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

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:

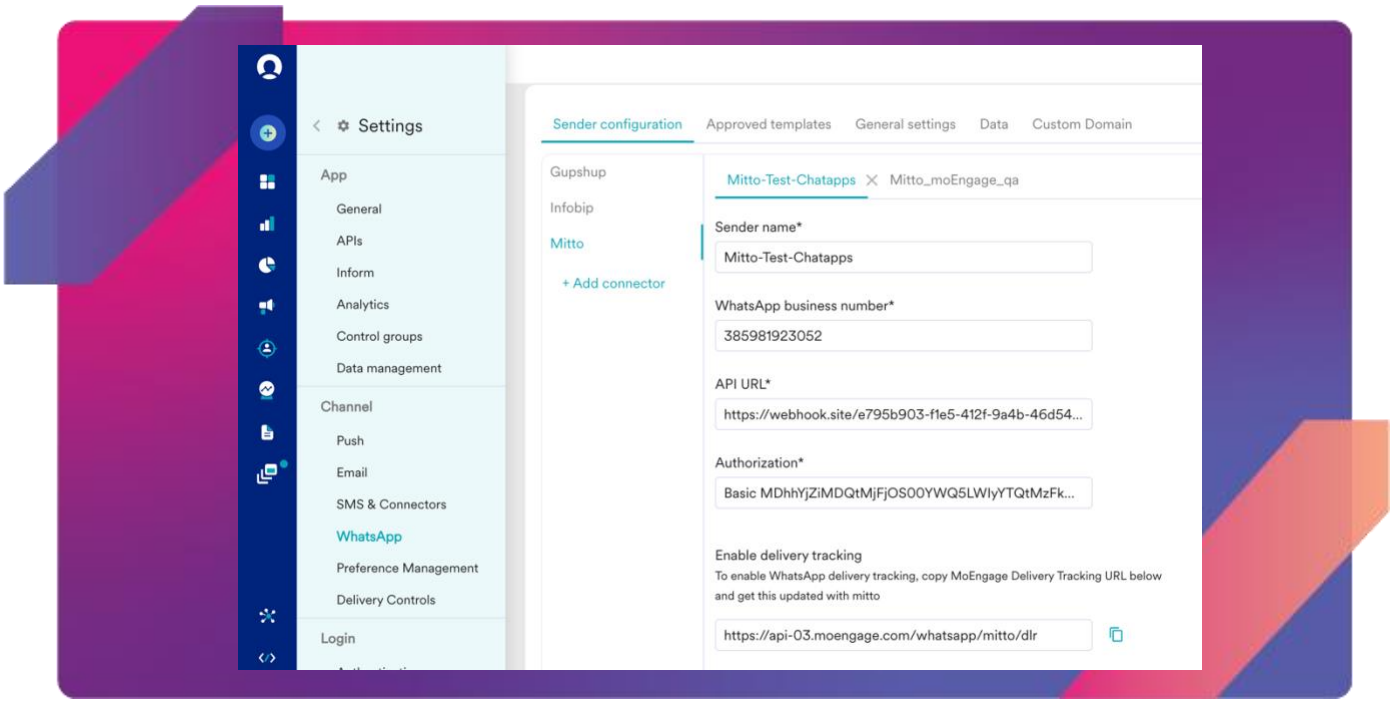
- Campaigns
  - Bulk one-time WhatsApp messaging
  - Periodic messaging (time-specific)
  - Event-triggered messaging
- Flows - journey orchestration
- Analytics

Prerequisites:

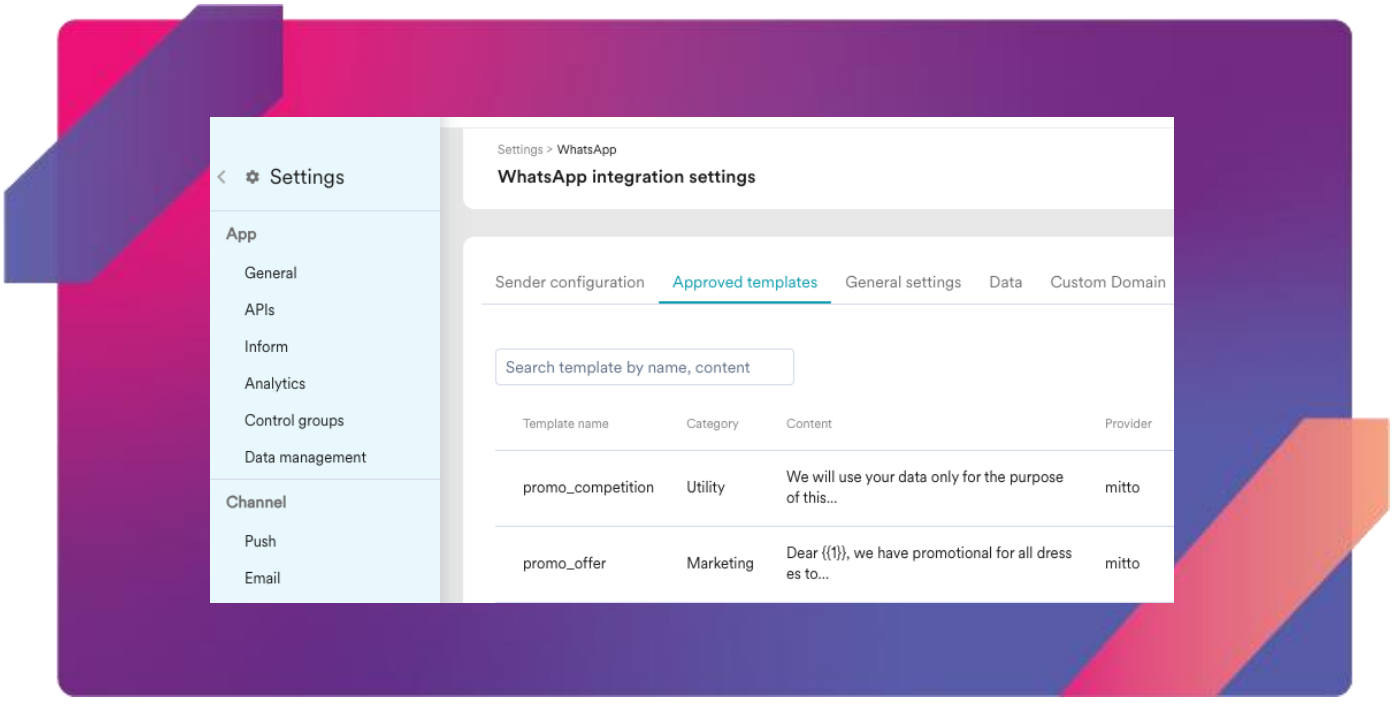
- **MoEngage account**
- **Mitto account:**
  - **Guide – How to create Mitto account**
  - **Guide – How to create WhatsApp templates**

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

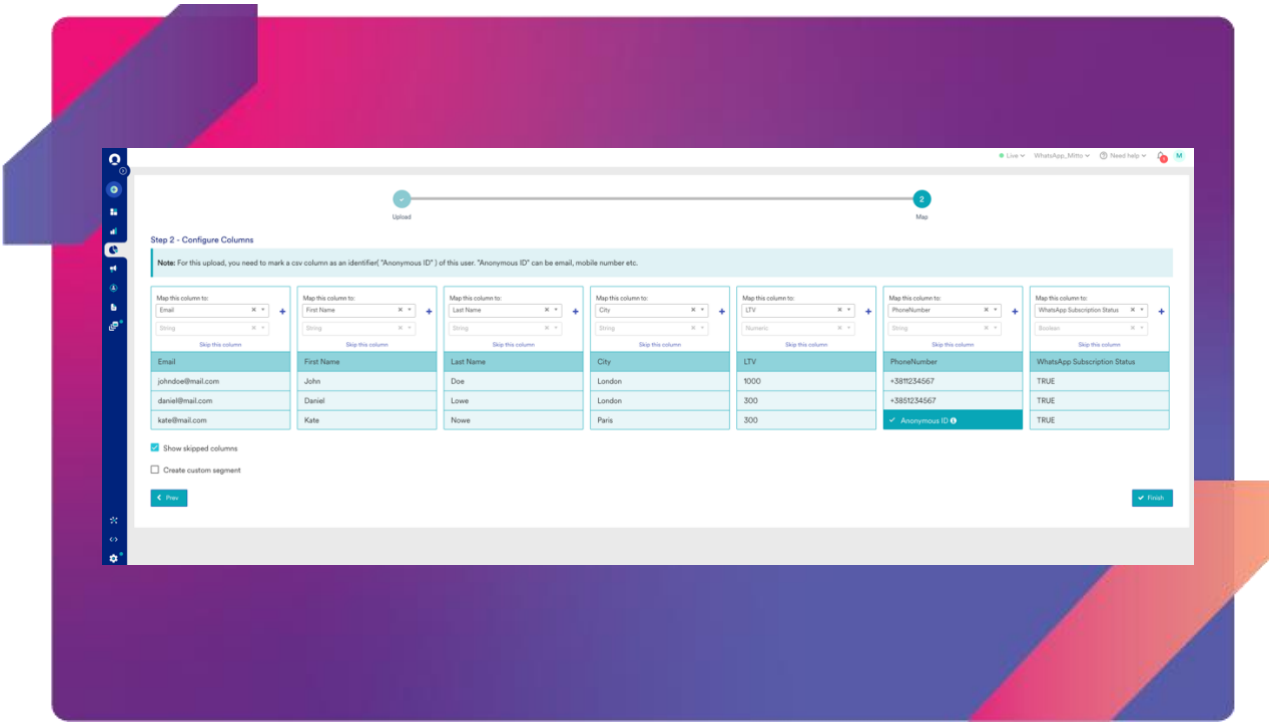
SENDING WHATSAPP MESSAGES

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:

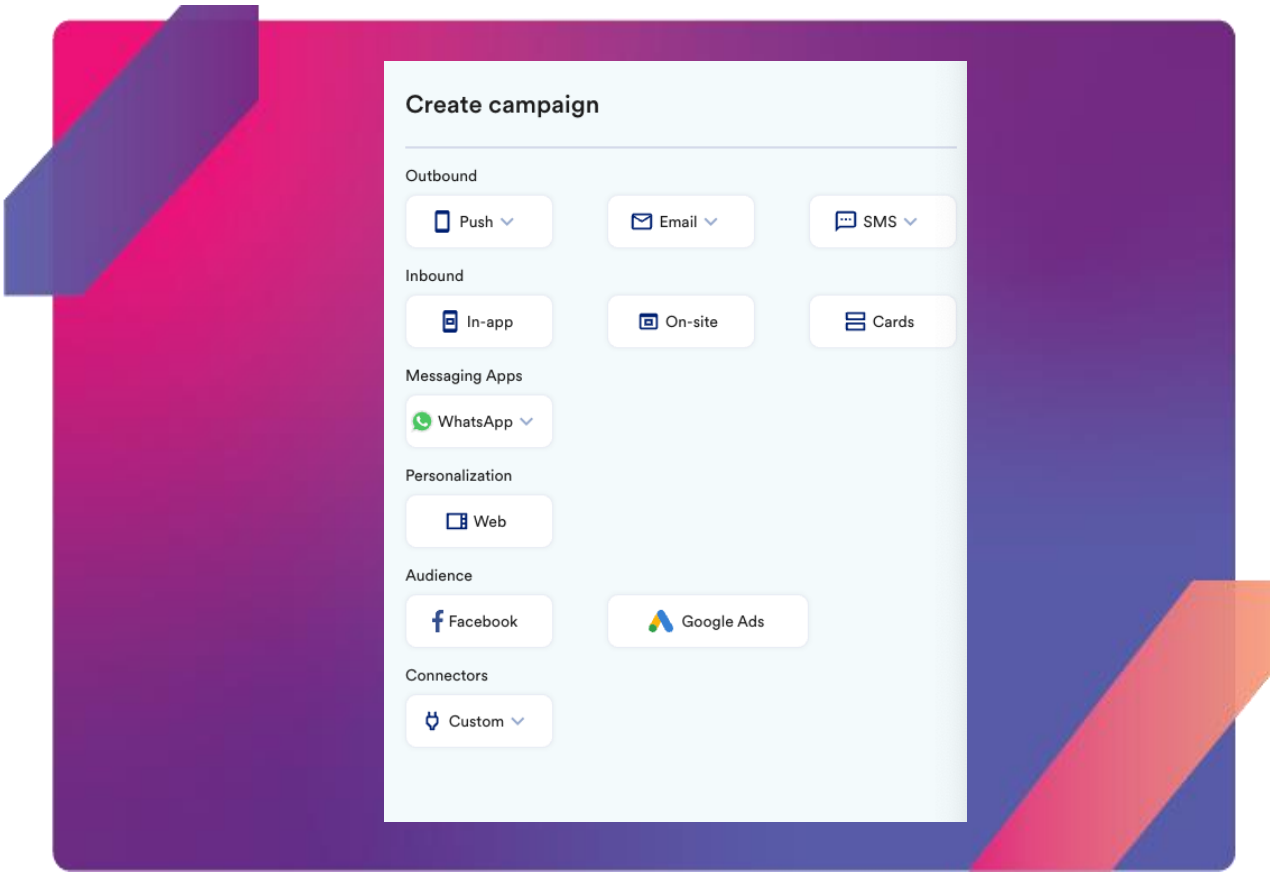
Email,First Name ,Last Name ,City ,LTV ,PhoneNumber ,WhatsApp Subscription Status
johndoe@mail.com,John,Doe,London,1000,+3811234567,TRUE

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

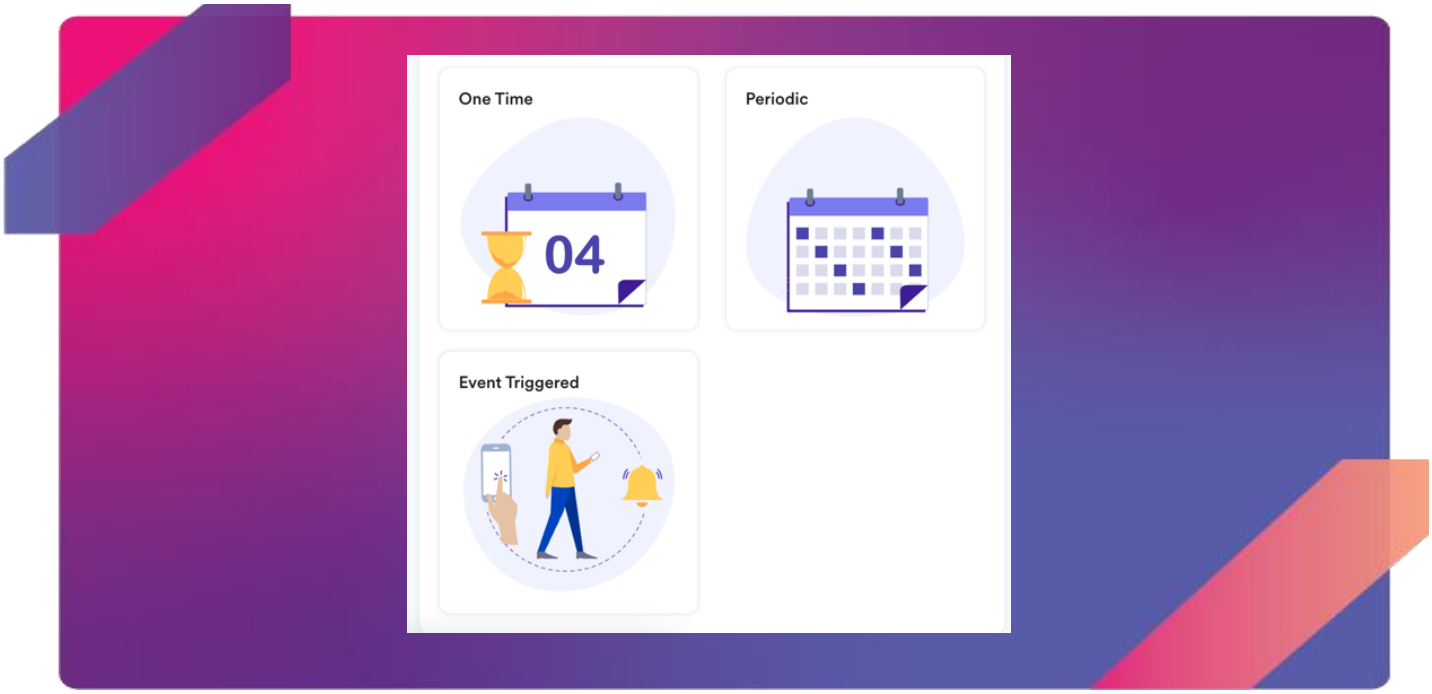


CAMPAIGNS

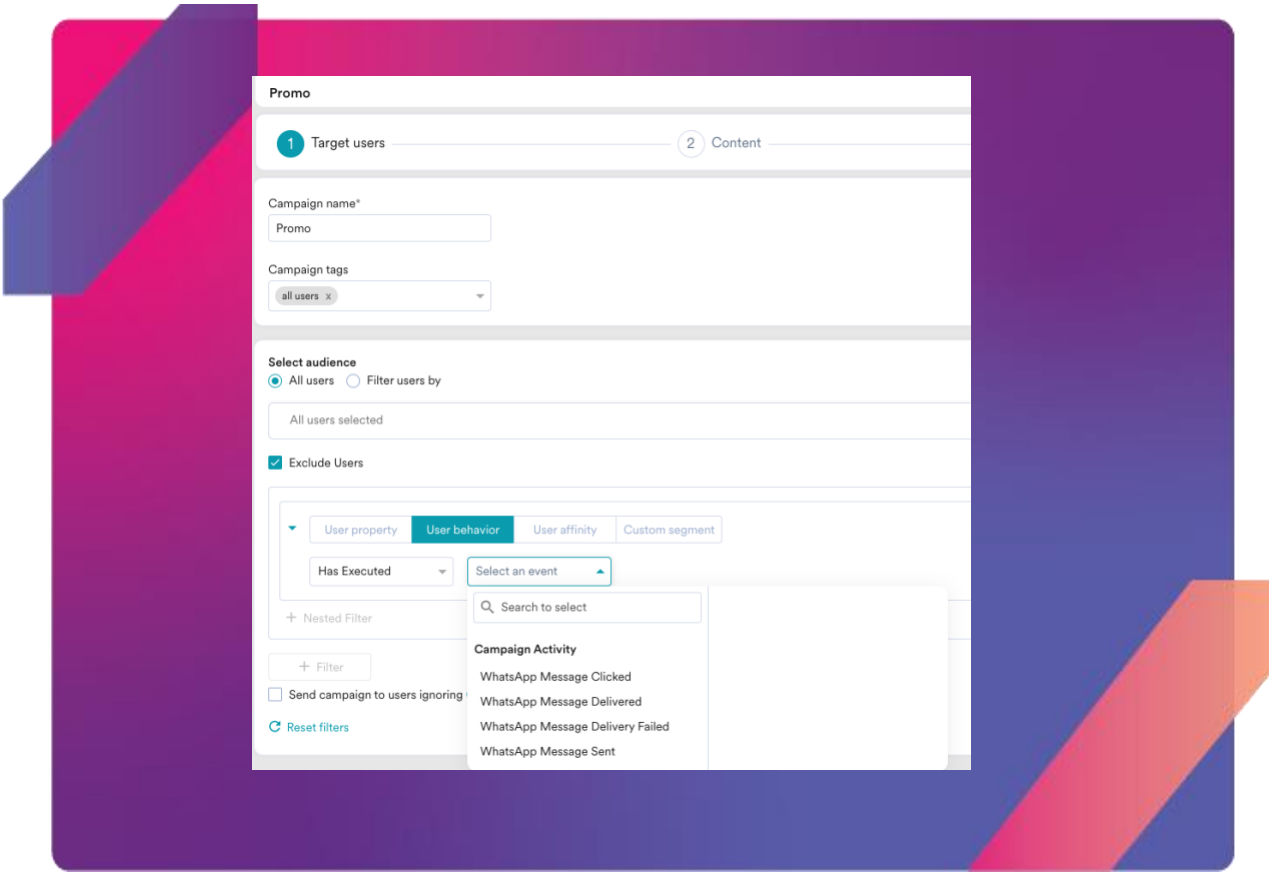
Go to Engage – Campaigns, and click top right button Create Campaign – choose WhatsApp



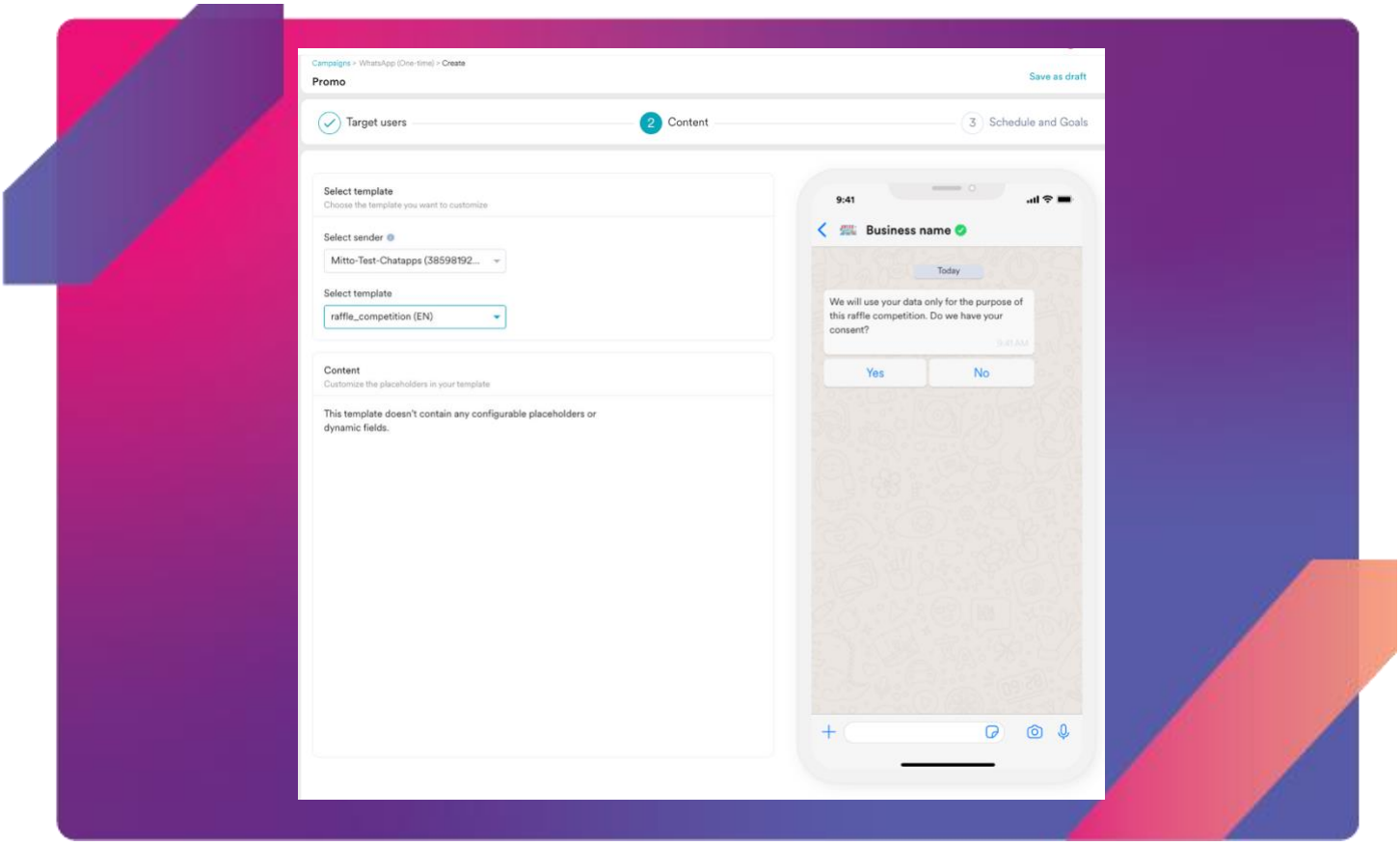
- Choose what kind of campaign you want to send: one time, periodic or event-triggered.



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



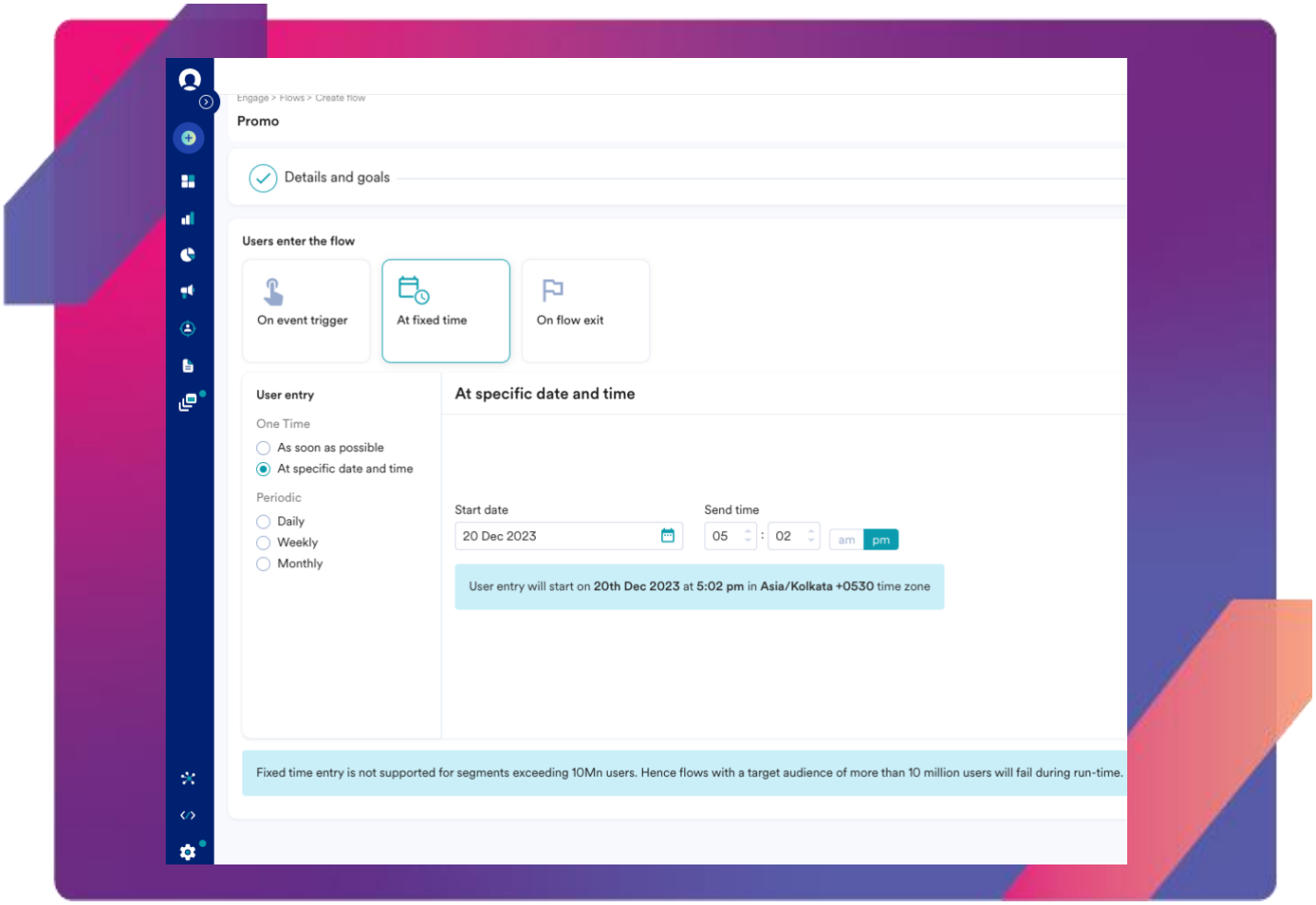
- Next step is to craft your message. Choose one of your senders and select template. If it has personalization placeholders your will see it here. You can test and preview your message.



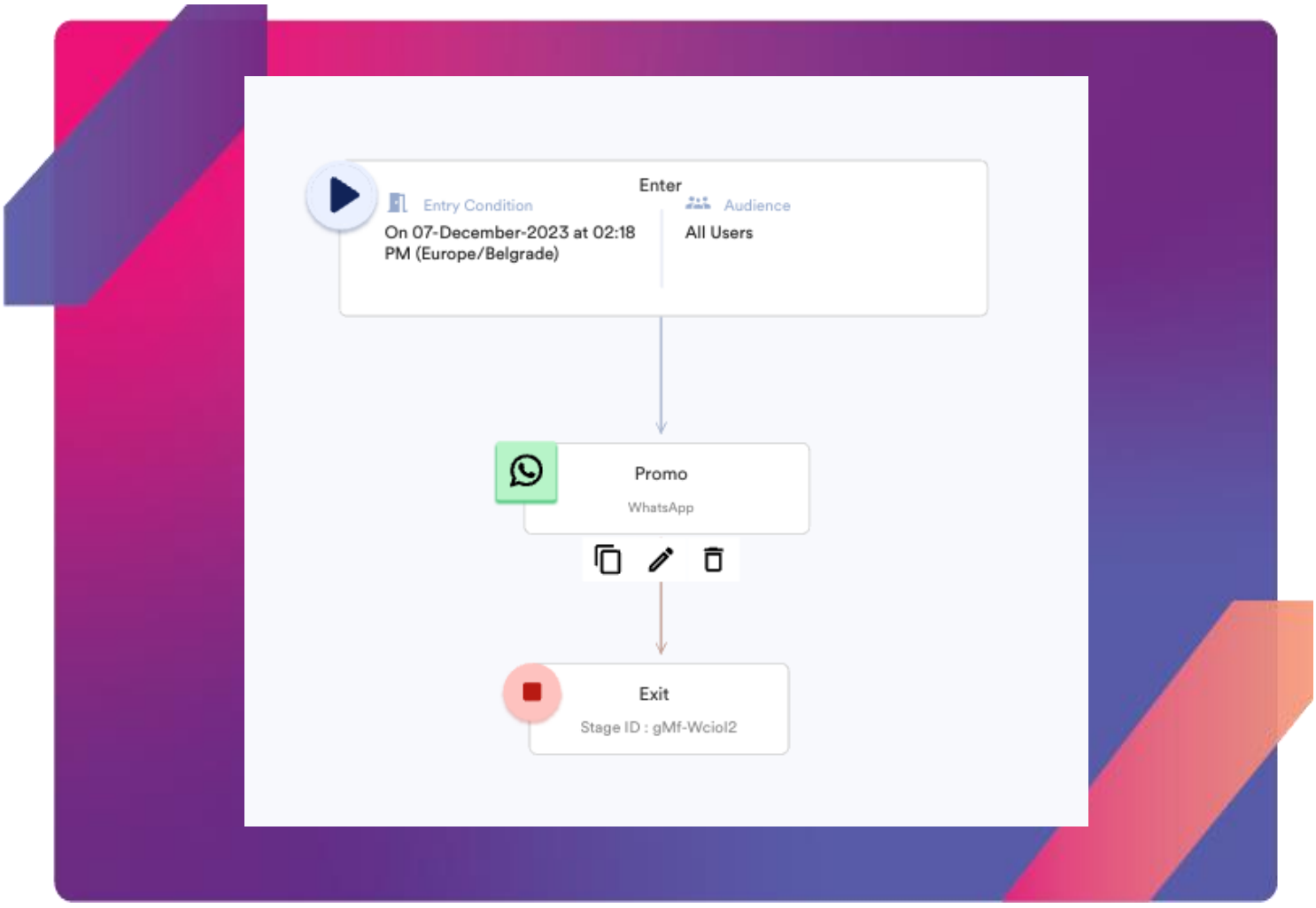
- In the last step you can schedule message send, set campaign goals you wish to track, and use some controls like frequency capping.
- Once the Campaign is sent, you can track delivery and opens on your dashboard.

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


Enter
Entry Condition
On 07-December-2023 at 02:18 PM (Europe/Belgrade)
Audience
All Users
Promo
WhatsApp
Exit
Stage ID : gMf-Wciol2

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