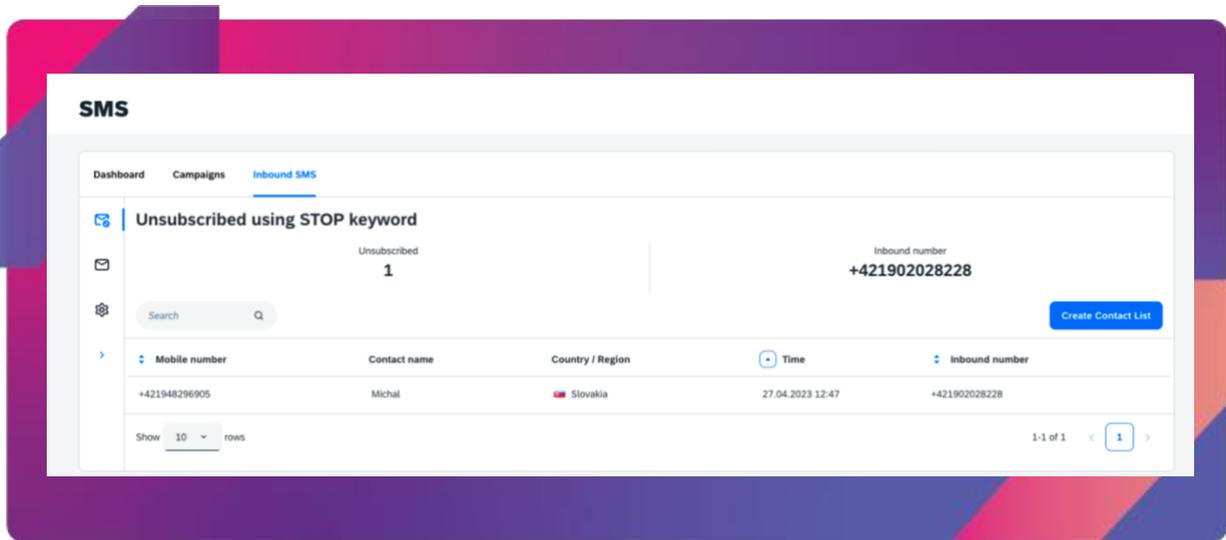
- If you add a link to your message, you will be able to manage tracking in your reports.



- 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.

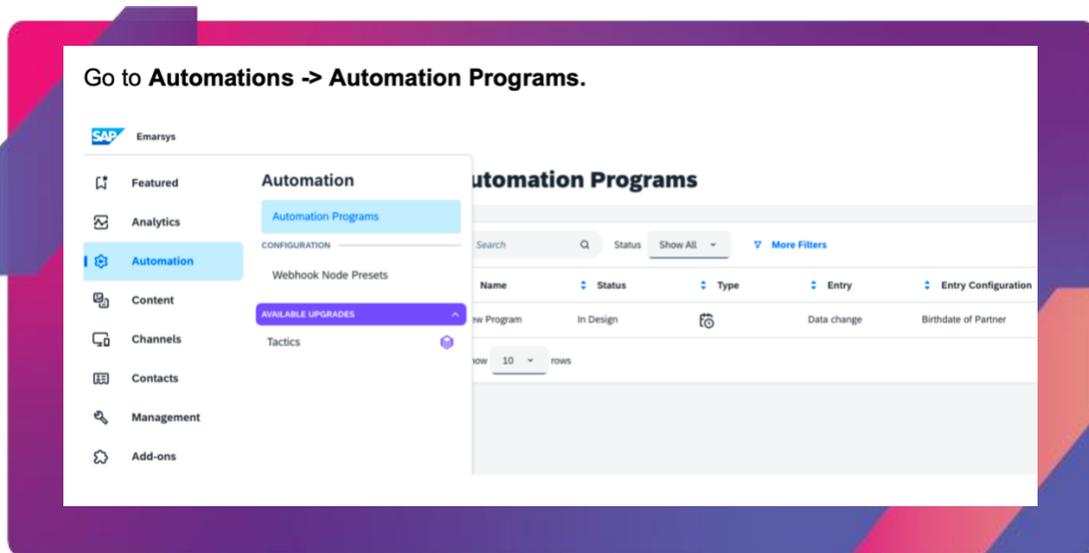


SMS as part of Marketing Automation Programs

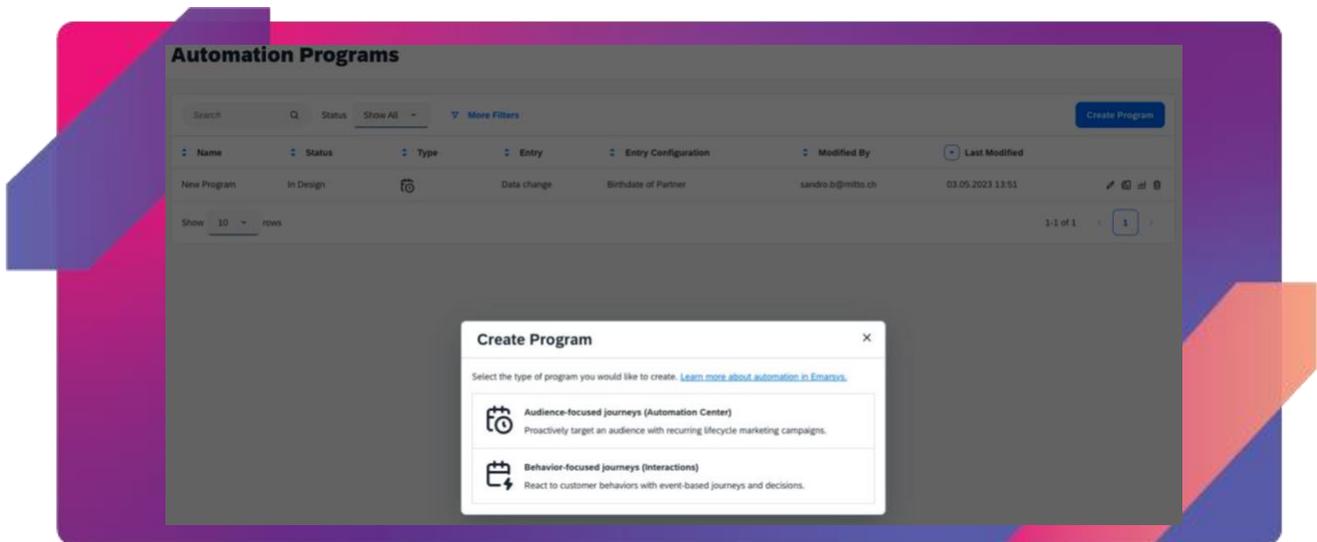
Use marketing automation options to reach your customers in the right moment with relevant information. Add SMS as part of your automation programs.

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](#).

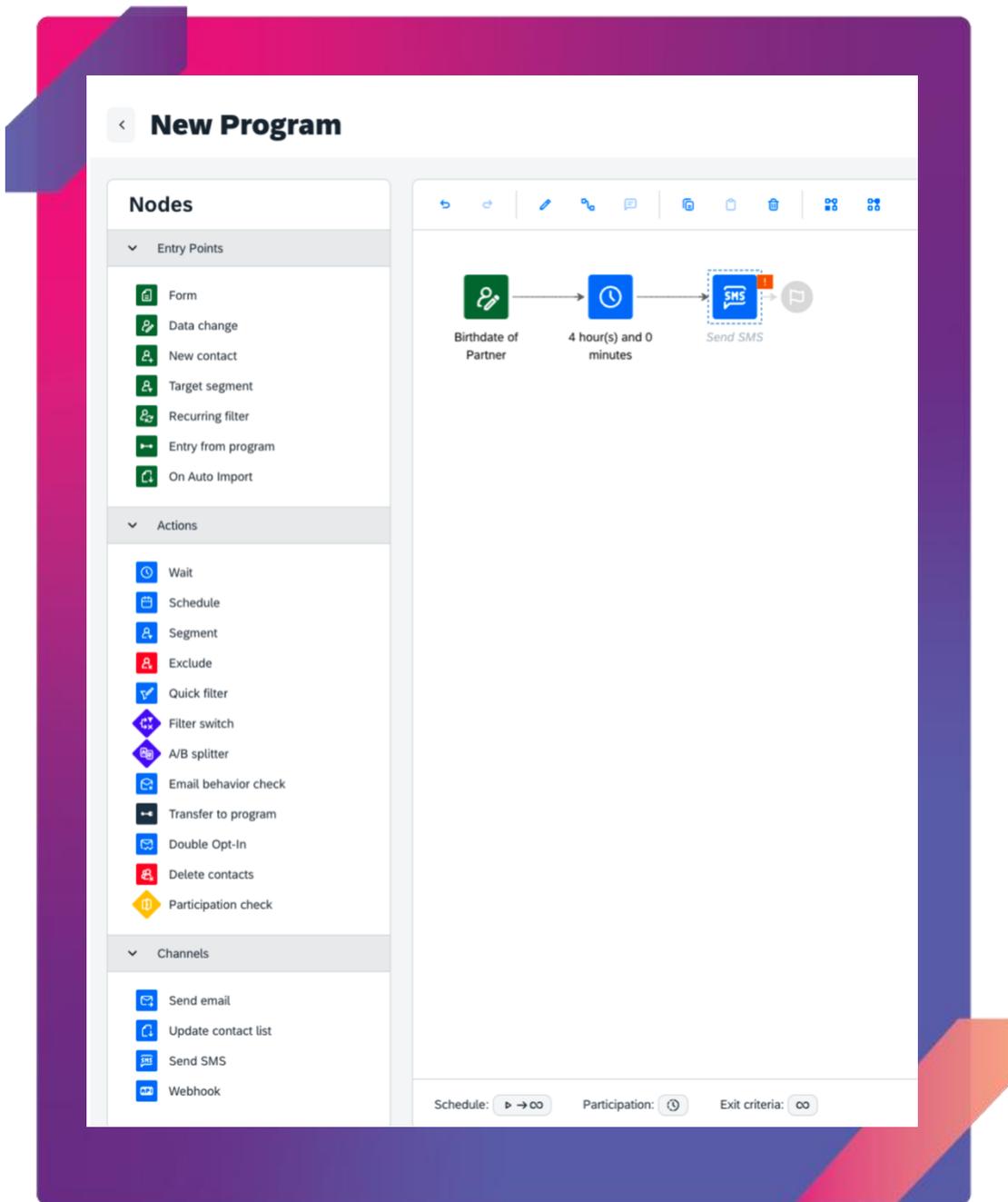


- Once you are in the program builder, start crafting. Your program can be creative and smart. Choose entry points, actions and add communication actions. When you need it in your journey, click on Send SMS under Channels to add it to your program.

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›