

mitto<sup>o</sup>

ORACLE<sup>®</sup>  
responsys<sup>®</sup>

# ORACLE RESPONSYS – WHATSAPP INTEGRATION



## How To Get Started

**Craft WhatsApp Business messages directly from Oracle Responsys using Mitto's integration.** Easily communicate with contacts and improve customer engagement using one-way messaging for your transactional and promotional messages. Reach over 2 billion users in more than 190 countries worldwide.

# APP INSTALLATION & CONFIGURATION

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## Prerequisites:

- Oracle account
- **Mitto account:**
  - **Guide** – [How to create Mitto account](#) and find API keys
  - **Guide** – [How to create WhatsApp templates](#)

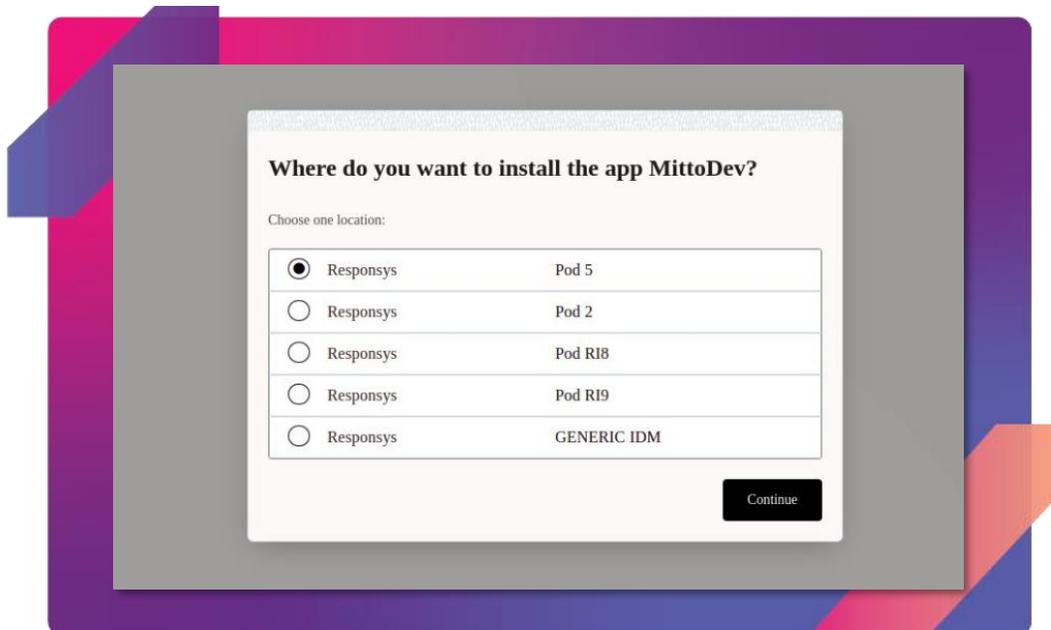
## OPT- IN IS A MUST!

Keep in mind that WhatsApp insists on opt-in! You must obtain consent from any customer before sending them a message (especially for outbound messages initiated by company).

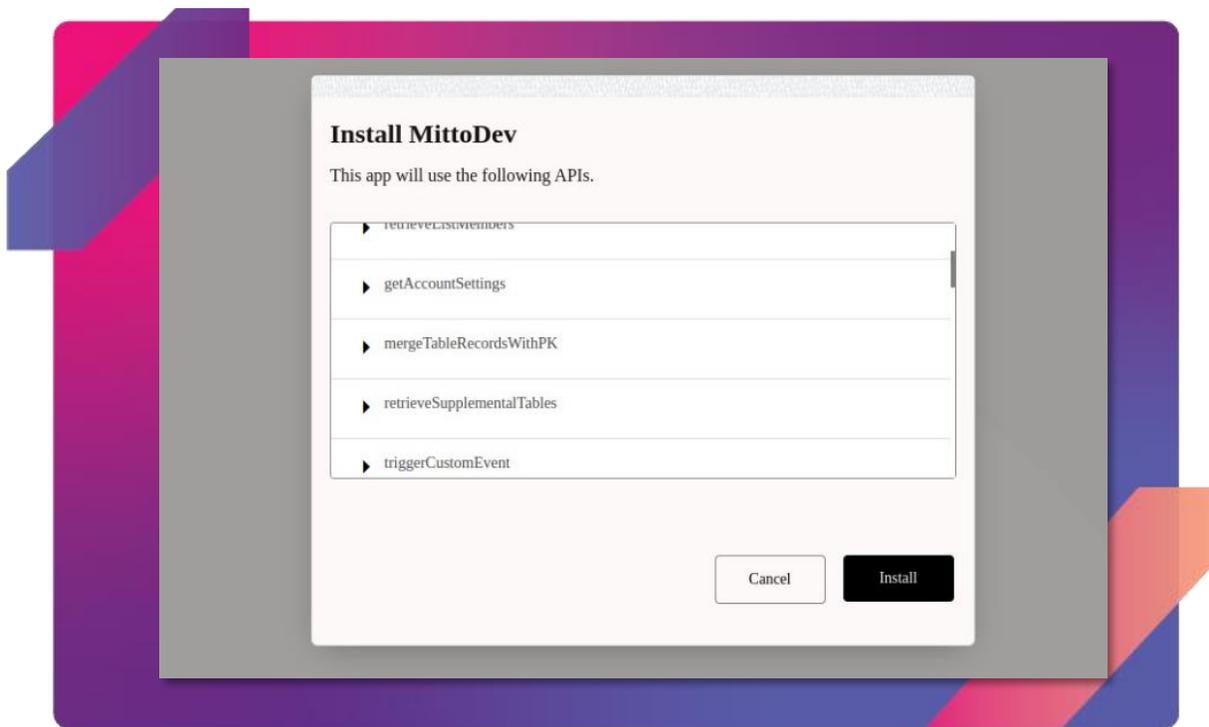
Integration supports sending only one-way messages with placeholders. The only thing you can receive from a recipient is an opt-out message as a “keyword” and a sign he no longer wishes to receive your messages.

## Steps:

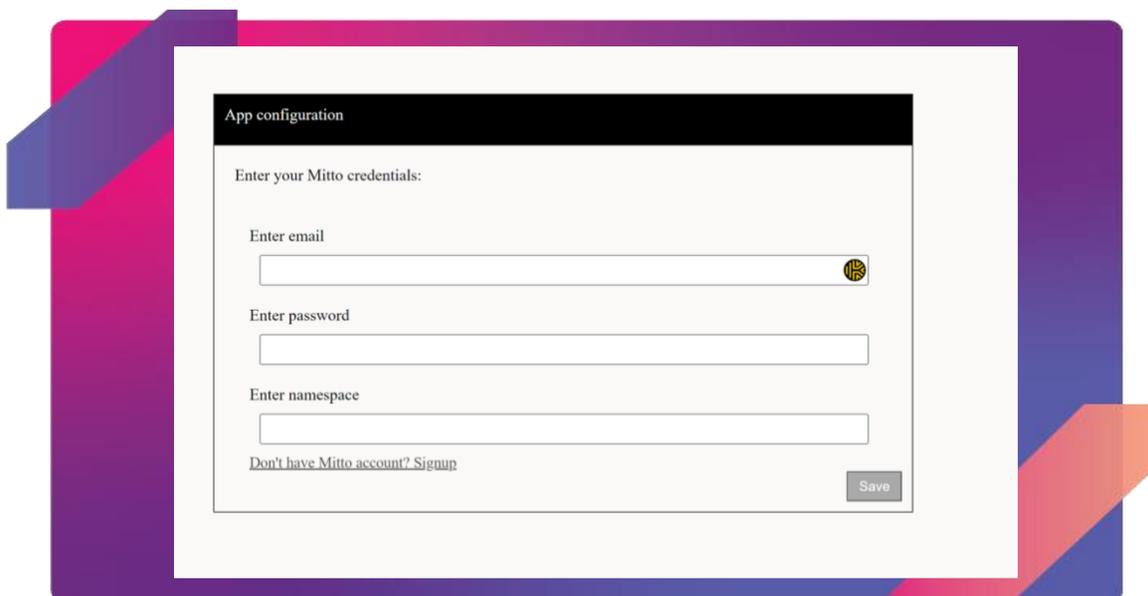
- To install the app, either the user can find the app in the Oracle marketplace or Mitto can provide the installation link for the same.
- By clicking the install link, the following prompt opens up: select the Responsys location for your instance for the app to be installed in and click “Continue”.



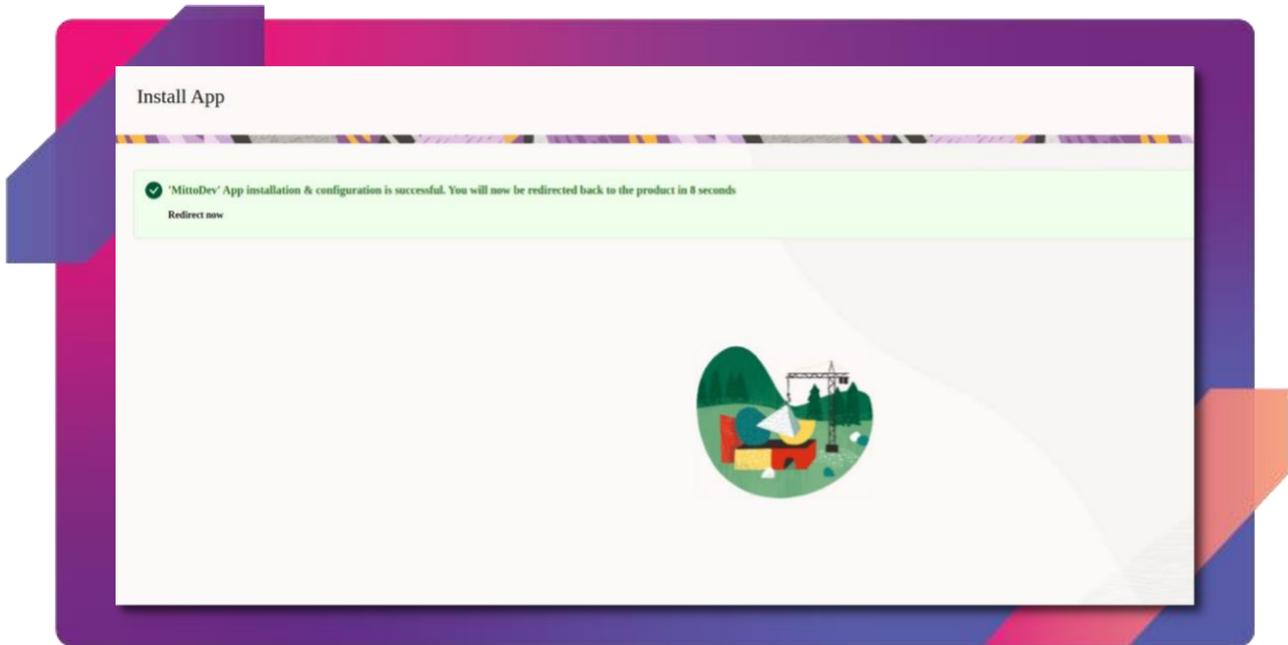
- Then it will ask for the consent for the terms and conditions.
- Following the terms and conditions, a list of permissible product APIs will be shown. Click on the “install” button in the right bottom corner as shown in the screenshot.



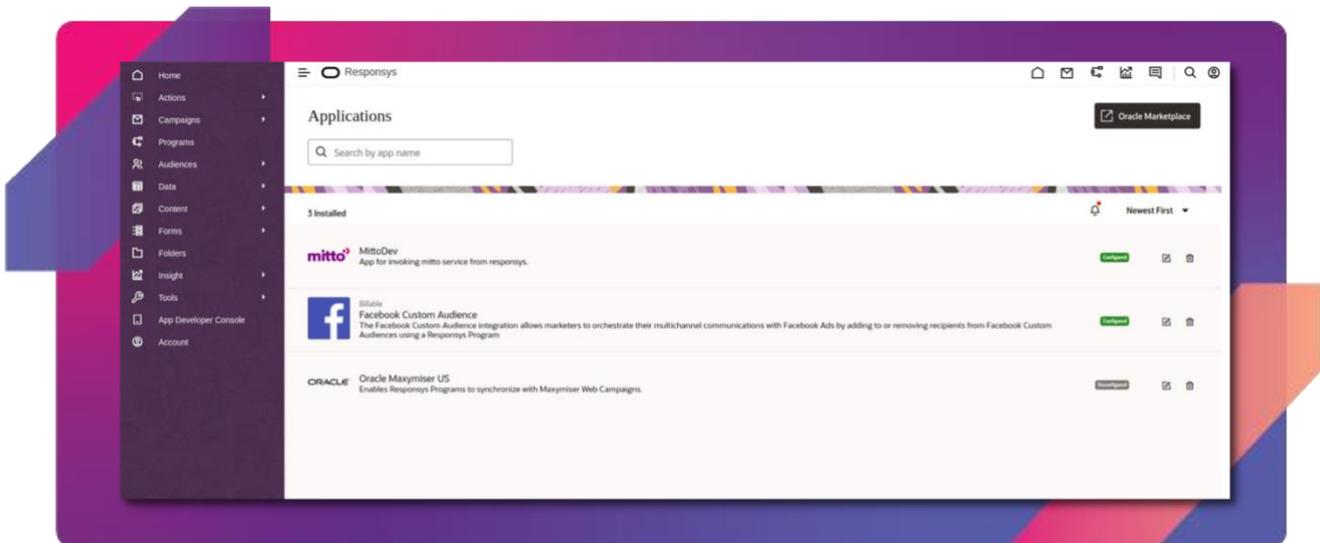
- This shall start installing your app.
- After the installation, the **app configuration starts** and the following screen shows up.



- The form asks for the user's Mitto account email/username, password and the namespace. You will get this from Mitto. Provide the credentials and click on the "save" button. NOTE: There is a link for the users who don't already have the Mitto account and need to signup first.
- After clicking the Save button, a message shows up in case of success.
- Click on the "proceed" button and you will be redirected to the Responsys instance.



- After your app is installed, you can see it in Oracle Responsys under "Account - App Management" that your App is listed. The two symbols on the right side are for the reconfiguration and uninstalling the app.



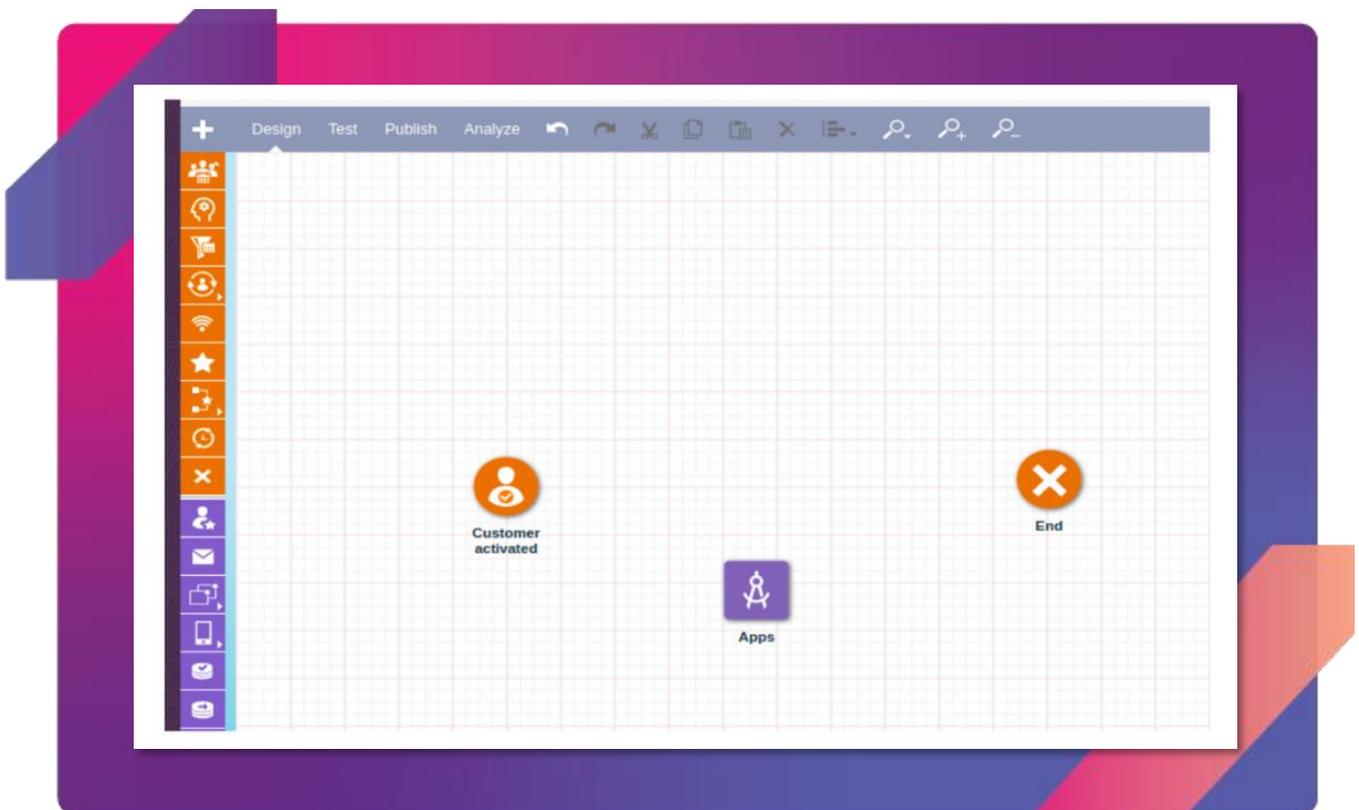
## PART 2

# CONFIGURING AND CREATING YOUR PROGRAM/CAMPAIGN

## CONFIGURING APP IN PROGRAM - USE CASE 1: CUSTOMER ACTIVATED

Note: Each Program in Oracle Responsys needs an entry point (e.g. when a customer is activated, on a date etc.), [learn about it here](#). We used an example for entry point “Customer activated” - so we want to send a message after the customer is activated in the system with a “welcome message”.

- After the app is installed, start creating your Program.



- As we can see in the above screenshot, we created a program using:

**Entry point:** Customer activated. You can set up an entry point according to your needs. In this example, as soon as we add the record into profile list the service will be invoked.

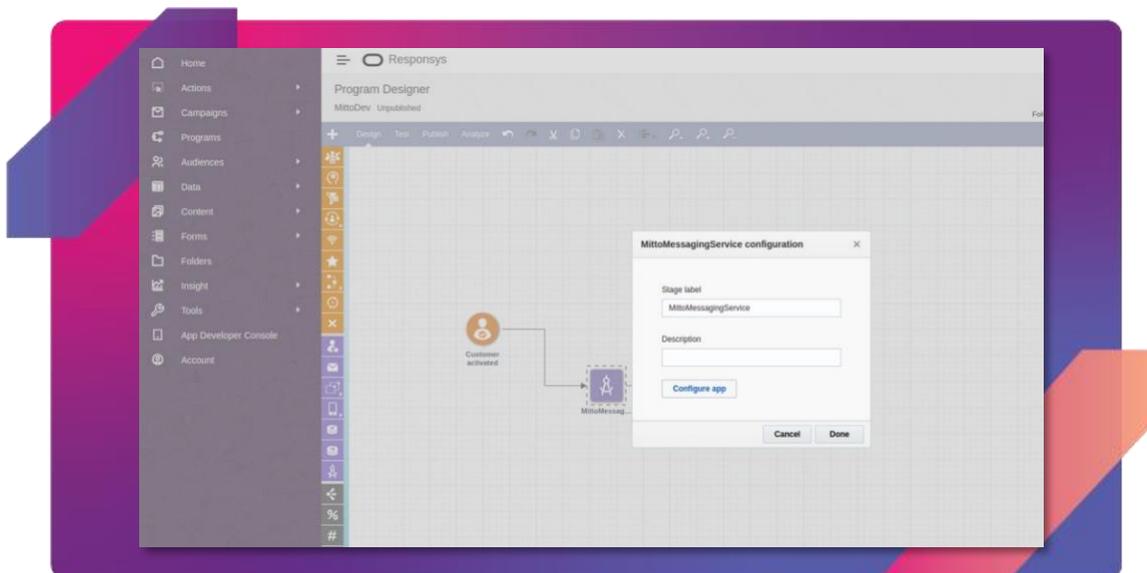
**Apps:** This is the most crucial step of the program and is explained in detail below. This is where our app is called, configured and invoked.

**End:** This step marks the completion of the campaign.

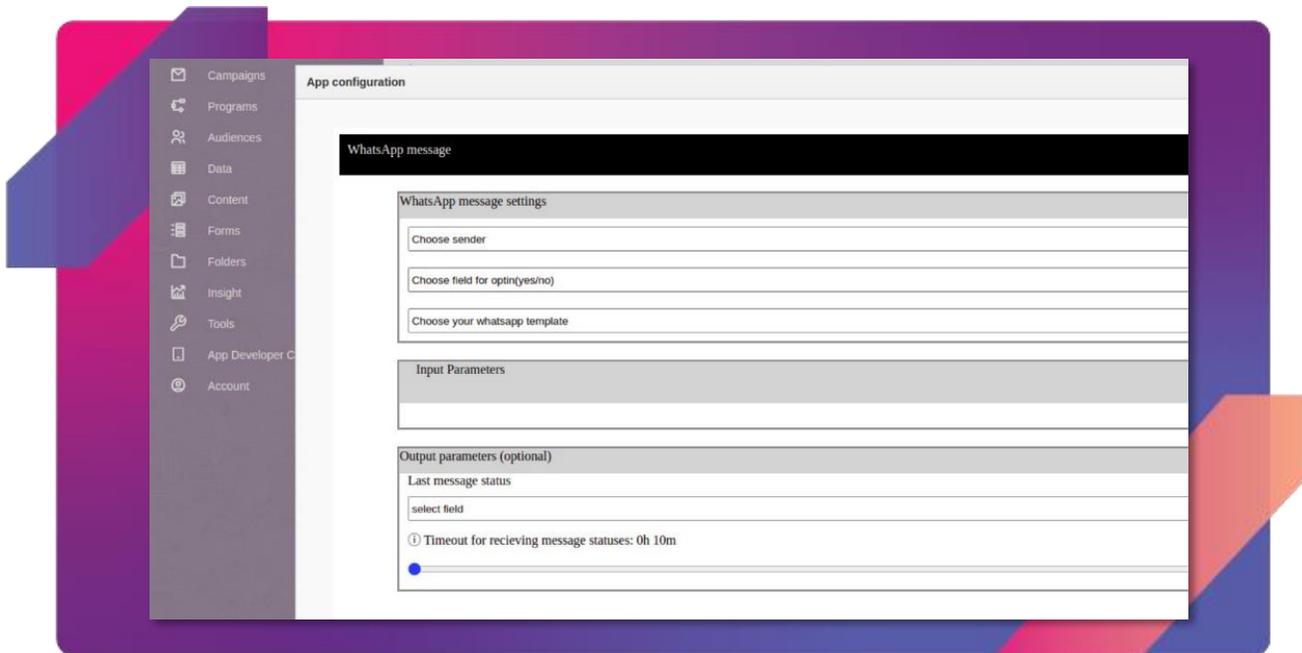
- In the second step, right-click on Apps to open a menu – go to Properties.



- Select the service of Mitto messaging service and click “Done”
- After clicking on the button, the next form will open:



- You can provide description. Click on the “Configure app” button.
- After clicking on the button, a window will open containing the configuration form as shown in the below screenshot. This form is used to configure the service for sending WhatsApp messages to the recipients.



- **WhatsApp message settings:**

1. Select the business account you want to send the campaign from.
2. Set up which field will be the opt-in field in the profile list.
3. The third dropdown will ask you to select which WhatsApp template to be used to send the template.

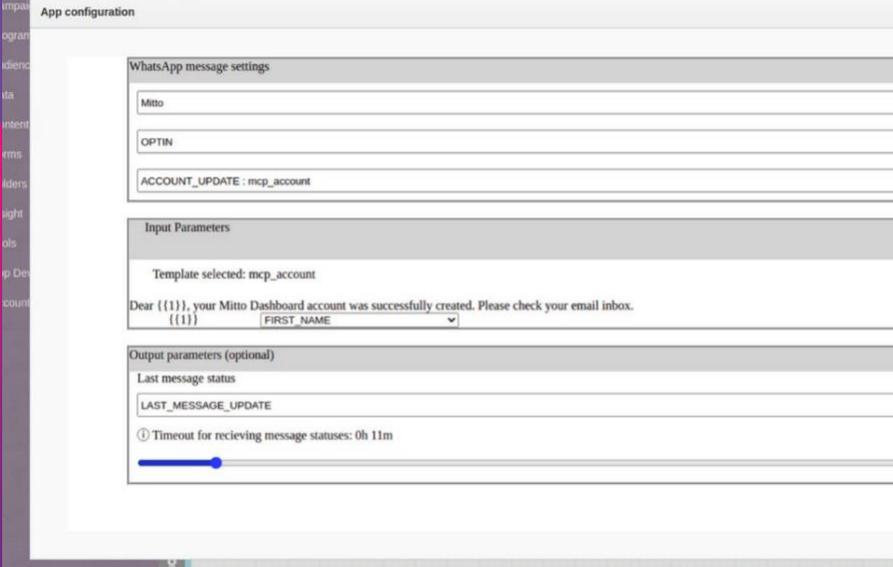
- **Input Parameters:**

- As soon as the template is selected, the template text opens in the container, followed by the dropdowns depending on the number of the placeholders in the templates.
- For each of the placeholders there will be a dropdown which gives the options to select the field from the profile list whose value will be used in the placeholder in the template.

- **Output Parameters:**

- The first dropdown asks to select the field for the last update for the message.
- The timeout range bar is given, so that you can select the timeout after which the data about the delivery status will be sent back to Responsys.

- After selecting all the fields in the configuration form click on the “Save” button in the bottom right corner. Here is an example:



The screenshot shows a configuration window titled "App configuration" with the following sections:

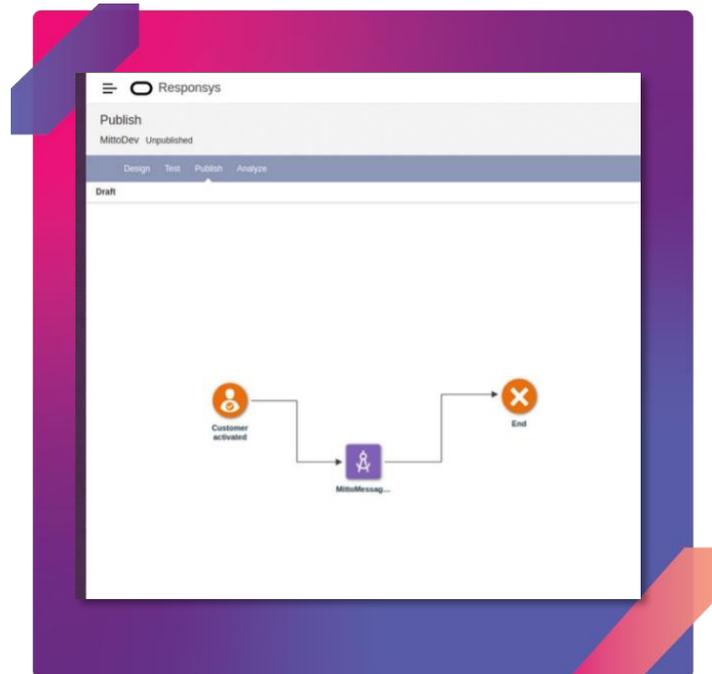
- WhatsApp message settings**
  - Mitto:
  - OPTIN:
  - ACCOUNT\_UPDATE : mcp\_account
- Input Parameters**
  - Template selected: mcp\_account
  - Dear {{1}}, your Mitto Dashboard account was successfully created. Please check your email inbox.  
{{1}}
- Output parameters (optional)**
  - Last message status:
  - Timeout for receiving message statuses: 0h 11m

- If the configuration is saved successfully the following message is shown “App configured successfully”.
- You can now close the configuration window and click on the “Done” button.

## SERVICE INVOCATION

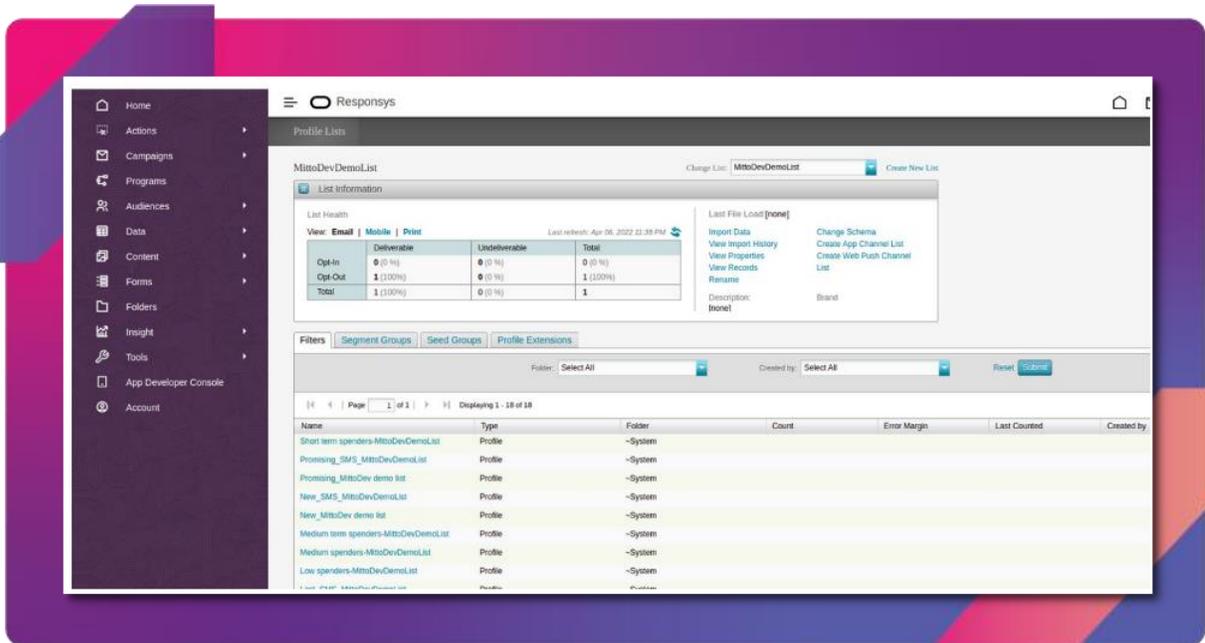
*Note: In this example we decided to send a message when a new customer is activated. So we need to set a profile list and when the service is invoked. You can choose different entry points.*

- The next step is to invoke the service selected in the campaign.
- To do so we need to first publish the Program. Click on the publish tab.
- Click on the Publish button on the top right corner and give the consent to publish the given version.

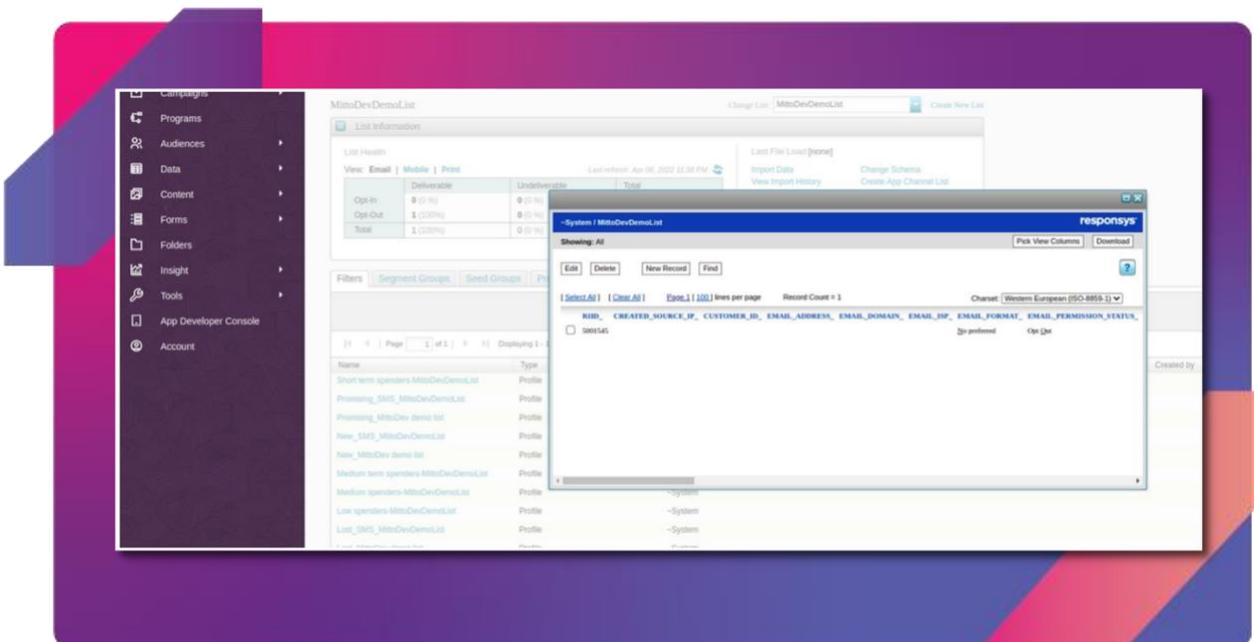


- As the entry point given for the program is “Customer activated”, the service will be invoked by entering the data into profile list. For profile list, in the menu of the Responsys click on “Data/Profile List”.

The following screen will show up.



- Select the “View records” option to open the following prompt.

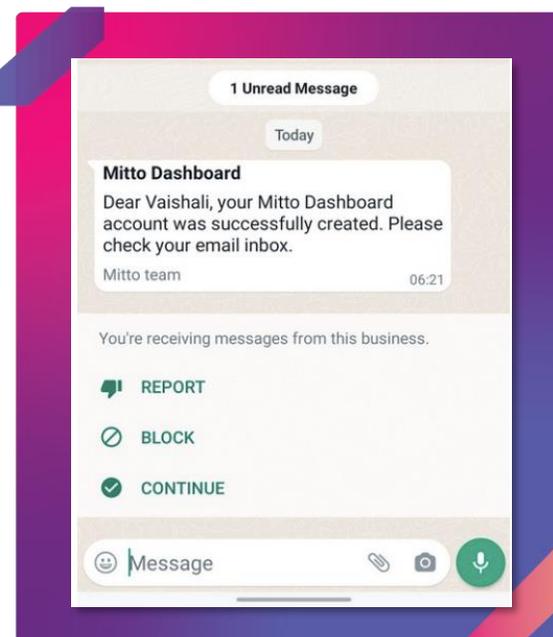


- Click on the “New Record” button and enter the mobile number field for the recipient, the fields selected for the input parameter while configuring service (in our case in was first name and value of the option field). After entering these values click on the ”Save” button.

The screenshot shows a web application interface with a modal form for creating a new record. The form contains the following fields and values:

Field Name	Value
EMAIL_SHA256_HASH	
MOBILE_NUMBER	+918604475381
MOBILE_COUNTRY	
MOBILE_PERMISSION_STATUS	Opt In
MOBILE_DELIVERABILITY_STATUS	
MOBILE_PERMISSION_REASON	
POSTAL_STREET_1	
POSTAL_STREET_2	
CITY	
STATE	
POSTAL_CODE	
COUNTRY	
POSTAL_PERMISSION_STATUS	
POSTAL_DELIVERABILITY_STATUS	
POSTAL_PERMISSION_REASON	
CREATED_DATE	
MODIFIED_DATE	
FIRST_NAME	Vaishali
COUNTRY_CODE	
OPTIN	YES

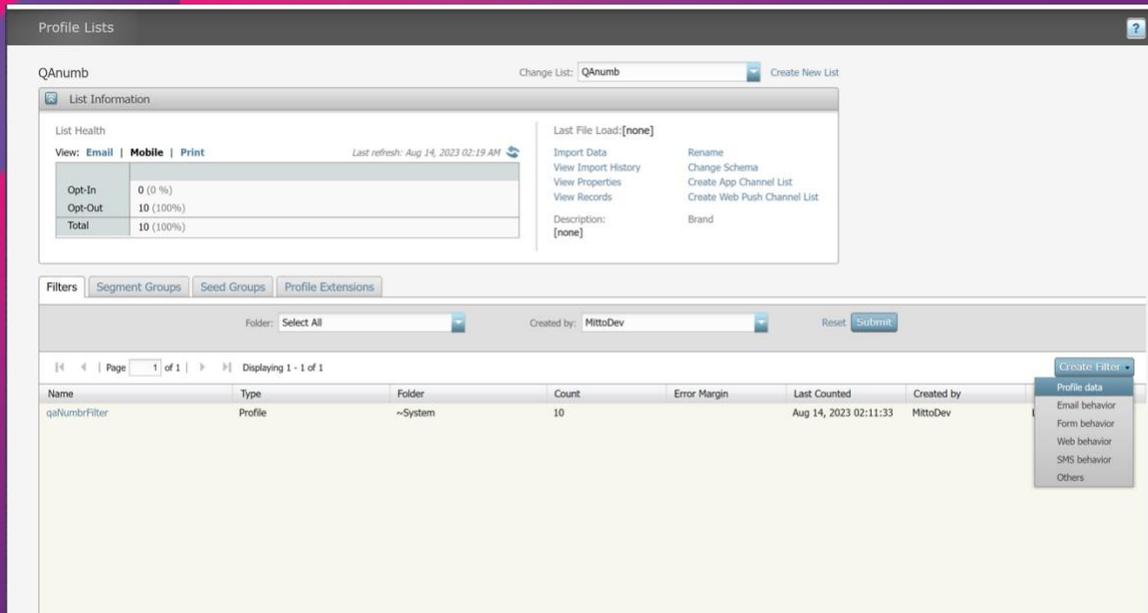
- As soon as the the record is saved, the service is invoked and after a few moments the recipient receives the message with the selected template text, where placeholders are replaced by the value of the input parameter fields. The screenshot shows one such example in WhatsApp.



## CONFIGURING APP IN PROGRAM - USE CASE 2: BULK MESSAGE

Similar to the use case described above, which is focused on an event, and each message is sent separately when a customer is activated, you can **set up a program to send bulk messages to a targeted group of people plus you can set up to launch it at specific time.**

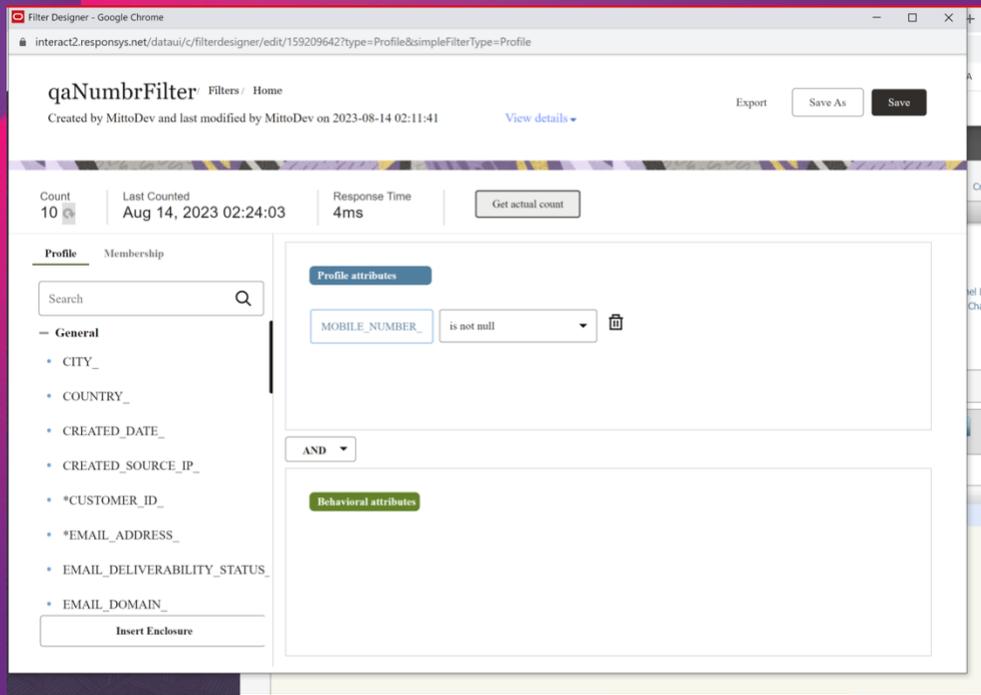
- Step 1 – filter the data, you will need this to setup your program and target the right list. Navigate to **Data – Profile Lists – then go to Create Filter** and start building your list.



The screenshot displays the 'Profile Lists' interface. At the top, there's a 'Change List: QAnumb' dropdown and a 'Create New List' button. Below this is a 'List Information' section with a 'List Health' table and a 'Last File Load: [none]' indicator. The 'List Health' table shows 'Opt-In' at 0 (0%), 'Opt-Out' at 10 (100%), and 'Total' at 10 (100%). To the right of the table are various actions like 'Import Data', 'View Import History', 'View Properties', 'View Records', 'Rename', 'Change Schema', 'Create App Channel List', 'Create Web Push Channel List', and 'Description: Brand'. Below the list information are tabs for 'Filters', 'Segment Groups', 'Seed Groups', and 'Profile Extensions'. The 'Filters' tab is active, showing a 'Folder: Select All' dropdown, 'Created by: MittoDev', and 'Reset' and 'Submit' buttons. A table below shows the filter details:

Name	Type	Folder	Count	Error Margin	Last Counted	Created by
qaNumbrFilter	Profile	~System	10		Aug 14, 2023 02:11:33	MittoDev

A 'Create Filter' dropdown menu is open on the right side of the table, listing options: Profile data, Email behavior, Form behavior, Web behavior, SMS behavior, and Others.



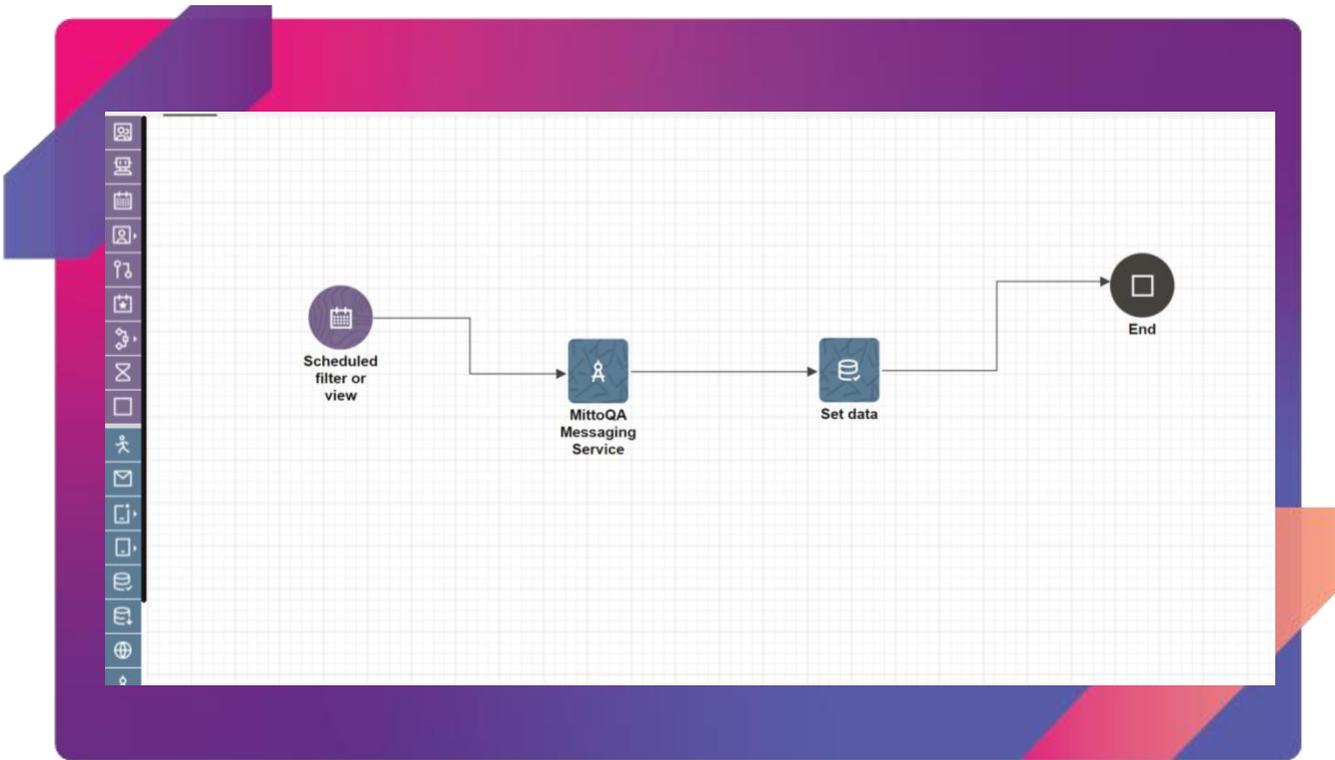
- Now you can **go to Programs** and start building a new one. For bulk messaging you will need:

**Entry point:** Scheduled filter or view. You can set up an [entry point](#) according to your needs. In this example, everyone who you previously filtered will get your message.

**App:** This is where our app is called, configured and invoked.

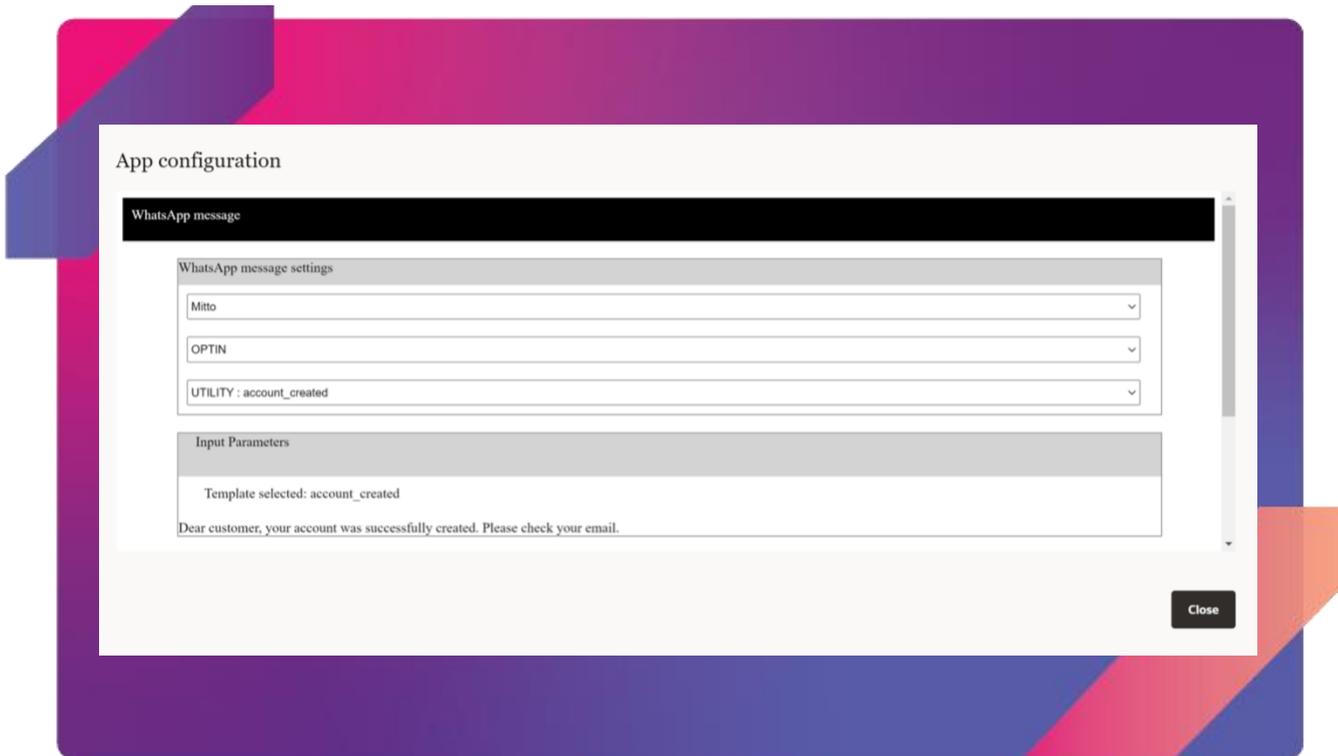
**Set data:** Sets a list field or profile extension table (PET) field either to a value, changing it by a specified amount, or to a value supplied by an event or an entry tracking variable.

**End:** This step marks the completion of the campaign.



- Start configuring each step. First thing is to **set up who you are targeting**, so the filter that you previously created. Select “Run filter” and select the one you need. Then you can choose **frequency, time and date** for message launch. Please note – the time zone that your list/contacts have assigned, will be the sent time, not yours.

- Moving on to the **App step**. Click on the **“Configure app”** button.
- After clicking on the button, a window will open containing the configuration form as shown in the below screenshot. This form is used to configure the service for sending WhatsApp messages to the recipients.
  - WhatsApp message settings: choose Mitto here and **choose one of your registered WhatsApp templates** which you want to send using this program. Below you will see a preview of your templated message.



- The last step you need to configure is **Set data**. Under **Program Settings** you need to choose what info would you like to track per program entry. It will be **“LAST\_MESSAGE\_STATUS”**. Now go to Set data activity and set values for entry tracking variables.
  - Field will be **LAST\_MESSAGE\_STATUS** and value **LAST\_MESSAGE\_UPDATE**

Now you have set it all up and your message is ready. It will be sent out according to your scheduling options in step one.

Responsys

qaProduct

Folder: ~System Last tested: None

Summary View **Settings** Close Save

Design Test Publish Ana

Cross program events

Timer

End

Custom activity

Send email campaign

Push interactions

Mobile interactions

Set data

Get data

Web campaign

Apps

Data switch

Allocation switch

Count switch

Event switch

Performance switch

Send time optimization

Stage gate

Validate

### Settings

Show all

- > General
- > Options
- > Tracking and variables

Entry tracking ⓘ

What information would you like to track per program entry?

⊕ ⊖

Name ↑	Type
LAST_MESSAGE_UPDATE	Text

Cancel OK

qaProduct

Folder: ~System Last tested: None Last saved: 2023-08-14 03:03 AM PDT

Summary View Settings

Design Test Publish Ana

Cross program events

Timer

End

Custom activity

Send email campaign

Push interactions

Mobile interactions

Set data

Get data

Web campaign

Apps

Data switch

Allocation switch

Count switch

Event switch

Performance switch

Send time optimization

Stage gate

Note

### Set data activity

Stage label: Set data Description: [ ]

List or profile extension: QAnumb

Set values of one or more fields using

Entry tracking variable ⓘ  Custom value ⓘ **Add**

Field(type)	Operator	Value
WHATSAPP_LAST_M	with	LAST_MESSAGE_UPI

Update Cancel

Cancel Done

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