



moengage

# MOENGAGE - VIBER 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, Viber and WhatsApp Business. In this guide we will explain how to set it up for Viber for Business.**

## PART 1

# MITTO INTEGRATION

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

- Campaigns
  - One-time Viber messaging
- Flows - journey orchestration
- Analytics

To use **Viber messaging inside MoEngage** platform, you will need to have a Mitto account and you need to **use our API solution for Viber Business messages**.

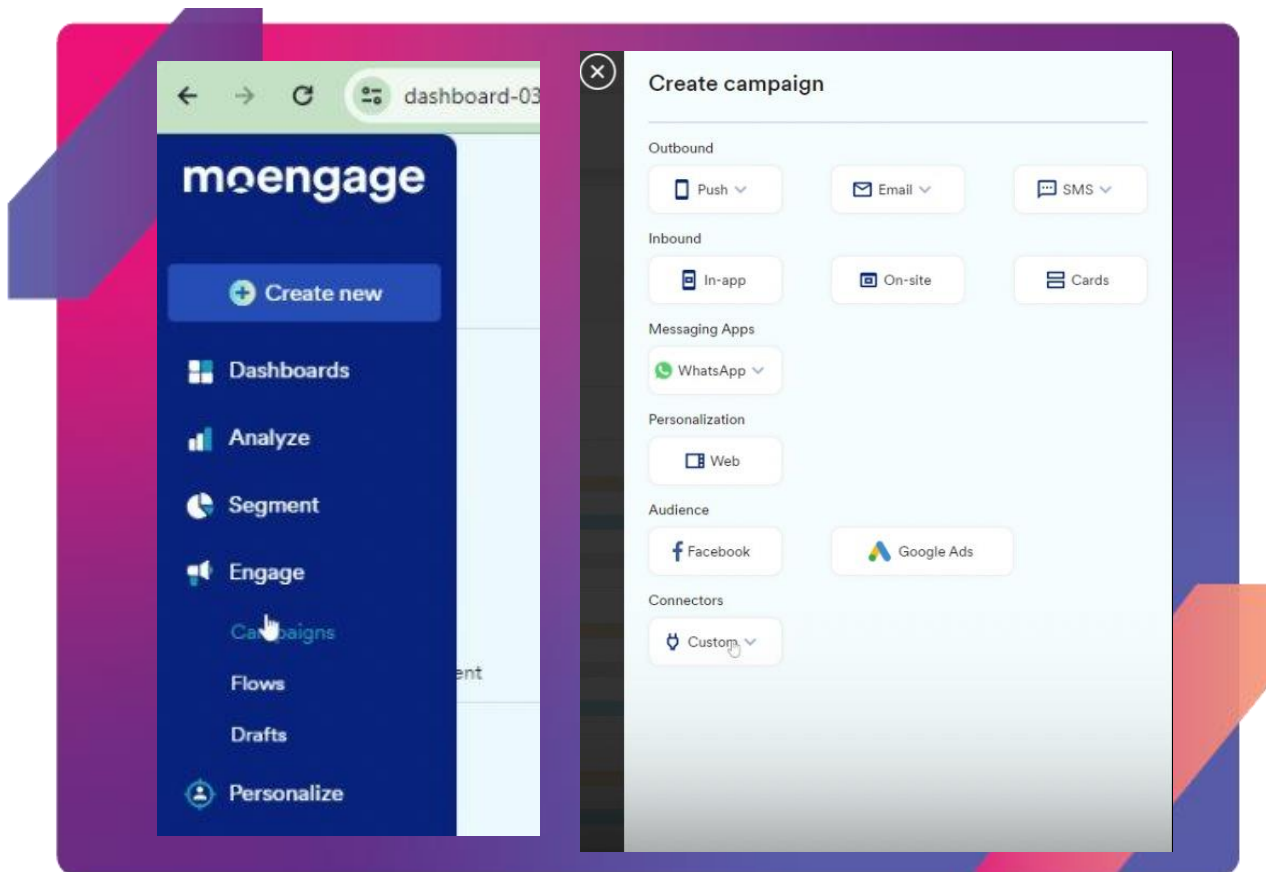
### Prerequisites:

- MoEngage account
- **Mitto account:**
  - **Guide – [How to create Mitto account](#)**

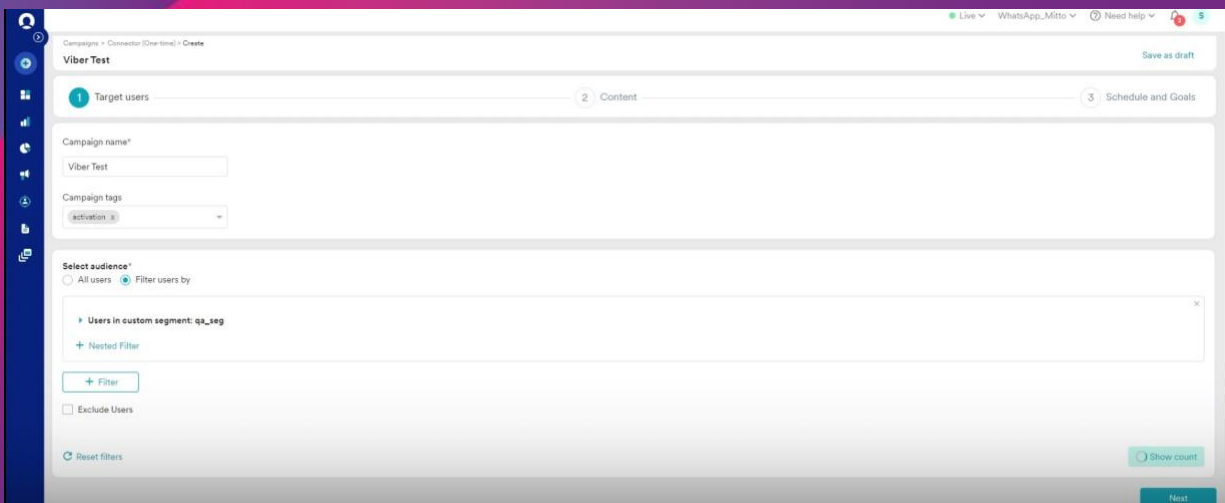
No need for specific installation steps inside the MoEngage platform.

## CAMPAIGNS

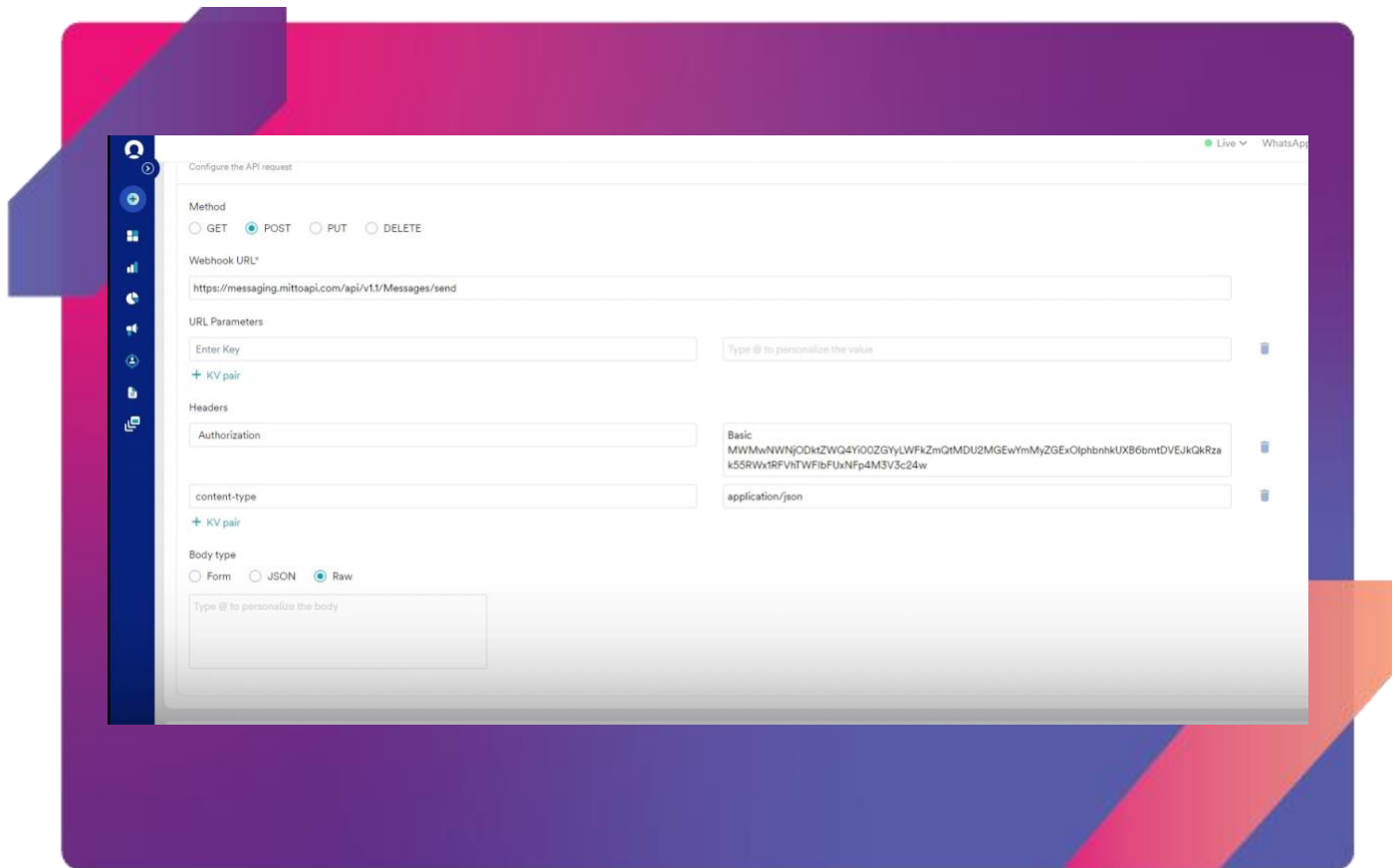
Go to Engage – Campaigns, and click top right button Create Campaign – choose CUSTOM under Connectors.



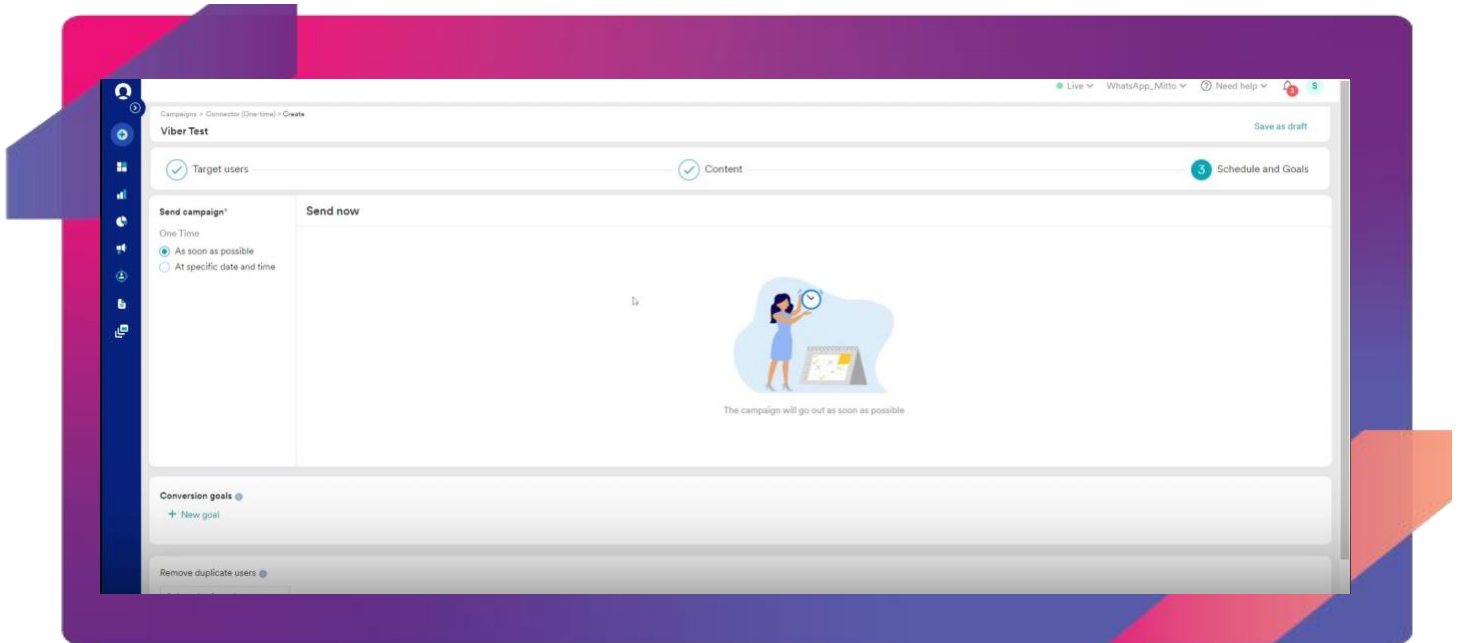
- Start by adding your campaign name and choosing the right audience.



- Next step is crafting content. This step as this is done over **Mitto API** for Viber for Business. The documentation can be found on the [link](#).



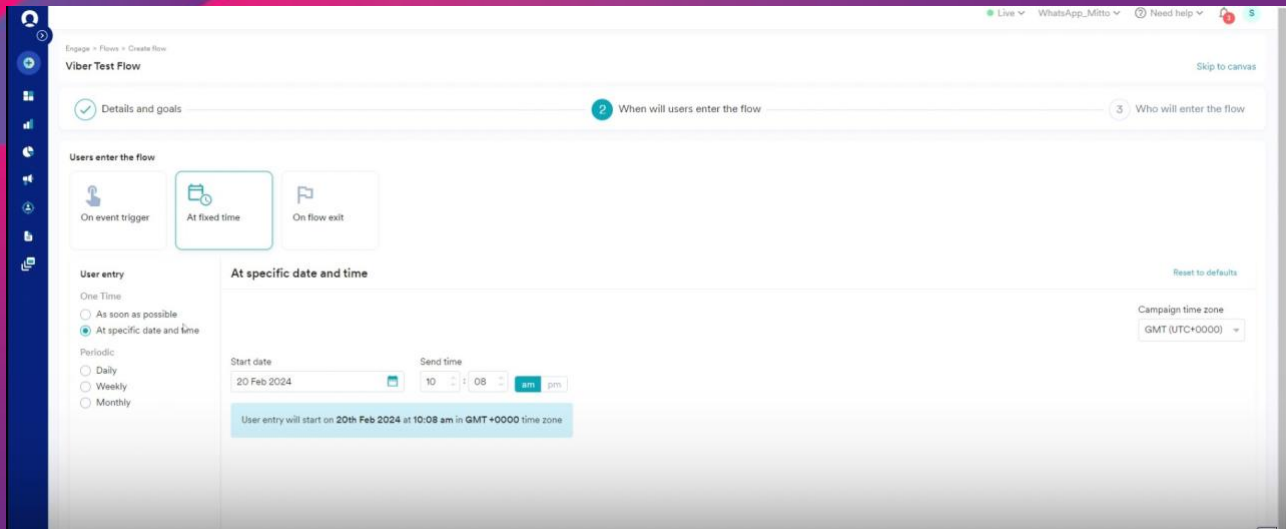
Now you need to set scheduling and delivery options to control how and when your campaign goes live.



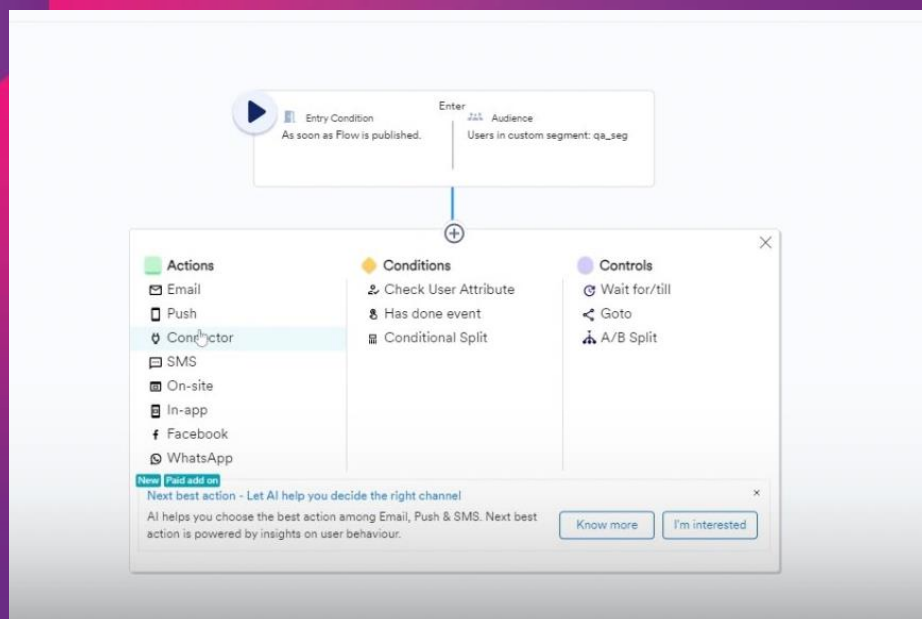
- Once the Campaign is sent, you can track delivery and opens on your dashboard.

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

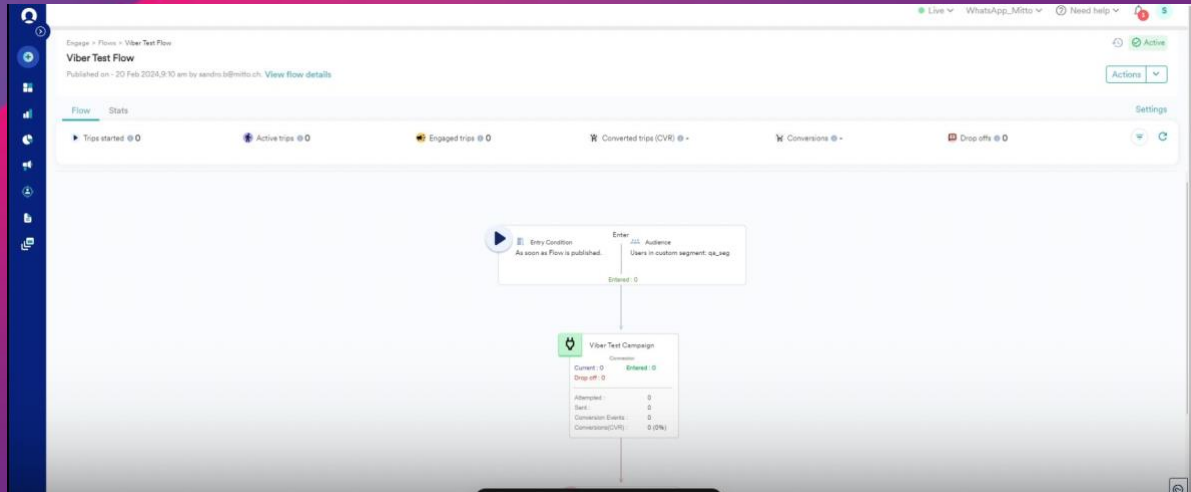
- You can add Viber messages to automated Flows. Start by adding a name, tags and goal. Define when and who will enter the flow.



- This is how this Flow looks like after setting it up. Click on + to add step and under Actions **choose Connector** to set up Viber message. Now you need to configure your Viber message the same way you do it for Campaigns (using our API).



- Once you are done save flow and choose Publish from Actions dropdown menu. Your flow is now live and you can track how it performs. On your Flows or Campaigns home screen you can see all messages and flows as well as their performance.



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