



moengage

MOENGAGE - SMS INTEGRATION

How To Get Started

MoEngage® is an insights-led Customer Engagement platform for consumer brands, that empowers marketers and product owners with AI-driven insights to create omnichannel experiences that consumers love.

It brings customer insights, journey orchestration, and omnichannel communication.

With Mitto integration clients can send **Campaigns or build Flow journeys for SMS and WhatsApp Business. In this guide we will explain how to set it up for SMS.**

PART 1

MITTO INTEGRATION

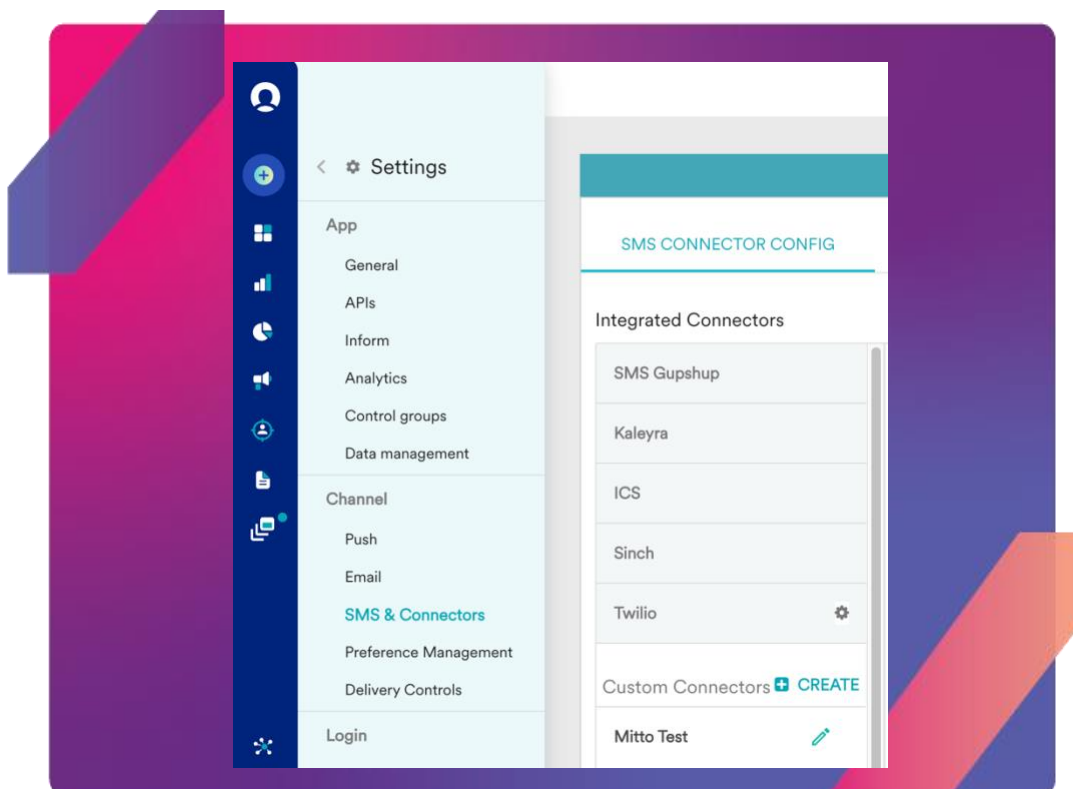
Mitto integrations enable MoEngage users to **send SMS messages** to communicate with leads and contacts using their Mitto account.

Once installed, you will be able to send and analyze your SMS activity:

- Campaigns
 - Bulk one-time SMS or WhatsApp messaging
 - Periodic messaging (time-specific)
 - Event-triggered messaging
- Flows - journey orchestration
- Analytics

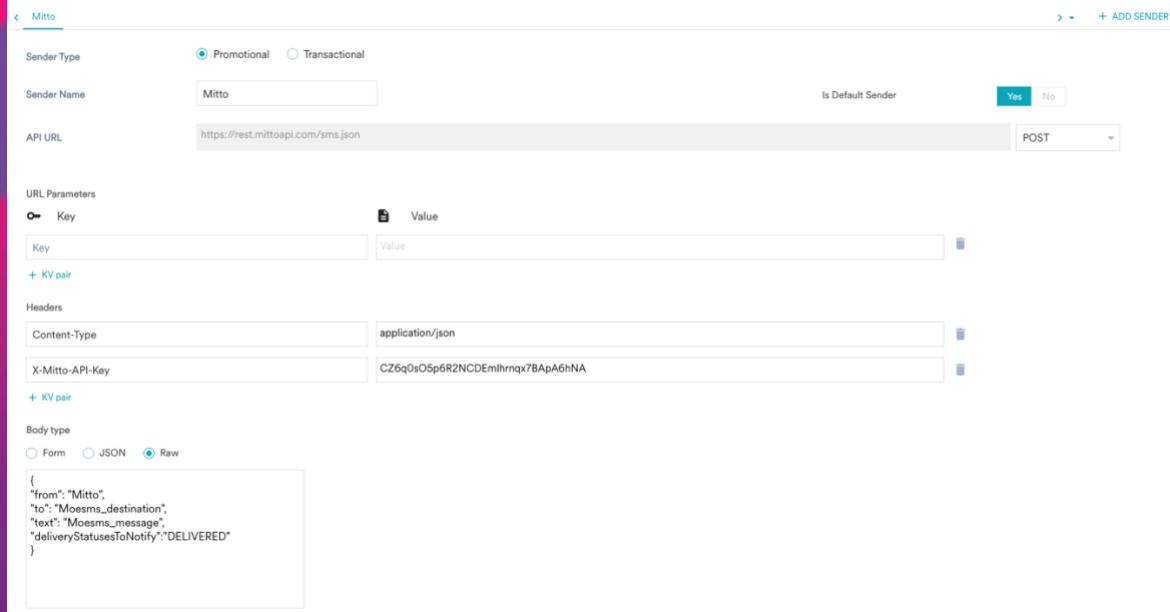
Steps:

- Go to **Settings in MoEngage - Channel - SMS & Connectors**
- Under **Custom Connector** click **Create** and fill in the fields



- Choose a **sender type** and type **Sender name** – Mitto
- Insert **API URL** and choose method **POST**: <https://rest.mittoapi.com/sms.json>
- Add Headers:
 - **Content-Type** – **application/json**
 - **X-Mitto-API-Key** – add your unique API key obtained from Mitto
- Fill in the **body type field** – choose „Raw“

```
{
  "from": "Mitto",
  "to": „Moesms_destination“,
  "text": "Moesms_message",
  "deliveryStatusesToNotify": "DELIVERED"
}
```



The screenshot shows the Mitto configuration interface with the following fields and values:

- Sender Type:** Promotional (selected), Transactional
- Sender Name:** Mitto
- Is Default Sender:** Yes (selected), No
- API URL:** <https://rest.mittoapi.com/sms.json>
- Method:** POST
- URL Parameters:** (Empty table with columns Key and Value)
- Headers:**
 - Content-Type: application/json
 - X-Mitto-API-Key: CZ6q0sO5p6R2NCDEmlhmqx7BApA6hNA
- Body type:** Form, JSON, Raw (selected)
- Body:**

```
{
  "from": "Mitto",
  "to": "Moesms_destination",
  "text": "Moesms_message",
  "deliveryStatusesToNotify": "DELIVERED"
}
```

- **Delivery tracking should be populated like this:**

Please set the value of Destination Number Key as Moesms_destination, Message key as Moesms_message and Campaign ID as Moesms_campaignId

For clients operating in India, please set the value of DLT Template ID as Moesms_dltTemplateId. [Click here](#) for more information on DLT

Delivery tracking

SMS delivery tracking URL	:	https://api-01.moengage.com/sms/dlr/custom/1932981684	
Unique sent ID field *	:	id	
Unique delivery ID field *	:	msgid	
Delivery status field *	:	status	
Success values for delivery status *	:	DELIVERED	
Failure reason field *	:	errorcode	

[Send Test SMS](#)

PART 2

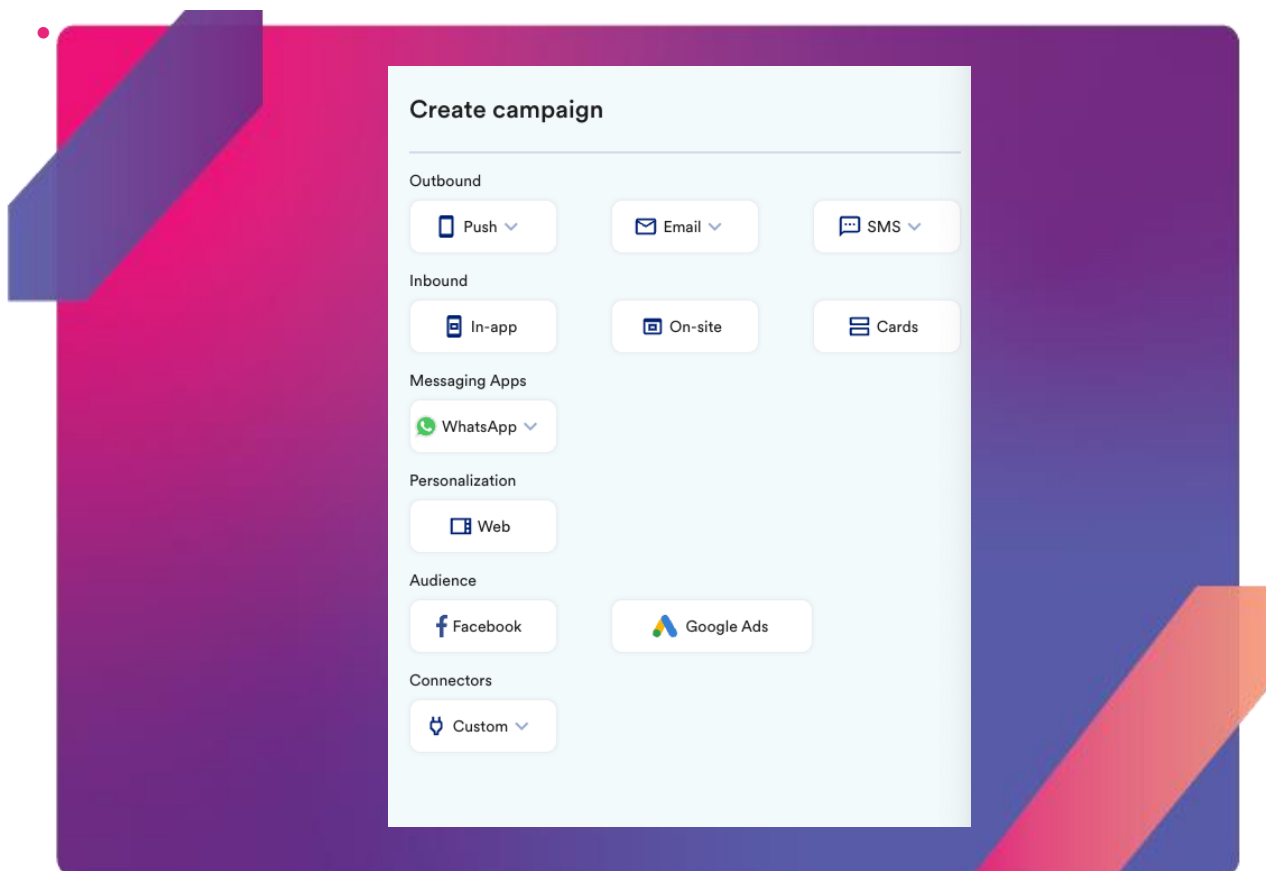
SENDING SMS MESSAGES

Prepare your contacts and lists for SMS campaigns.

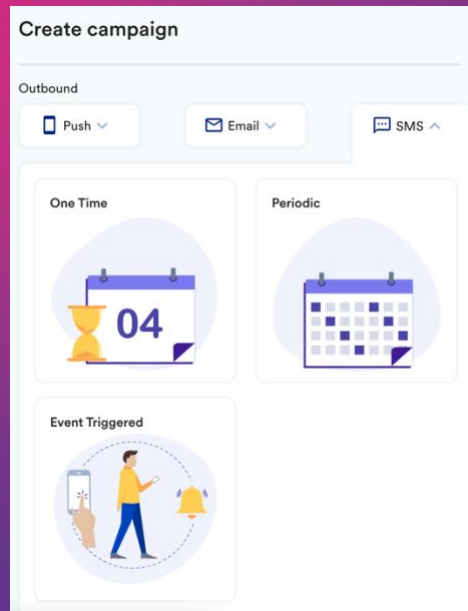
- Go to **Segments - Import users**
- Upload **.csv** file, click on „First row contains column names“ if you have it
- **Map columns**

CAMPAIGNS

Go to Engage – Campaigns, and click top right button **Create Campaign** – choose **SMS**.



- Choose what kind of campaign you want to send: one time, periodic or event-triggered.



Create campaign

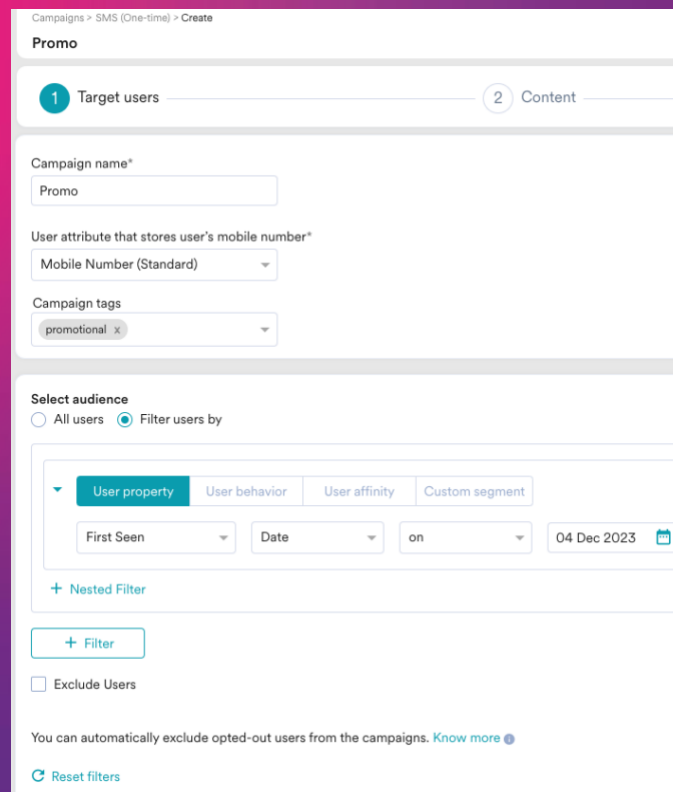
Outbound

Push Email SMS

One Time Periodic

Event Triggered

- First step is to **target users**. Add Campaign name, and set up **filters and conditions** to build your campaign, or **choose a custom segment**.



Campaigns > SMS (One-time) > Create

Promo

1 Target users 2 Content

Campaign name*

Promo

User attribute that stores user's mobile number*

Mobile Number (Standard)

Campaign tags

promotional x

Select audience

☐ All users ☒ Filter users by

User property User behavior User affinity Custom segment

First Seen Date on 04 Dec 2023

+ Nested Filter

+ Filter

☐ Exclude Users

You can automatically exclude opted-out users from the campaigns. [Know more](#)

Reset filters

- Next step is to craft your message. Use sign @ to start adding personalization placeholders. From here you can send a test message.

The screenshot shows the 'Content' step of an SMS campaign creation process. At the top, there's a progress bar with three steps: 'Target users' (completed), 'Content' (current), and 'Schedule and goals'. The 'Content' section is titled 'Content' and 'Configure the message you want to send'. It includes a 'SMS sender' dropdown set to 'Mitto (CUSTOM)', a 'Template ID' input field, and a 'Message' text area containing a personalized message: 'Hi {{UserAttribute[First Name]}}, special Ho-Ho-Holiday offer - 20% off on all running shoes - webshop only!'. A blue tooltip below the message states: 'Actual character count may vary depending upon the value of personalised attribute.' Below this is a section 'Shorten and track URL(s)' with instructions on how to use custom domains. To the right, a preview of the message is shown on a mobile phone screen, displaying the sender name and the personalized text. At the bottom, there's a 'Test Campaign' section with a checkbox 'Test campaigns ignore frequency capping', a 'Mobile Number (Registered With...)' dropdown, an 'Enter Mobile number' input field, and a 'Test' button. The bottom right corner has 'Previous' and 'Next' buttons.

- In the last step you can schedule message send, set campaign goals you wish to track, and use some controls like frequency capping.
- Once the Campaign is sent, you can track delivery and opens on your dashboard.

FLOW

Go to Engage – Flows, and click top right button Create Flow

- Start by adding a **flow name and tag**. Set up conversion goal.
- Choose **when will users enter the flow – on event trigger, at fixed time or on flow exit**.

Engage > Flows > Create flow

Promo

Details and goals

Users enter the flow

On event trigger At fixed time On flow exit

User entry

One Time

☐ As soon as possible

☒ At specific date and time

Periodic

☐ Daily

☐ Weekly

☐ Monthly

At specific date and time

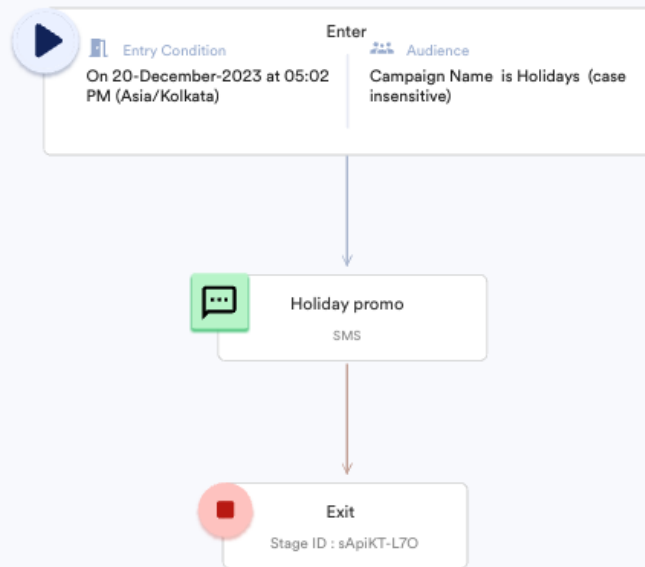
Start date 20 Dec 2023

Send time 05 : 02 am pm

User entry will start on 20th Dec 2023 at 5:02 pm in Asia/Kolkata +0530 time zone

Fixed time entry is not supported for segments exceeding 10Mn users. Hence flows with a target audience of more than 10 million users will fail during run-time.

- Choose who will enter the flow – set up audience conditions.
- Start building your flow. Add **multiple steps and conditions** to orchestrate your communication journeys. Click **on + and choose SMS** to add it. Edit your message directly from your flow.



mitto'