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

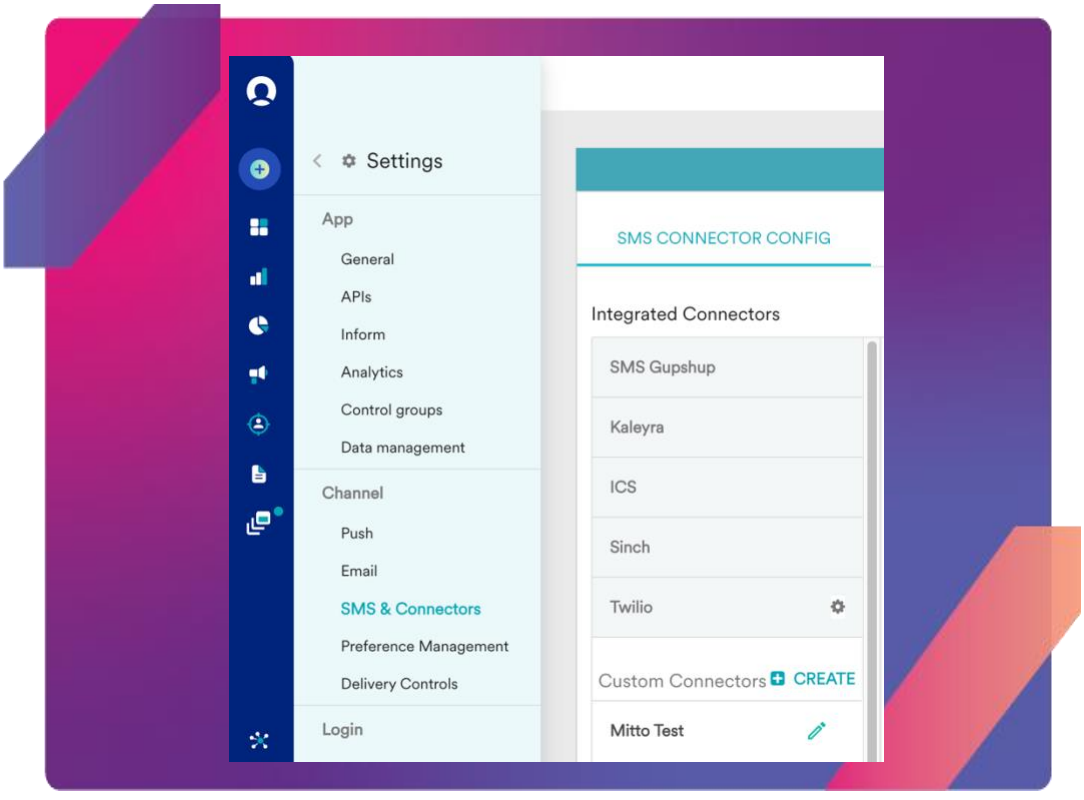
Mitto integrations enable MoEngage users to **send SMS messages** to communicate with leads and contacts using their Mitto account.

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

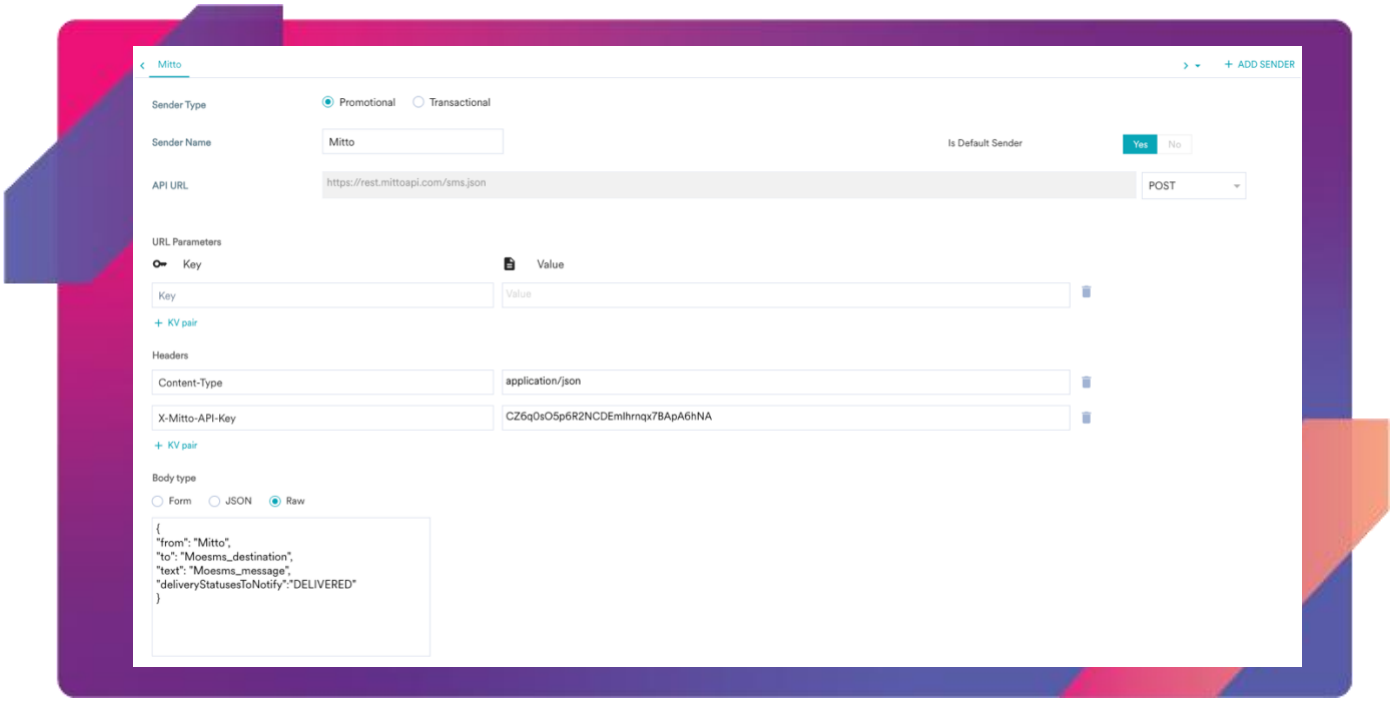
Steps:

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

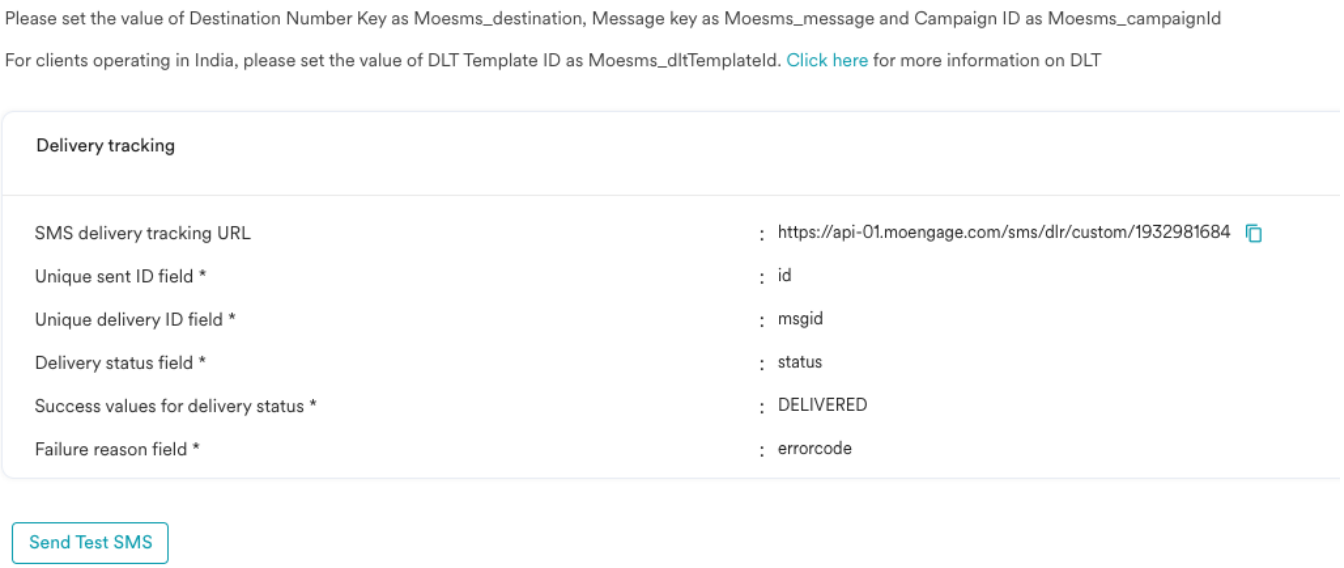


- Choose a **sender type and type Sender name** – Mitto
- Insert **API URL and choose method POST**: https://rest.mittoapi.com/sms.json
- Add Headers:
    - **Content-Type – application/json**
    - **X-Mitto-API-Key** – add your unique API key obtained from Mitto
- Fill in the **body type field – choose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

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



- Delivery tracking should be populated like this:



PART 2

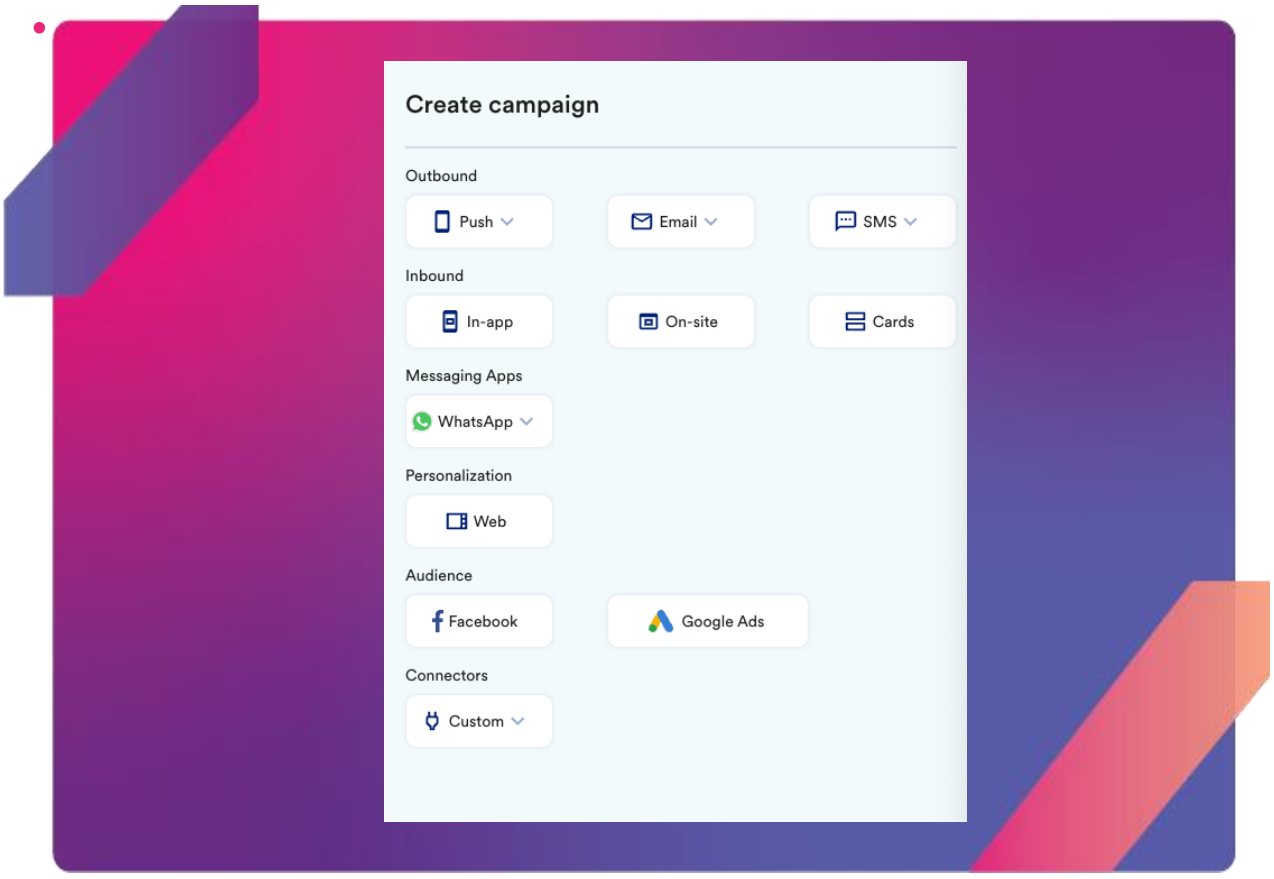
SENDING SMS MESSAGES

Prepare your contacts and lists for SMS campaigns.

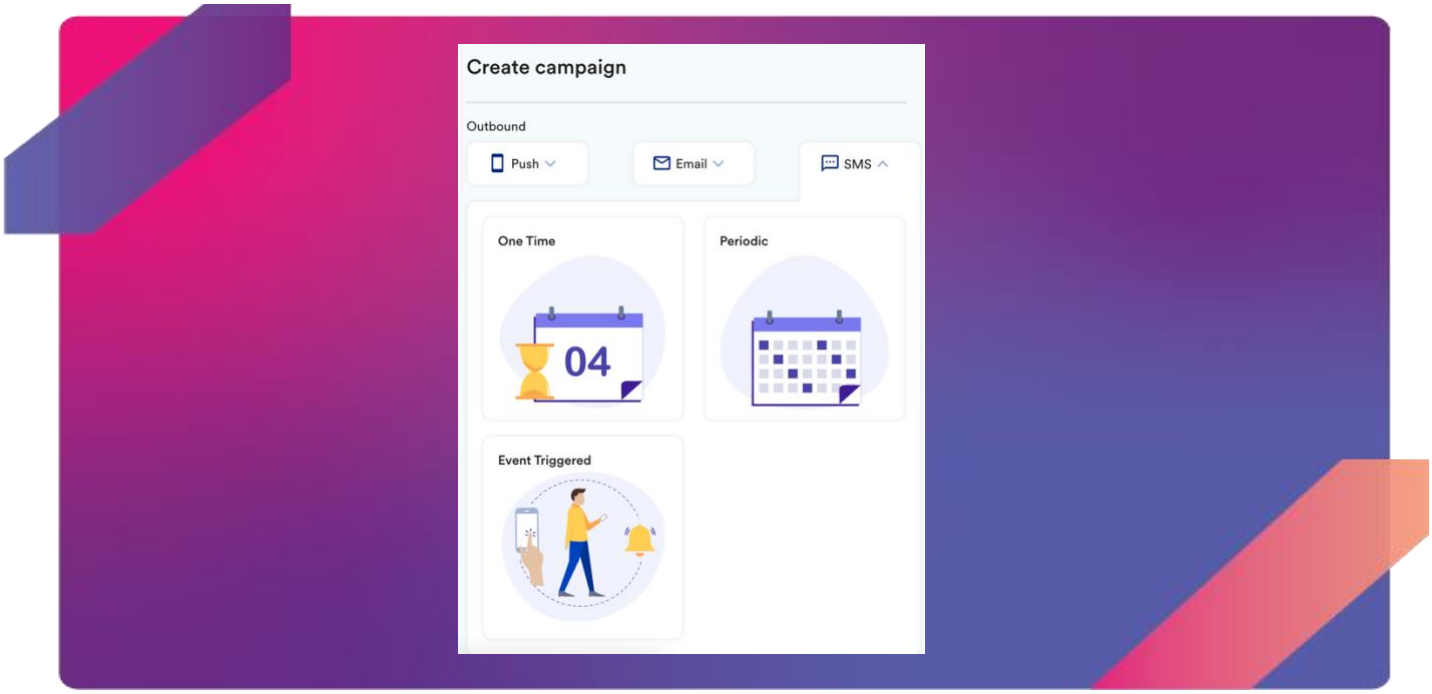
- Go to **Segments - Import users**
- Upload **.csv** file, click on „First row contains collumn names“ if you have it
- **Map columns**

CAMPAIGNS

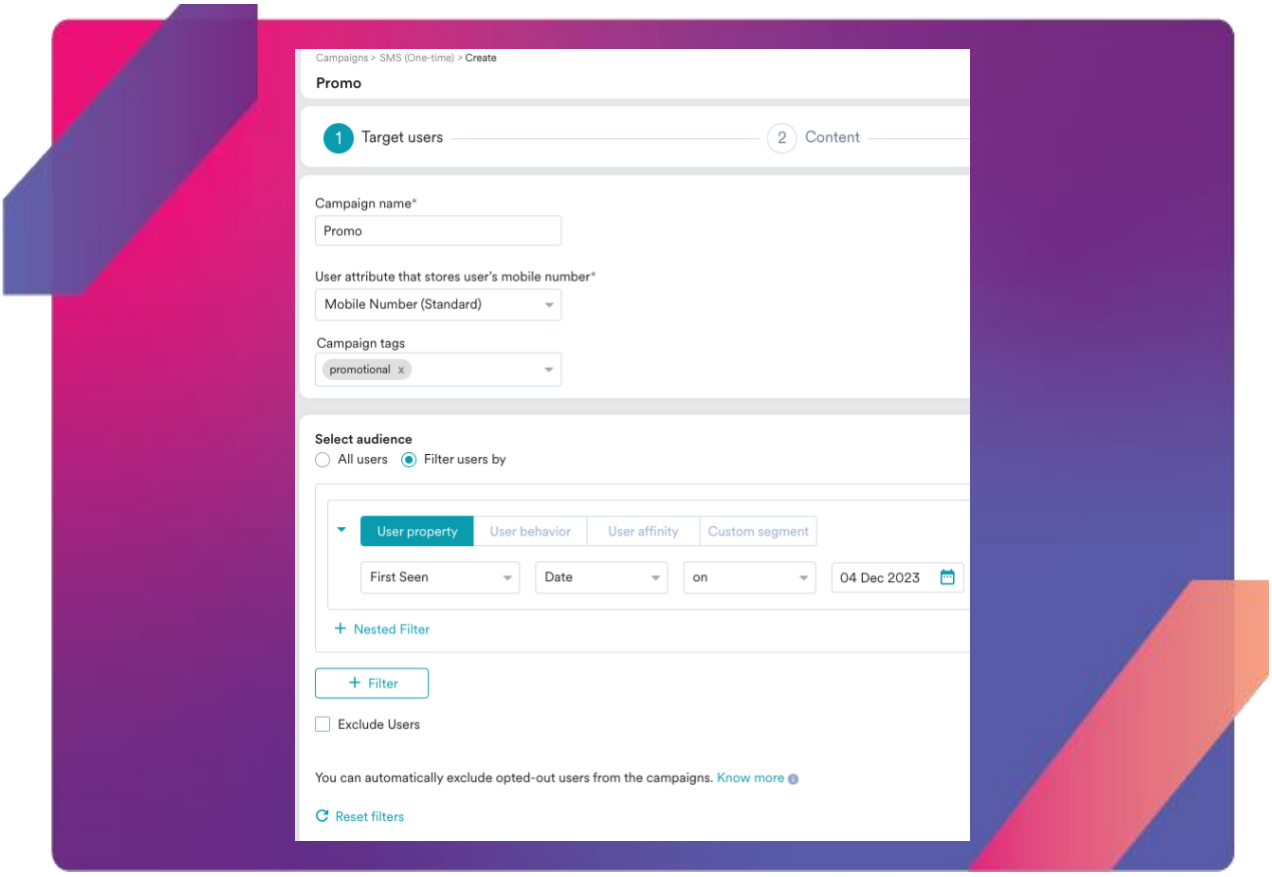
Go to Engage – Campaigns, and click top right button Create Campaign – choose SMS.



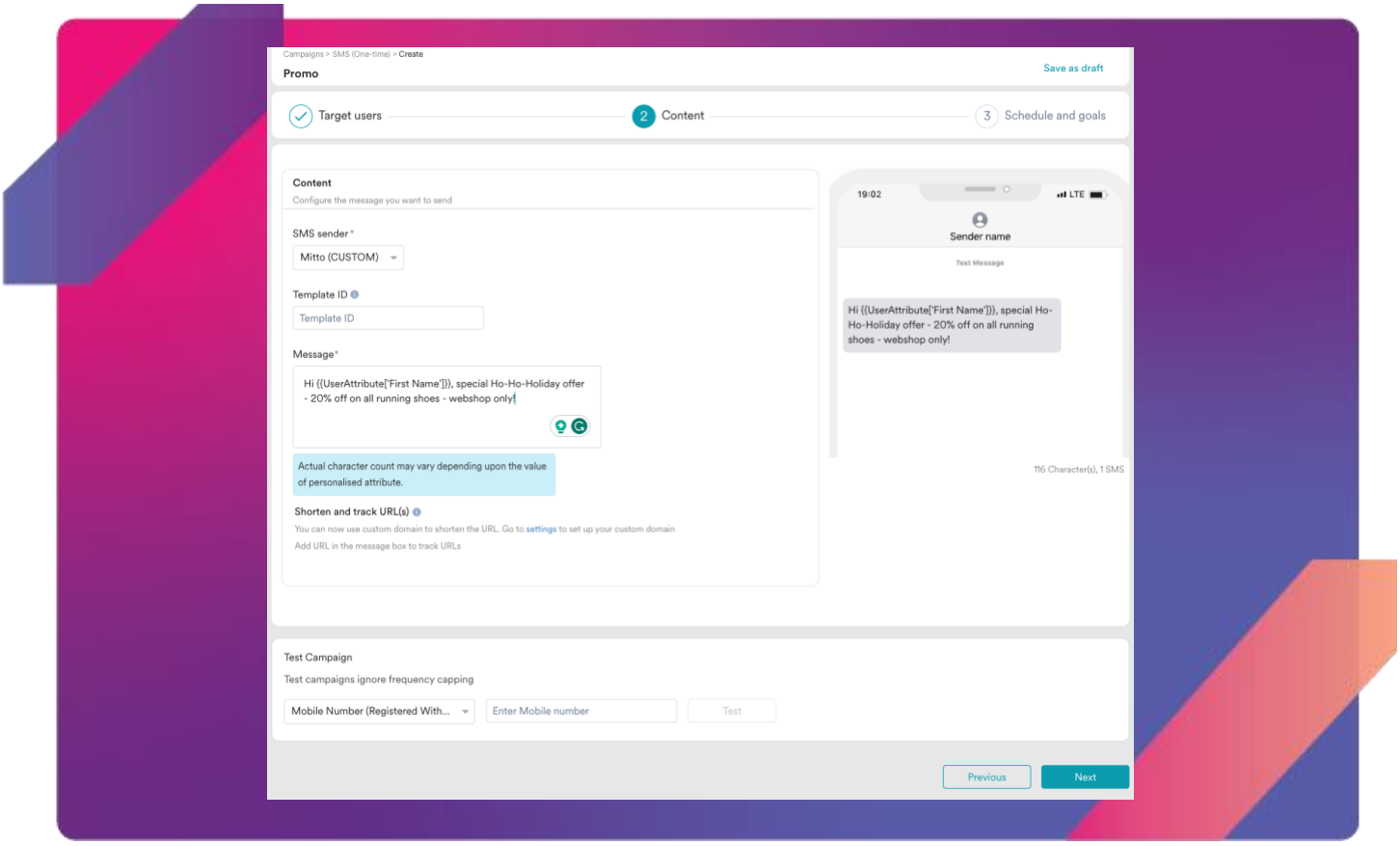
- Choose what kind of campaign you want to send: one time, periodic or event-triggered.



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



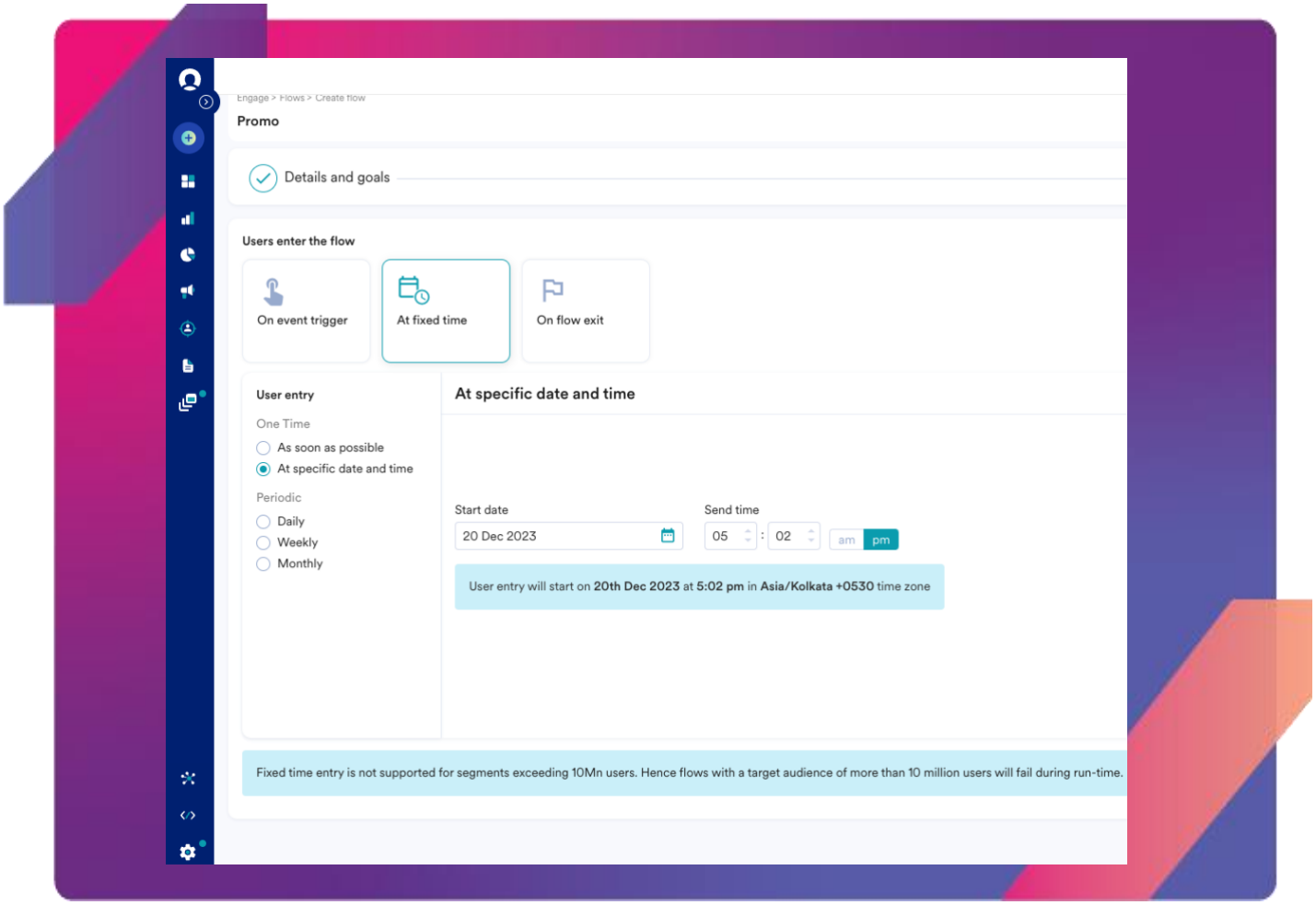
- Next step is to craft your message. Use sign @ to start adding personalization placeholders. From here you can send a test message.



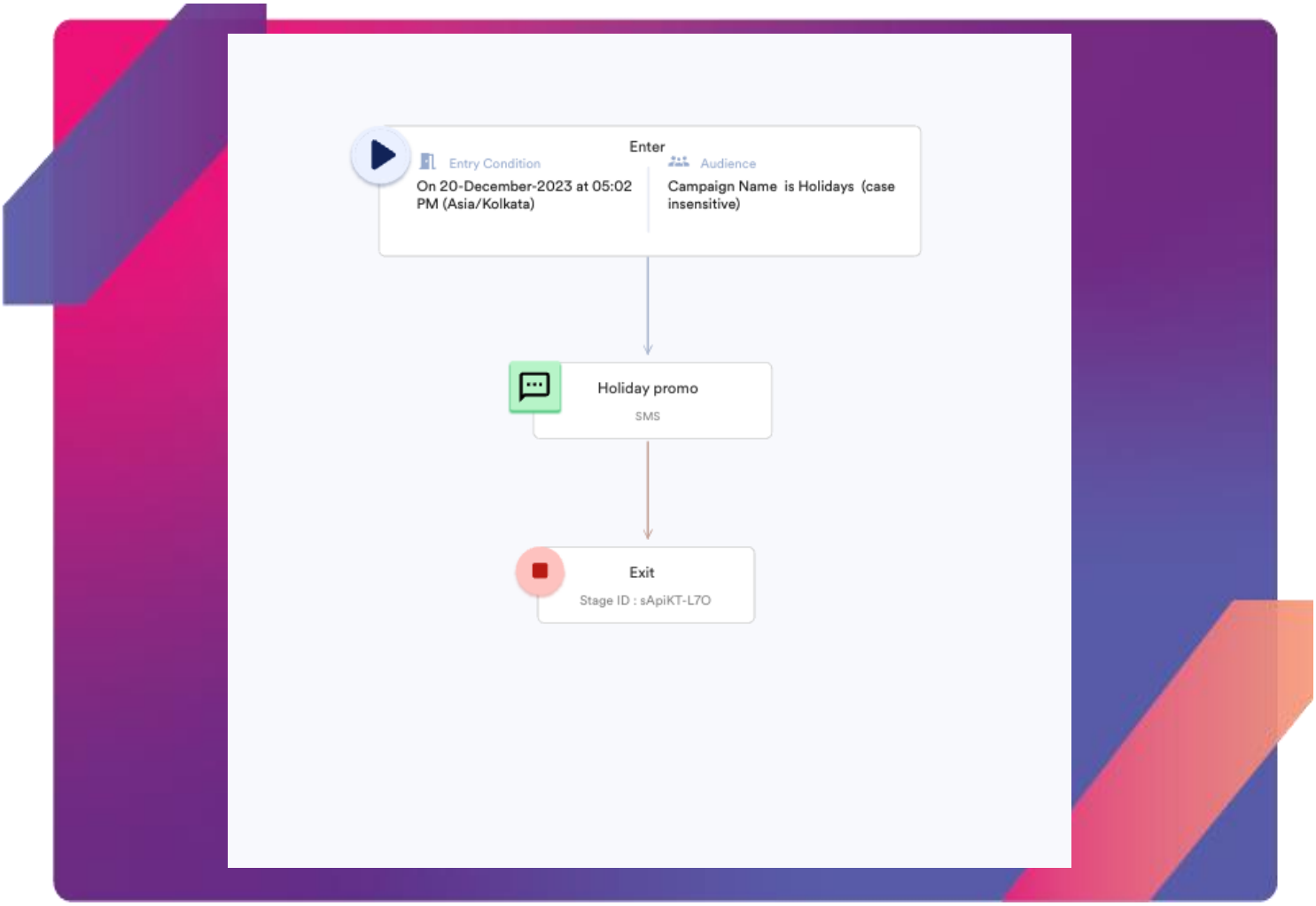
- In the last step you can schedule message send, set campaign goals you wish to track, and use some controls like frequency capping.
- Once the Campaign is sent, you can track delivery and opens on your dashboard.

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.**



- 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.


Enter
Entry Condition
On 20-December-2023 at 05:02 PM (Asia/Kolkata)
Audience
Campaign Name is Holidays (case insensitive)
Holiday promo
SMS
Exit
Stage ID : sApiKT-L7O

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