



ORACLE RESPONSYS - SMS INTEGRATION

How To Get Started

Build powerful SMS campaigns directly from Oracle Responsys using Mitto's integration. By using Oracle SMS Campaign Designer, you can easily communicate with contacts while also supporting customer engagement. SMS is the most reliable way of messaging, with high delivery and open rates!

PART 1

MITTO INTEGRATION

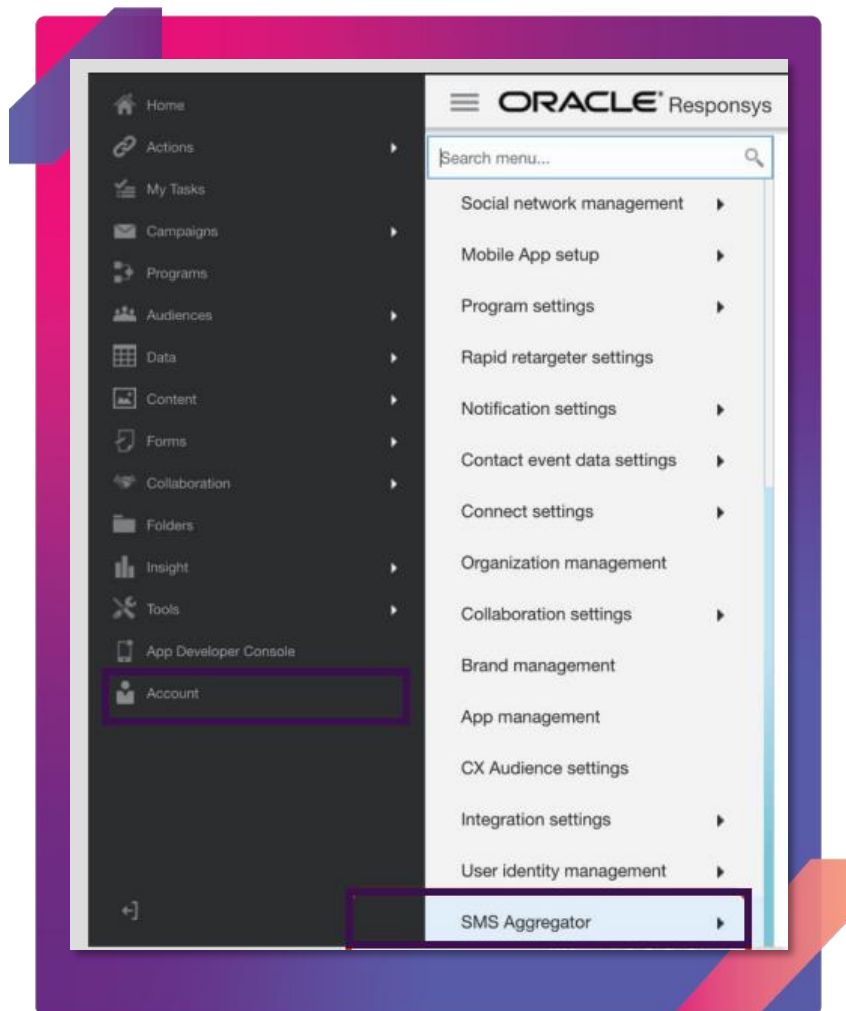
You can find Mitto in SMS Public Aggregator Network page of Oracle Responsys, where you can see the prices, terms and conditions for the service (you need admin role for this).

Prerequisites:

- Oracle account

Steps:

- From your Oracle Responsys go to Account
- Click on SMS Aggregator



- Fill in the fields according to your needs and click find aggregator:

Find Aggregator

Filters Clear all

Country / Countries where you want to send message. *

Oman x Saudi Arabia x
United Arab Emirates x

Route type * ⓘ

Mobile Terminated(MT) - Promotional x

Code type ⓘ

Short Long

Deliverability score ⓘ

80% 100%

Displaying aggregators with deliverability score between 80 - 100%

Include aggregators that do not have deliverability score yet.

Find

- Choose Mitto AG from the list and start the process (ordering codes etc.). When you are done send your order.

Aggregator	Send rate	Last updated By
Mitto AG	86400 messages per hour	04/01/2019 at 05:06 AM

- Oracle Responsys requires the users to enter a username and password for authentication to send messages. You will get this information from Mitto after submitting the request.

PART 2

ORACLE RESPONSYS – SMS CAMPAIGN DESIGNER FEATURES

Oracle Responsys SMS gives you the ability to:

Create SMS campaigns, preview outbound and response messages, and proof launch outbound messages

Define new keywords and invalid keyword responses

Use templates that support various SMS use cases

The SMS Interactive Dashboard provides an at-a-glance summary of sent Oracle Responsys SMS campaigns

If the **Responsys URL Shortener** is enabled for your account, you can also:

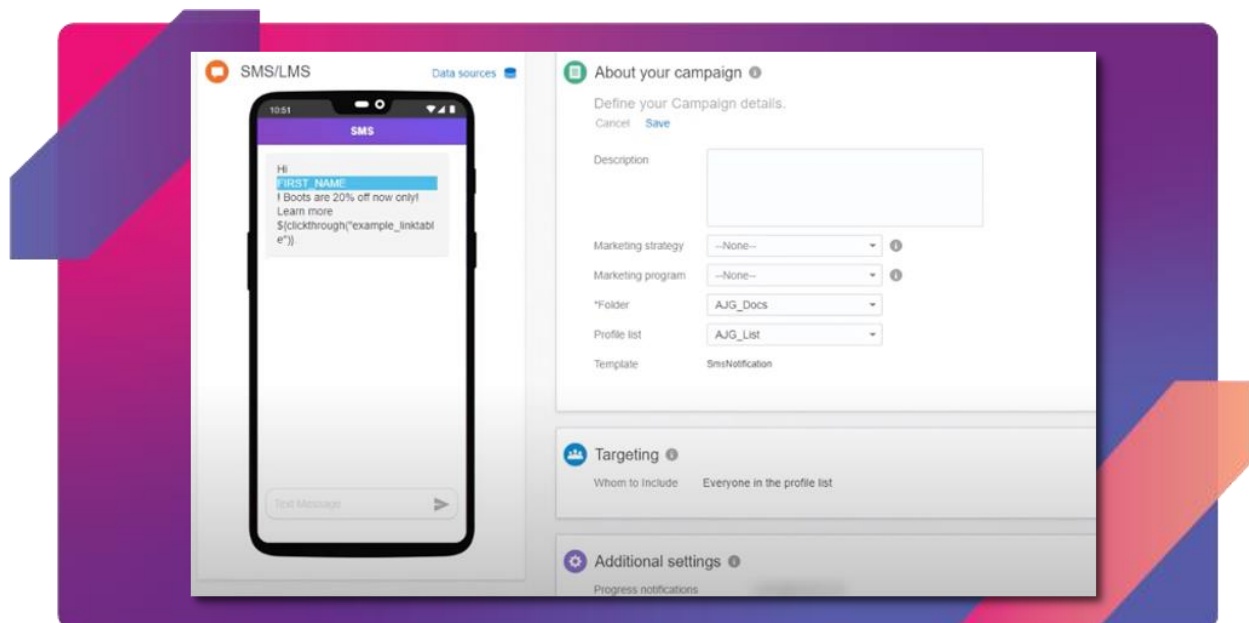
Shorten URLs for branded domains

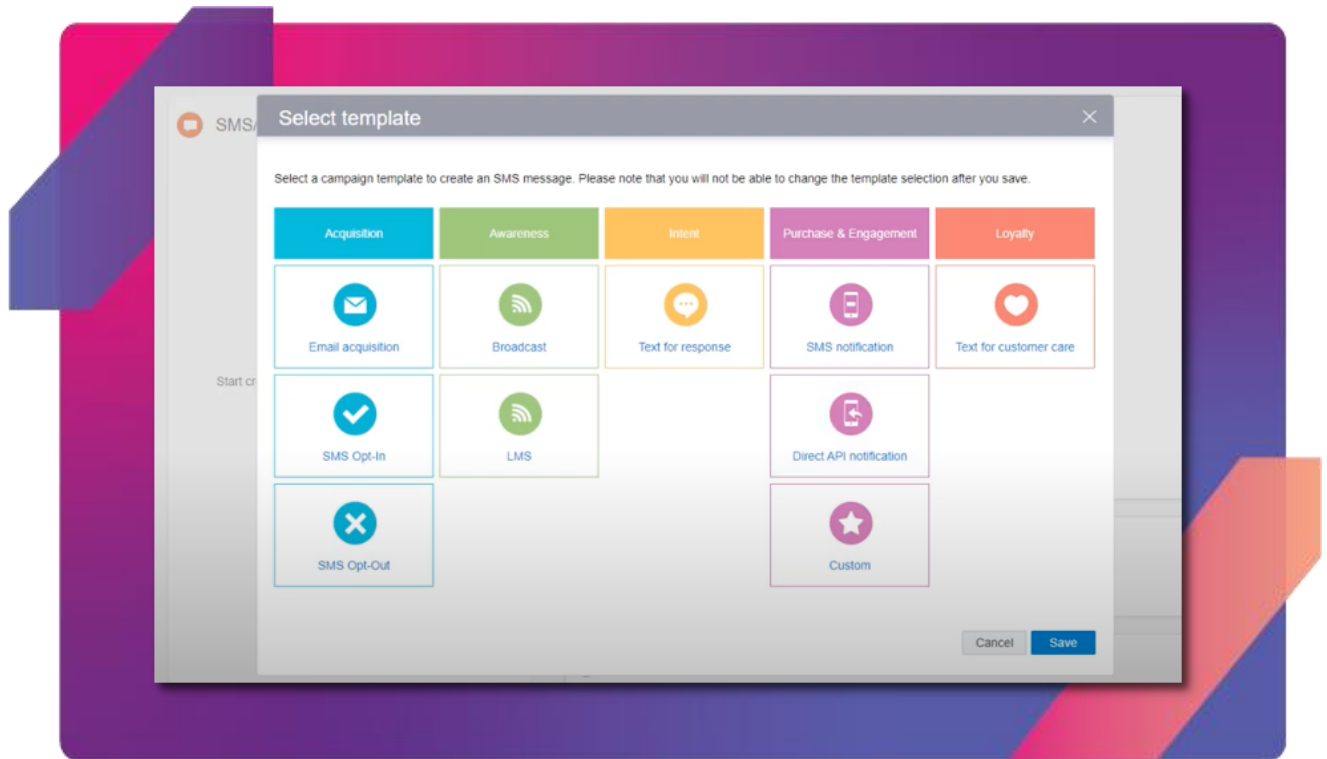
Use personalized link tracking and conversion reporting

Response message - If you are creating a subscriber-initiated message, the response message is the message that is sent when you receive a keyword from your subscriber.

Keywords - For a subscriber-initiated SMS campaign, you must set up keywords. An SMS keyword is a word or a phrase that your subscribers can text to a SMS code to interact with your SMS campaign. Keyword types: Opt Out, Opt In, Help, Custom

Codes - SMS codes are short or long codes that are used





ORACLE RESPONSYS DOCUMENTATION:

- SMS Campaigns - [documentation](#)
- One way messaging - [video](#)
- Two way messaging - [video](#)

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