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

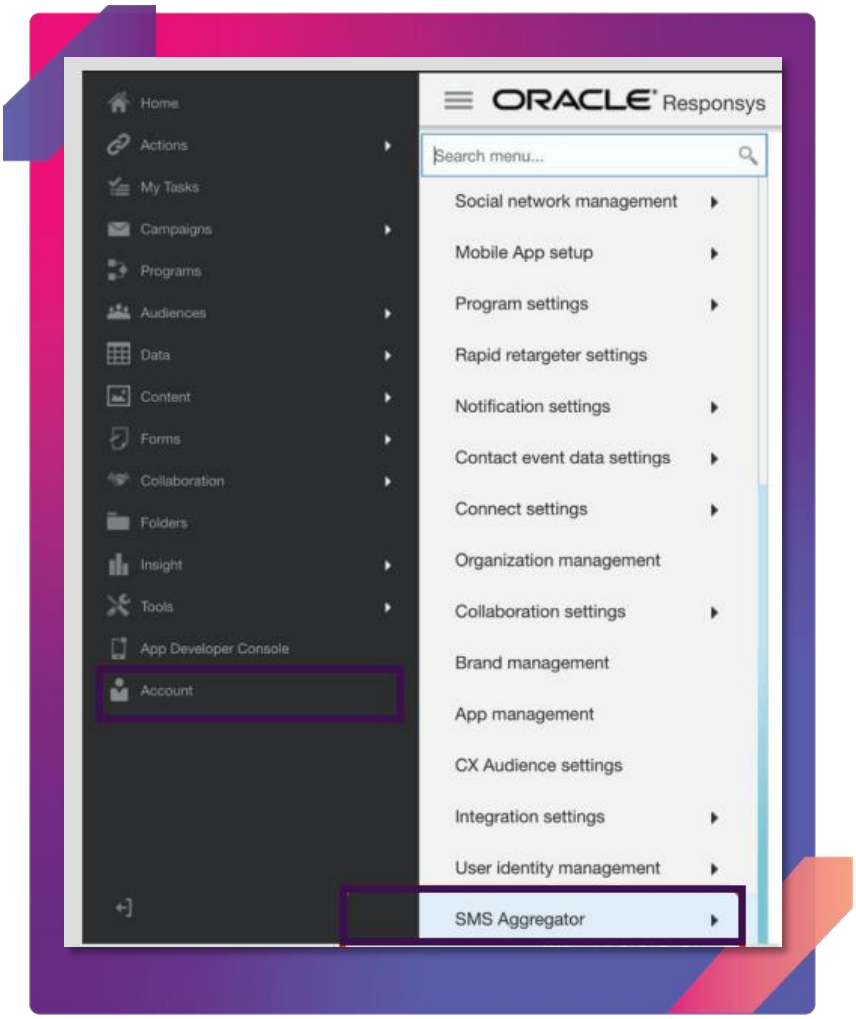
You can find Mitto in SMS Public Aggregator Network page of Oracle Responsys, where you can see the prices, terms and conditions for the service (you need admin role for this).

Prerequisites:

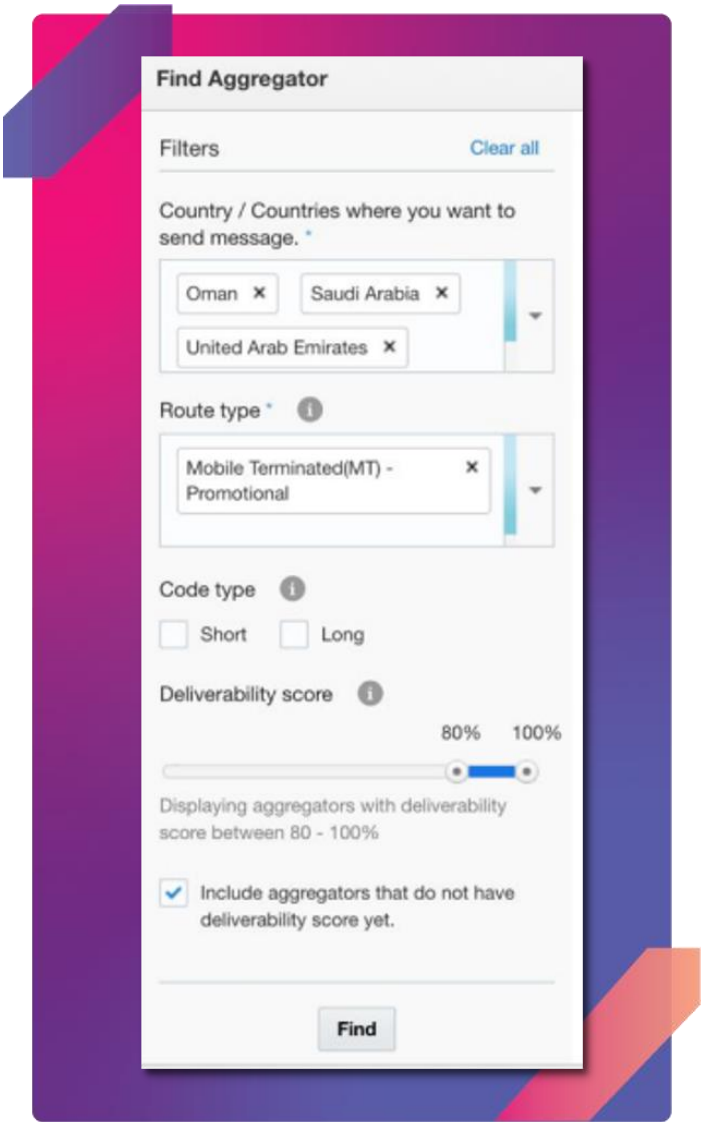
- Oracle account
- **Mitto account:**
  - **Guide –** How to create Mitto account and find API keys

Steps:

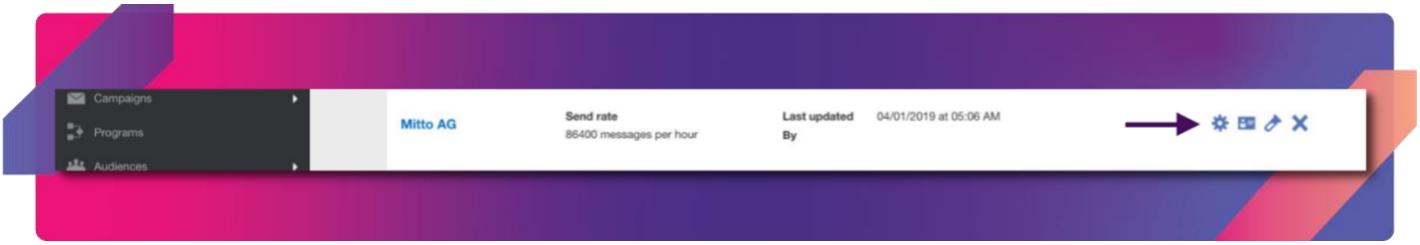
- From your Oracle Responsys go to Account
- Click on SMS Aggregator



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



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



- 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:

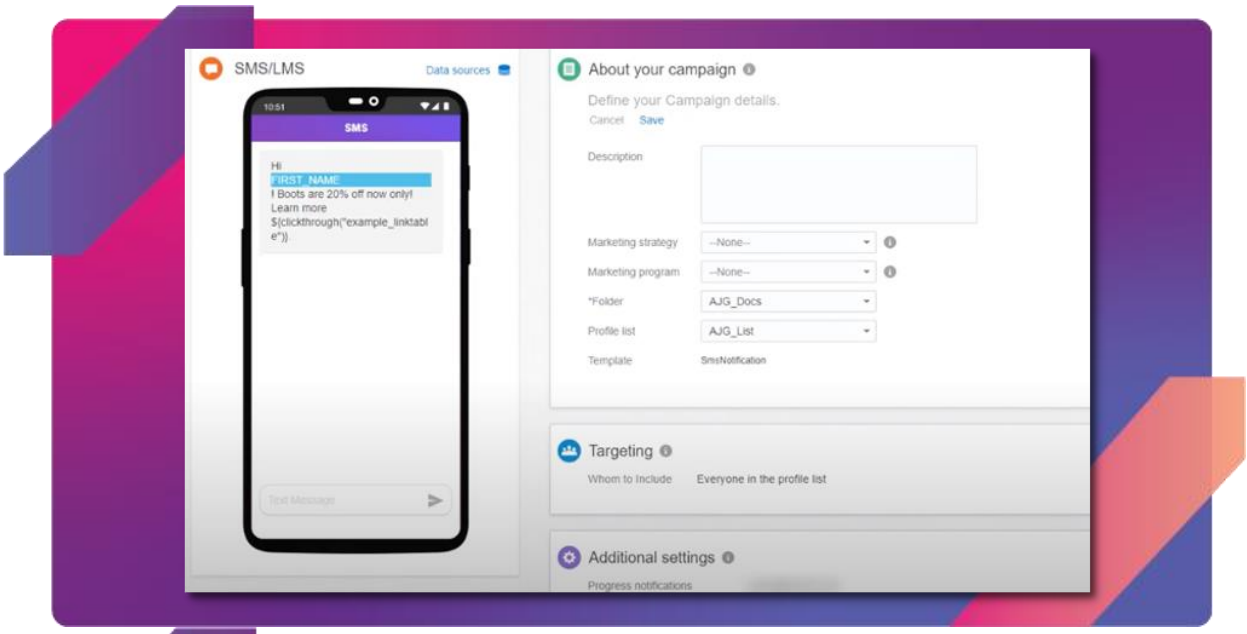
Create SMS campaigns, preview outbound and response messages, and proof launch outbound messages
Define new keywords and invalid keyword responses
Use templates that support various SMS use cases
The SMS Interactive Dashboard provides an at-a-glance summary of sent Oracle Responsys SMS campaigns

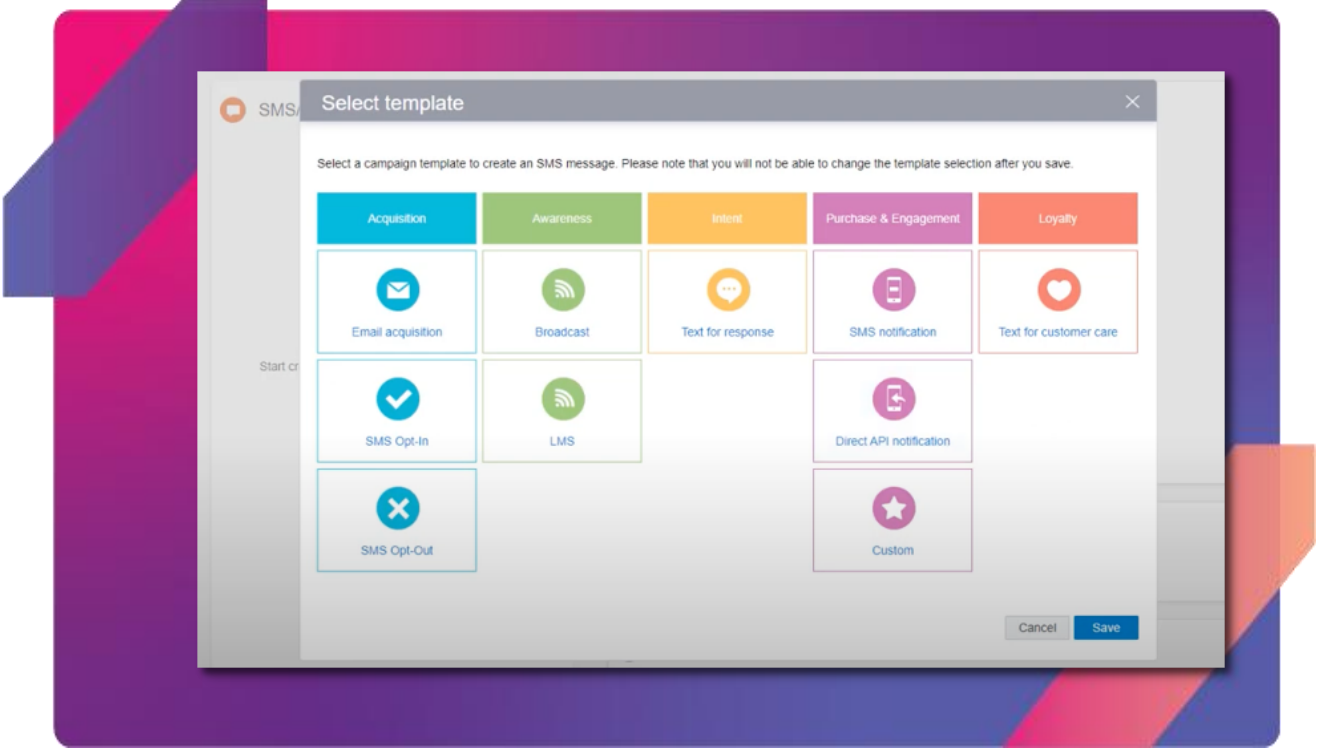
If the **Responsys URL Shortener** is enabled for your account, you can also:
Shorten URLs for branded domains
Use personalized link tracking and conversion reporting

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. Keywords 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

mitto