



moengage

# MOENGAGE - WHATSAPP 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 WhatsApp Business.**

## PART 1

# MITTO INTEGRATION

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

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

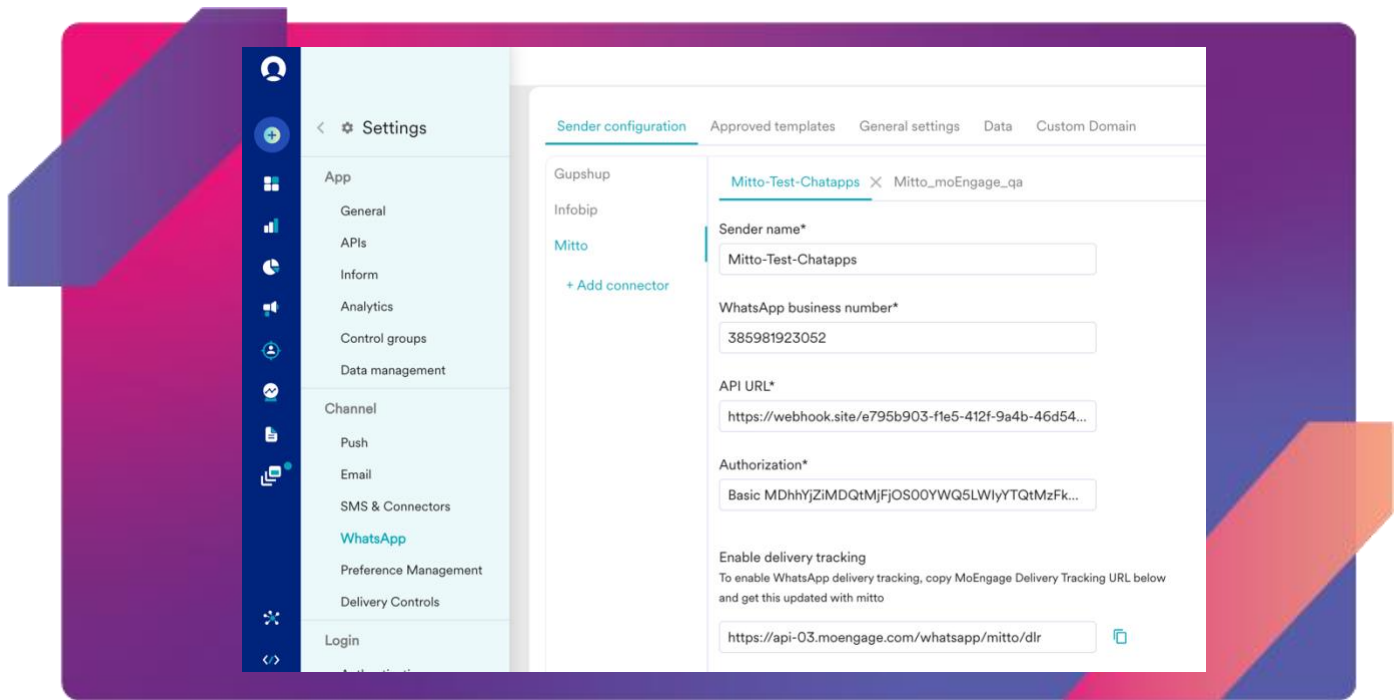
- Campaigns
  - Bulk one-time WhatsApp messaging
  - Periodic messaging (time-specific)
  - Event-triggered messaging
- Flows - journey orchestration
- Analytics

### Prerequisites:

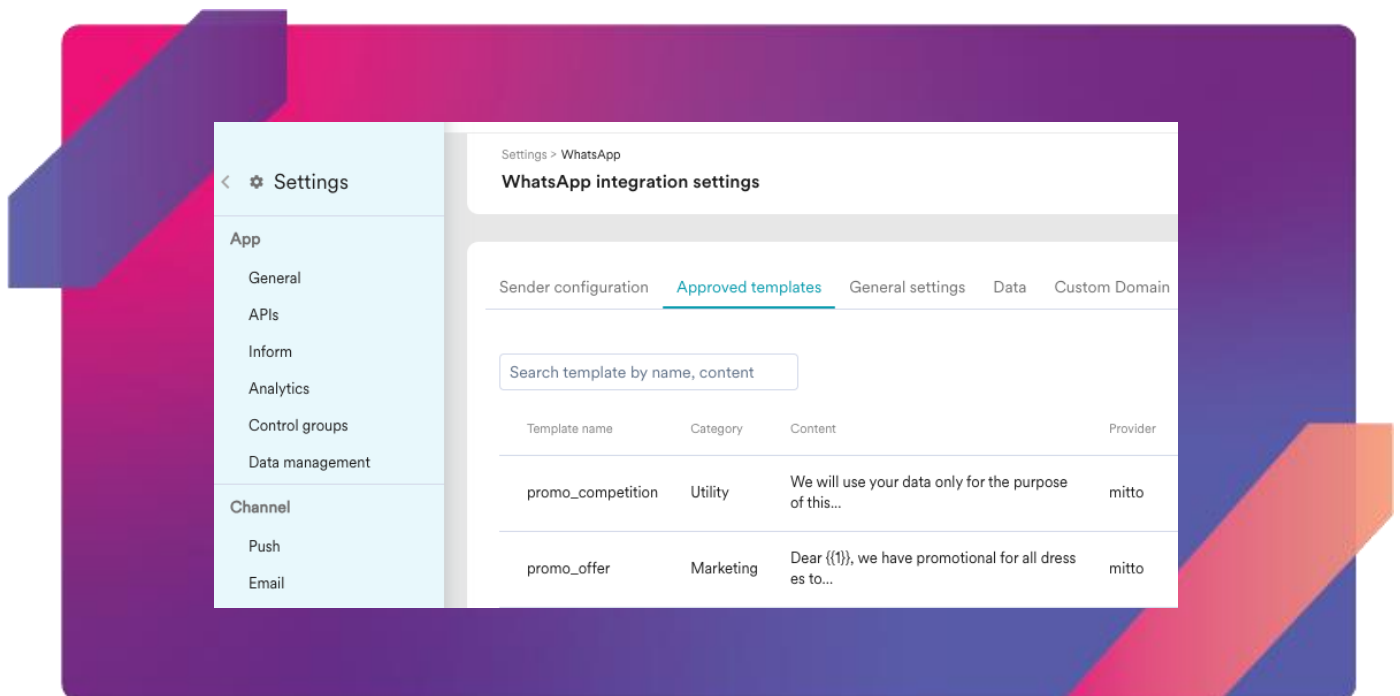
- **MoEngage account**
- **Mitto account:**
  - [Guide – How to create Mitto account](#)
  - [Guide – How to create WhatsApp templates](#)

### Steps:

- Go to **Settings in MoEngage - Channel - WhatsApp**
- Click **Add connector and choose Mitto** from dropdown
- **Sender** configuration:
  - Enter your **unique senders and WhatsApp Business number**
  - **API URL** (the same for all)  
<https://messaging.mittoapi.com/api/v1.1/messages/send/moengage>
  - **Authorisation and delivery tracking is unique** per each user, you should get it from Mitto.



- **Set up approved templates** (manually add each)



## PART 2

# SENDING WHATSAPP MESSAGES

Prepare your contacts and lists for WhatsApp campaigns.

- Go to **Segments - Import users**
- Upload **.csv** file (choose anonymous or registered users) and click "First row contains column names". Your **.csv must have mobile phone number and WA subscription status** columns. Here is one example how it might look like:

Email,First Name ,Last Name ,City ,LTV ,PhoneNumber ,WhatsApp Subscription Status
johndoe@mail.com,John,Doe,London,1000,+3811234567,TRUE

- **Map columns and assign a column as an identifier "Anonymous ID"** - that can be a mobile phone number

Step 2 - Configure Columns

Note: For this upload, you need to mark a csv column as an identifier ("Anonymous ID") of this user. "Anonymous ID" can be email, mobile number etc.

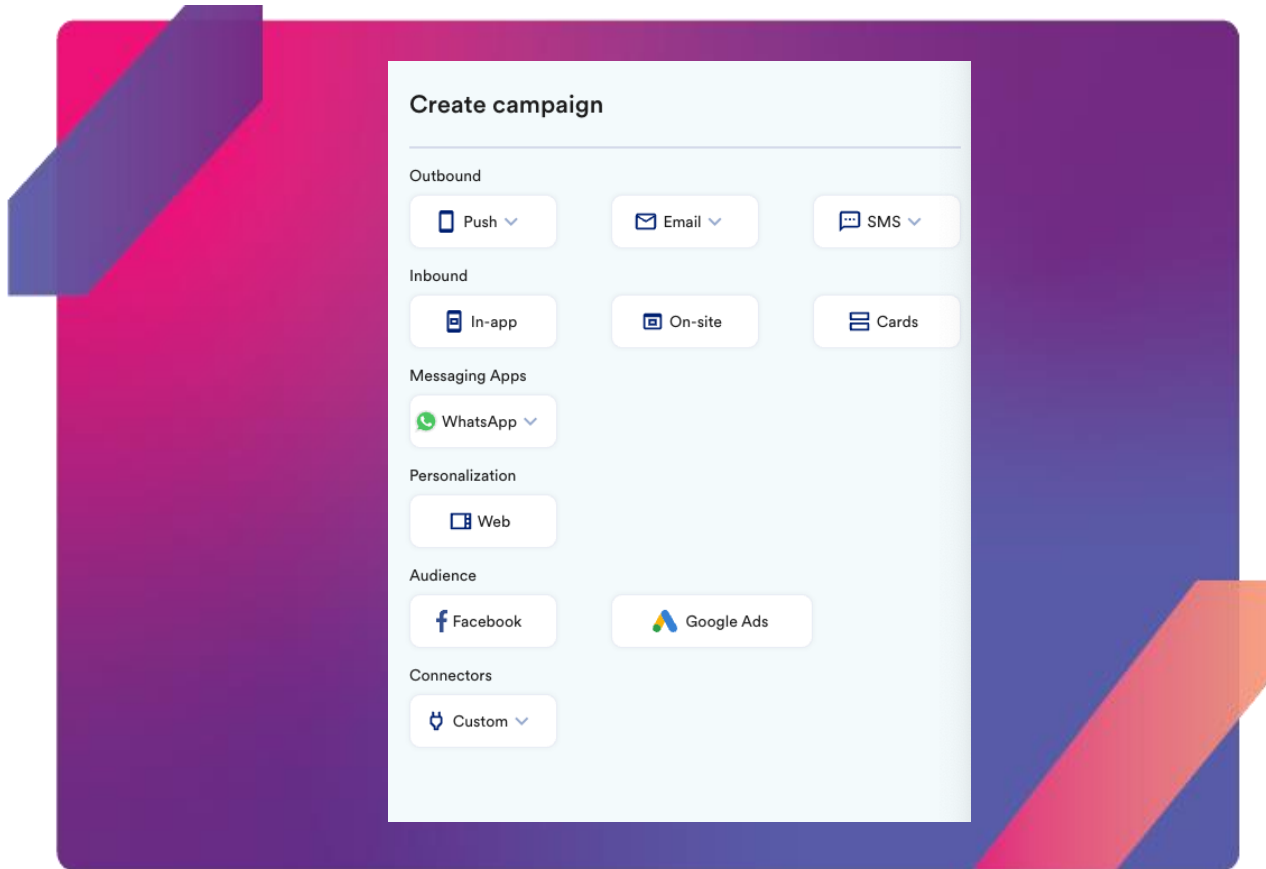
Map this column to:	Map this column to:	Map this column to:	Map this column to:	Map this column to:	Map this column to:	Map this column to:
Email	First Name	Last Name	City	LTV	PhoneNumber	WhatsApp Subscription Status
String	String	String	String	Number	String	Boolean
Skip this column	Skip this column	Skip this column	Skip this column	Skip this column	Skip this column	Skip this column
Email	First Name	Last Name	City	LTV	PhoneNumber	WhatsApp Subscription Status
johndoe@mail.com	John	Doe	London	1000	+3811234567	TRUE
daniel@mail.com	Daniel	Lowe	London	300	+3811234567	TRUE
kate@mail.com	Kate	Niwe	Paris	300	✓ Anonymous ID	TRUE

☒ Show skipped columns  
☐ Create custom segment

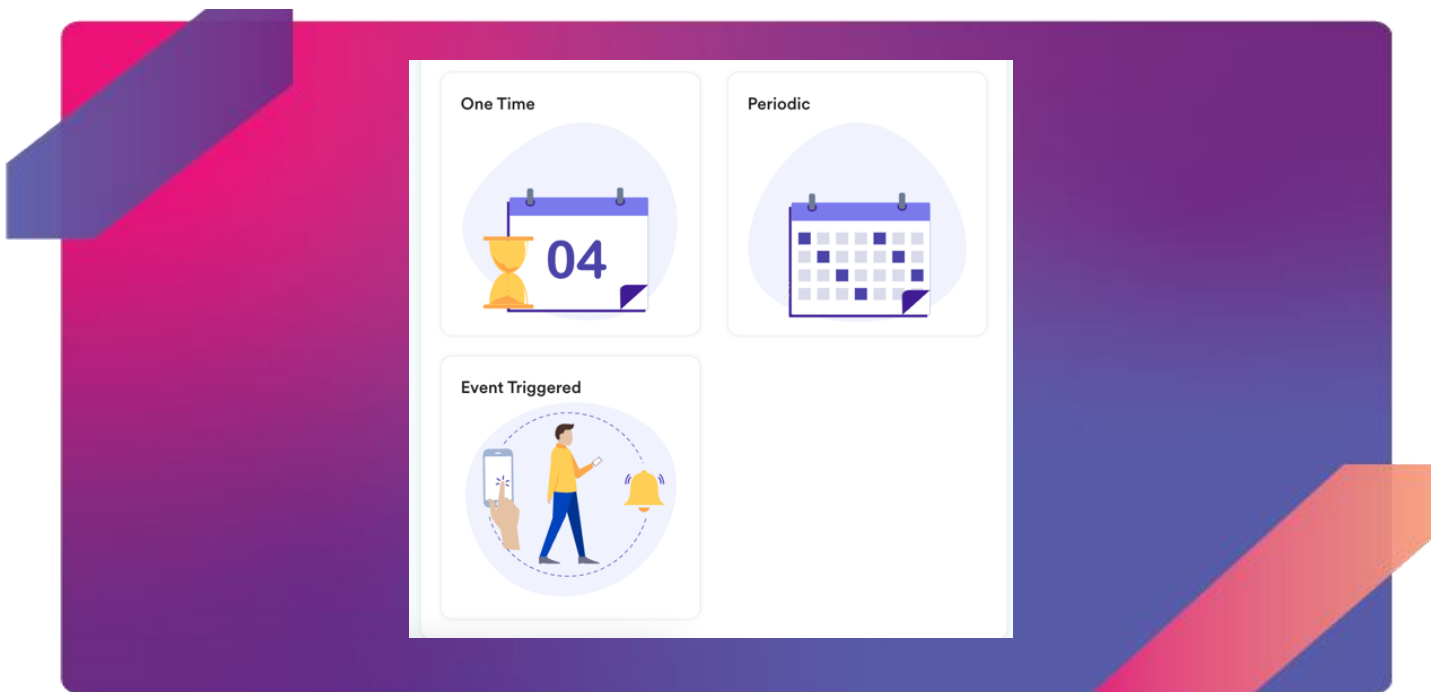
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## CAMPAIGNS

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



- 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**.

The screenshot shows the 'Promo' campaign setup interface, specifically the '1 Target users' step. The interface includes the following elements:

- Step Indicator:** A progress bar with '1 Target users' and '2 Content'.
- Campaign name:** A text input field containing 'Promo'.
- Campaign tags:** A dropdown menu showing 'all users'.
- Select audience:** Radio buttons for 'All users' (selected) and 'Filter users by'.
- Exclude Users:** A checked checkbox.
- Filter Selection:** A dropdown menu with 'User property', 'User behavior' (selected), 'User affinity', and 'Custom segment'.
- Has Executed:** A dropdown menu.
- Select an event:** A dropdown menu with a search bar 'Search to select'.
- Campaign Activity:** A list of events: 'WhatsApp Message Clicked', 'WhatsApp Message Delivered', 'WhatsApp Message Delivery Failed', and 'WhatsApp Message Sent'.
- Additional Options:** '+ Nested Filter', '+ Filter', and 'Send campaign to users ignoring' (unchecked).
- Reset filters:** A link to reset the filters.

- Next step is to craft your message. Choose one of your senders and select template. If it has personalization placeholders you will see it here. You can test and preview your message.


The screenshot shows the 'Content' step of a WhatsApp campaign creation process. The interface is titled 'Promo' and has a 'Save as draft' button in the top right. A progress bar at the top indicates three steps: 1. Target users (completed), 2. Content (current step), and 3. Schedule and Goals. The 'Select template' section on the left allows choosing a sender (Mitto-Test-Chatapps) and a template (raffle\_competition (EN)). The 'Content' section below shows a preview of the message template, which is a consent form for a raffle competition. To the right, a mobile phone mockup displays the message as it would appear in a WhatsApp chat, showing the business name, a timestamp, and the consent text with 'Yes' and 'No' buttons.

Campaigns > WhatsApp (One-time) > Create

Promo Save as draft

1 Target users 2 Content 3 Schedule and Goals


**Select template**  
Choose the template you want to customize

Select sender   
Mitto-Test-Chatapps (38598192...)

Select template  
raffle\_competition (EN)

**Content**  
Customize the placeholders in your template

This template doesn't contain any configurable placeholders or dynamic fields.

9:41 Business name 

Today

We will use your data only for the purpose of this raffle competition. Do we have your consent?

Yes No

- 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

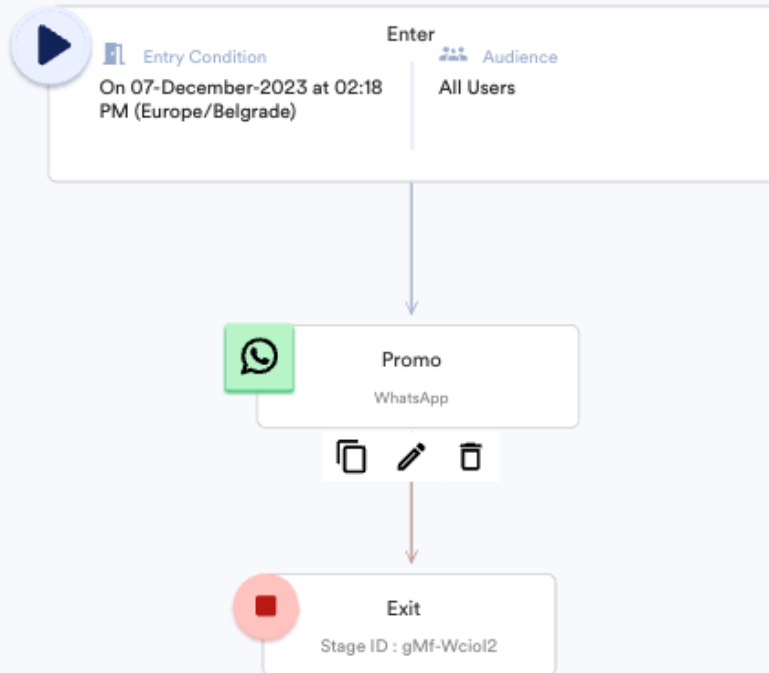
Send time

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 WhatsApp** to add it. Edit your message directly from your flow.



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