



# SALESFORCE MARKETING CLOUD - MITTO SMS INTEGRATION

## How To Get Started

Salesforce Marketing Cloud platform enables customers to create, manage, and send marketing campaigns. Customers can build different journeys for every new campaign, save them, and launch them on their scheduled time. **Streamline your marketing campaigns and data by keeping them all in one, easy-to-use location. Extend your customer reach with the addition of Mitto SMS.**

## PART 1

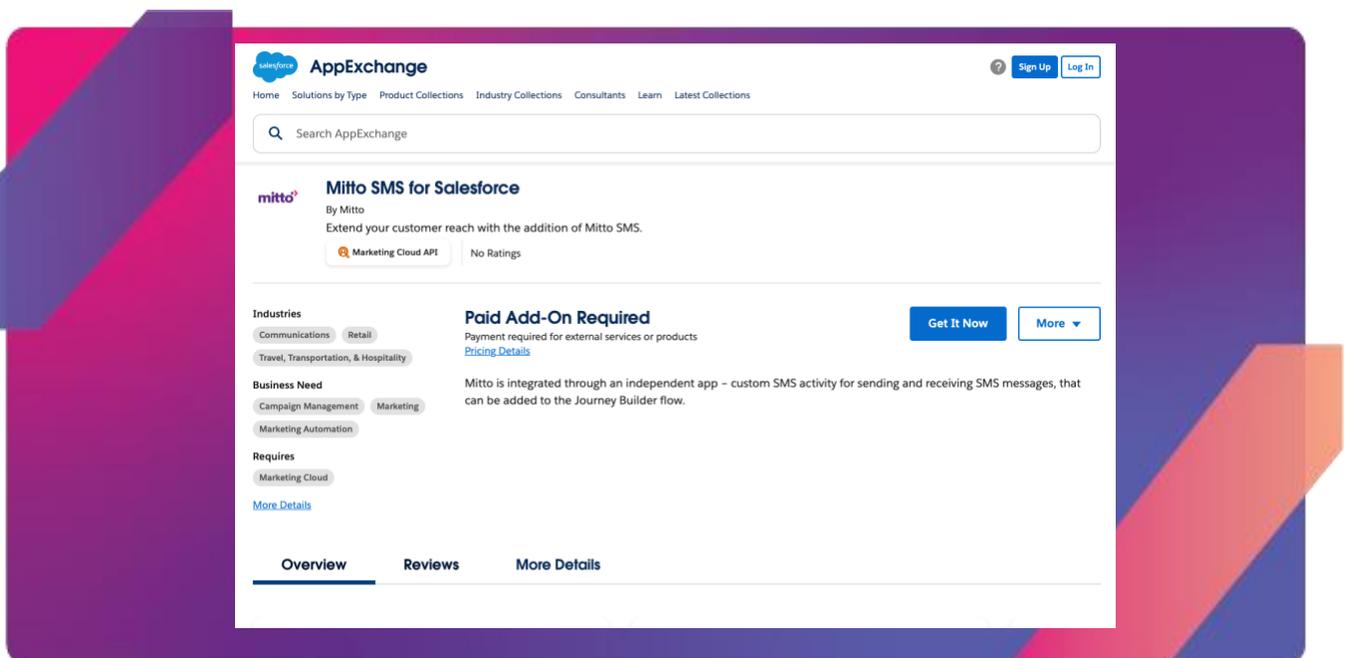
# APP INSTALLATION & CONFIGURATION

### Prerequisites:

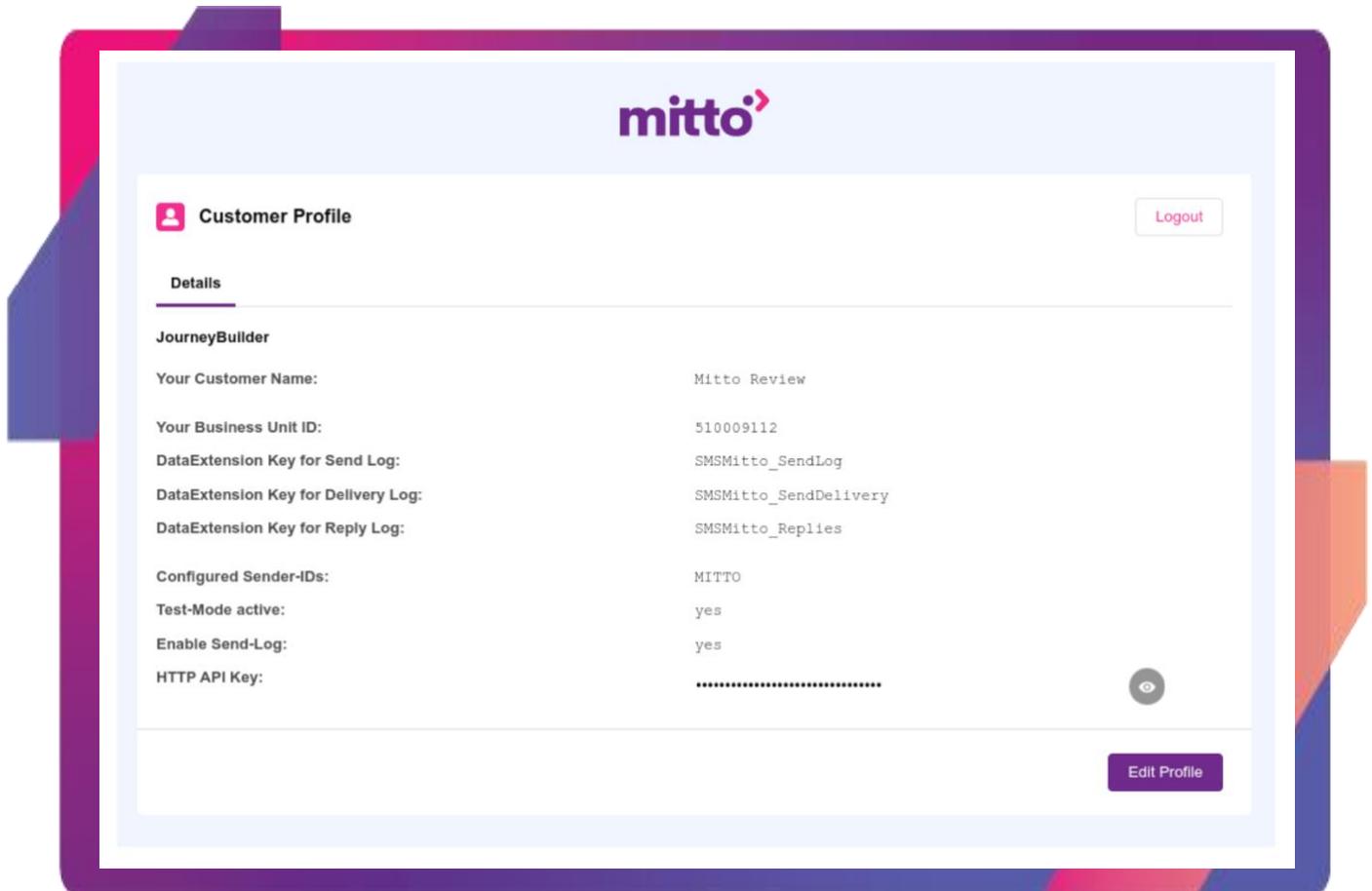
- Salesforce Marketing Cloud account
- **Mitto account:**
  - **Guide – [How to create Mitto account](#)** and find API keys

### Steps:

- With **Salesforce AppExchange**, you can integrate tools you need for your business. Mitto is available via this direct link:  
<https://appexchange.salesforce.com/appxListingDetail?listingId=d36998c6-6e41-4368-8f7c-240481635606&tab=e>
- Click on **Get it Now to start installation**. You will need to get in touch with Mitto representative to finalize this process and get the info you will need.



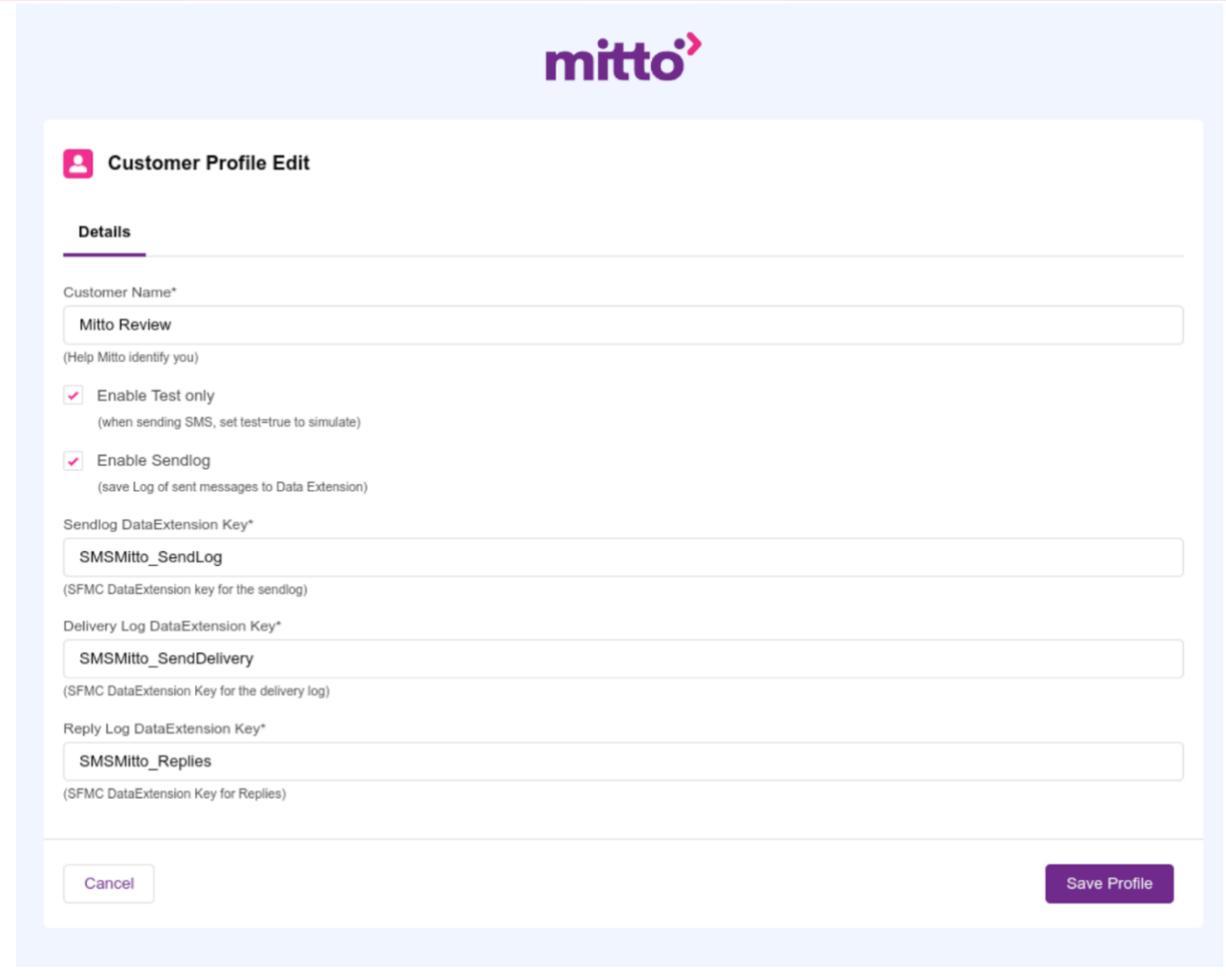
- After installing the app from AppExchange, the "AppExchange" menu will show a new entry, "mitto JourneyBuilder". Open this page to **view administrative settings** about the integration. This is also required to hand of OAuth credentials to mitto, so the JourneyBuilder activity can interact with Marketing Cloud.



- **Customer Name:** please set this to your preferences. It will be used by mitto to tie the Business Unit to your customer account.
- **Business Unit ID:** listed for reference
- **DataExtensions:**
  - **Send Log:** if enabled, information about the sent messages are stored in this data extension (identified by its key)
  - **Delivery Log:** processed delivery reports (status of your sent messages) will be stored here once received.
  - **Reply Log:** if a short code has been created for you, your users are able to respond to your messages. These responses are stored in this Data Extension.
- **Configured SenderIDs:** not all senders are permitted for all users due to regulatory restrictions. Mitto will configure the allowed senders together with you. Please reach out to mitto for any desired changes.
- **Test-mode active:** if enabled, messages will not be sent out to your end users by mitto. The simulated result is recorded in the Send Log nevertheless.
- **Enable Send-Log:** If the send log's contents are irrelevant to you, the functionality can be disabled.

- **HTTP API Key:** the key will be inserted by mitto. It is tied to your customer account. Reusing the key on other projects is discouraged but may be done by clicking on the icon next to it.

To edit your profile, click on the button "Edit profile".



The screenshot shows the 'mitto' logo at the top center. Below it is a section titled 'Customer Profile Edit' with a user icon. Underneath is a 'Details' section with a horizontal line. The form contains several fields and checkboxes:

- Customer Name\***: A text input field containing 'Mitto Review'. Below it is the text '(Help Mitto identify you)'. To the left is a checked checkbox labeled 'Enable Test only' with the subtext '(when sending SMS, set test=true to simulate)'. Below that is another checked checkbox labeled 'Enable Sendlog' with the subtext '(save Log of sent messages to Data Extension)'.
- Sendlog DataExtension Key\***: A text input field containing 'SMSMitto\_SendLog'. Below it is the text '(SFMC DataExtension key for the sendlog)'.
- Delivery Log DataExtension Key\***: A text input field containing 'SMSMitto\_SendDelivery'. Below it is the text '(SFMC DataExtension Key for the delivery log)'.
- Reply Log DataExtension Key\***: A text input field containing 'SMSMitto\_Replies'. Below it is the text '(SFMC DataExtension Key for Replies)'.

At the bottom of the form, there are two buttons: 'Cancel' on the left and 'Save Profile' on the right.

# INTEGRATION FEATURES

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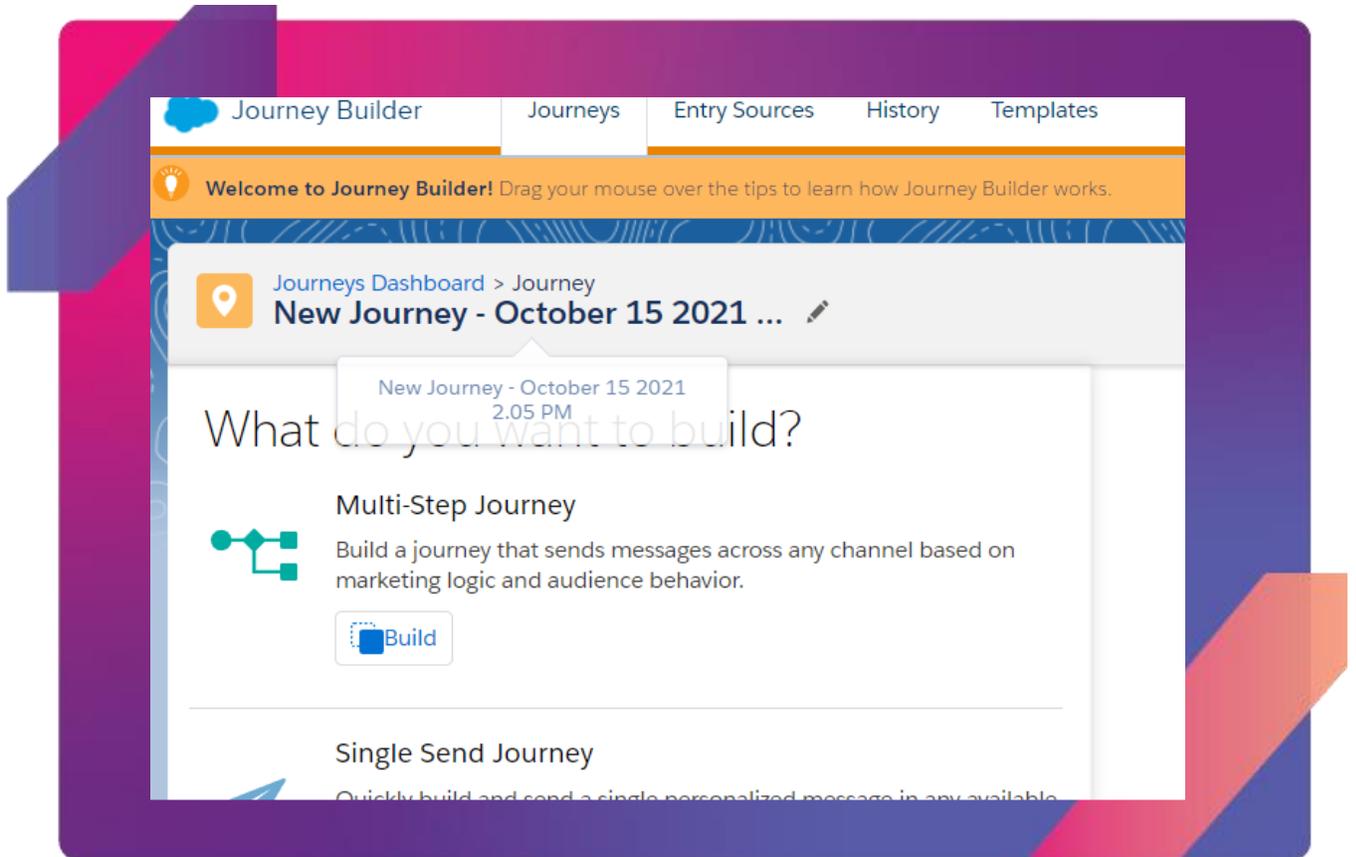
Salesforce Journey Builder is designed to allow marketers to customize interactions with their customers based on their needs, desires, preferences, demographics, and real-time input from the behavior. Journey Builder uses event-driven triggers to respond to customers or prospective customers appropriately. Mitto's SMS marketing product seamlessly integrates, unlocking the full potential of personalized messaging, offers, alerts, and notifications. Our easy-to-use platform provides a complete solution for various SMS marketing needs inside Salesforce Marketing Cloud.

Once the integration steps are done, you can enjoy using these features:

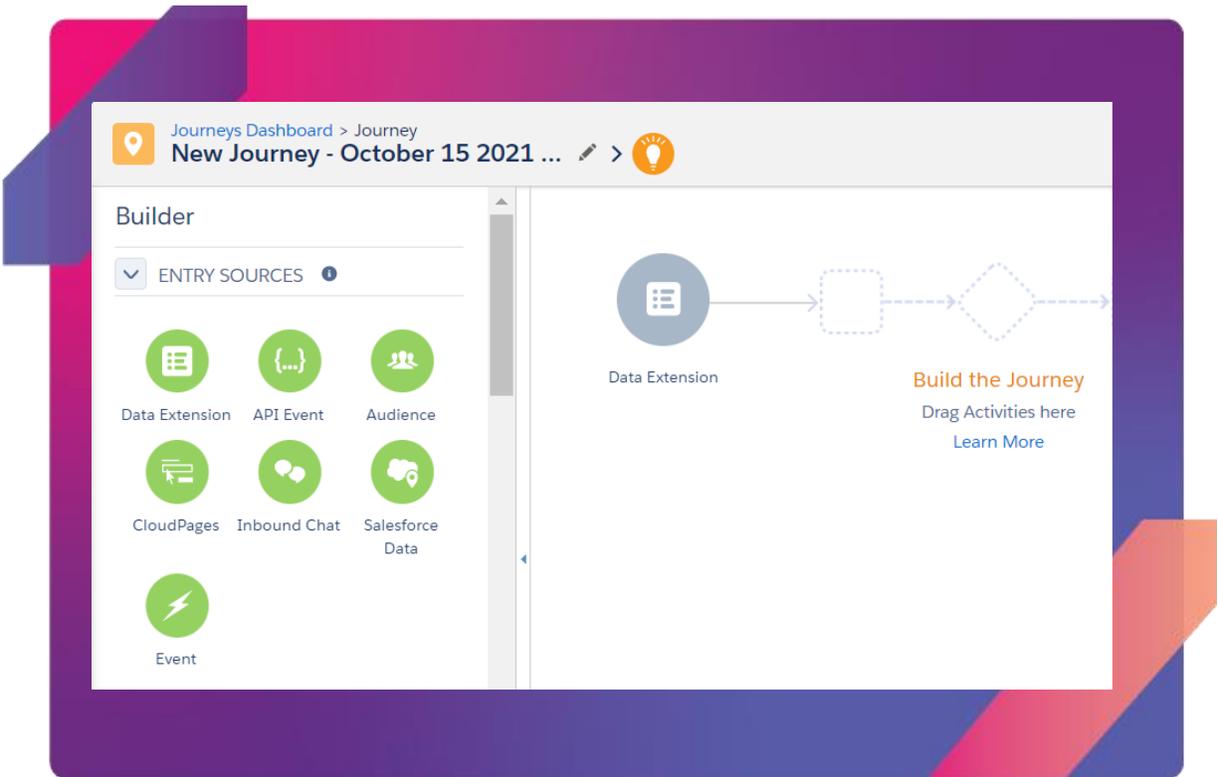
- Sending and Receiving SMS activity
- Storing Delivery Reports in Data Extensions
- Storing Message Records in Data Extensions
- Storing Inbound Messages in Data Extensions
- Dynamic Sender ID with dropdown menu of pre-set Senders
- Personalization through placeholders from customers Data Extensions (name, last name, email address, etc.)
- Reference field for marking the campaign
- Automatic counter of characters in message field which counts both GSM7/Unicode encodings
- Option to schedule campaigns (run once/reoccurring)
- Multilanguage support and using dynamic data extensions to build effective more complex campaigns - use Message preview to see how it will look like in different scenarios – e.g., multilanguage campaigns

## Building Journey

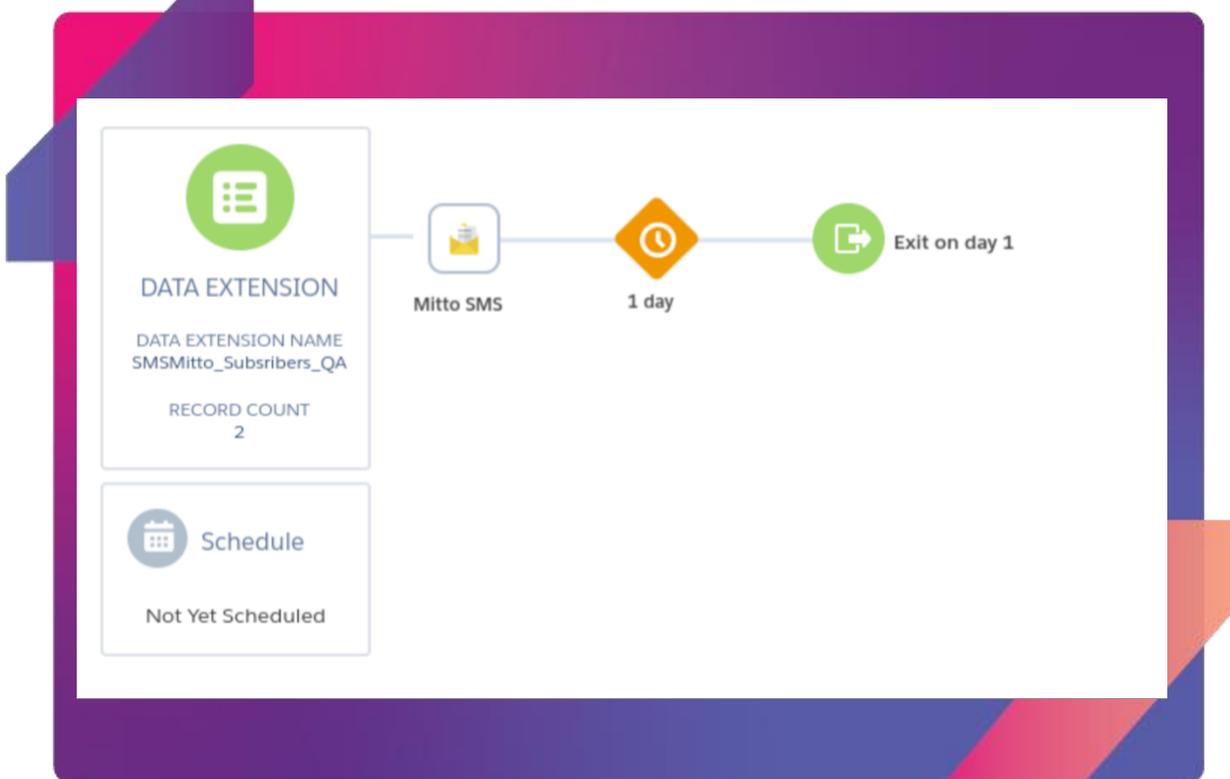
1. Go to the Salesforce Marketing Cloud navigation page, select Journey Builder from the top bar, and choose Multi-Step Journey – click Build.



2. Next, you should choose an entry source. Some customers use their data extensions (data extension is a table that contains customers data).



3. In the Custom section, you'll see the **Mitto SMS icon** which is used for sending SMS messages in Journey Builder.



4. To customize the activity, click on "Mitto SMS" to open it. Here you can **configure the actual messages that will be sent out to your contacts.**

Mitto SMS

**mitto**

**Message** Preview

To

Mobile

Sender ID

MITTO

Personalisation

Please select

Message Template

Hello {{ contact["Last Name"] }}

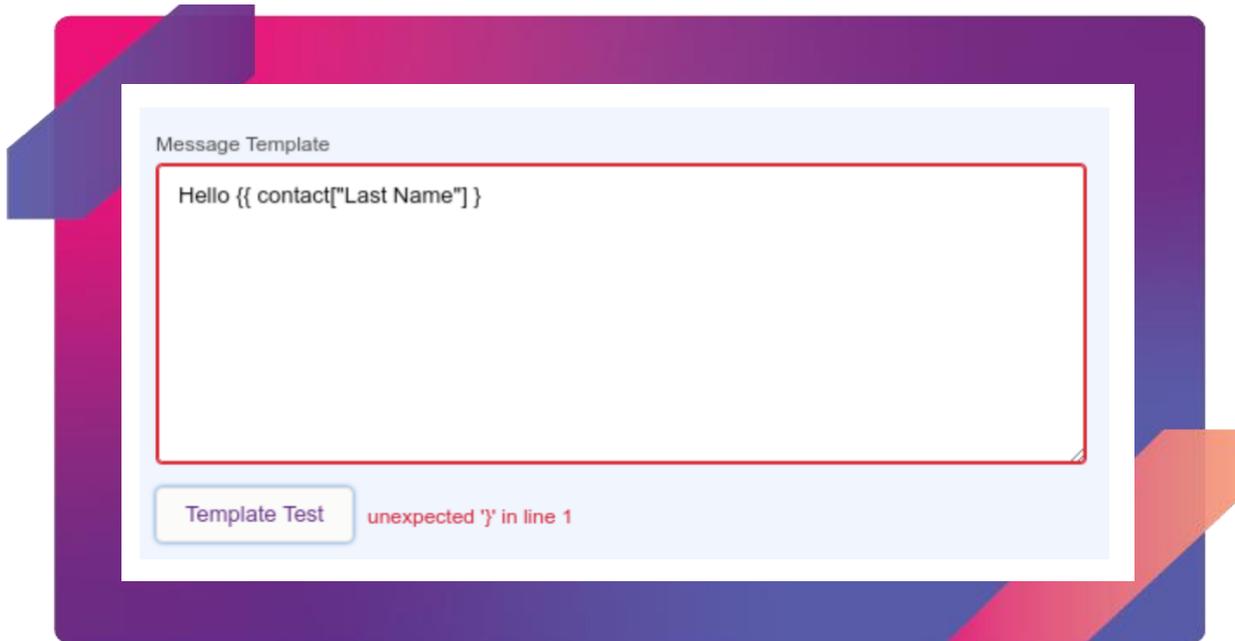
Template Test Your message template is valid.

Cancel Done

- **To:** This field is based on the columns of the Journey DataExtension. It will list all columns of type "phone". Select the column to use a recipient of your messages here.

- **Sender ID:** choose the desired sender ID for your messages.
- **Personalization/Message template:** to make your message as dynamic as possible, mitto Journey Builder activity makes use of [Jinja2](#) as the templating engine. To append a column to the message content, select it from the Personalisation dropdown. Reposition the column in the Message template as you see fit.

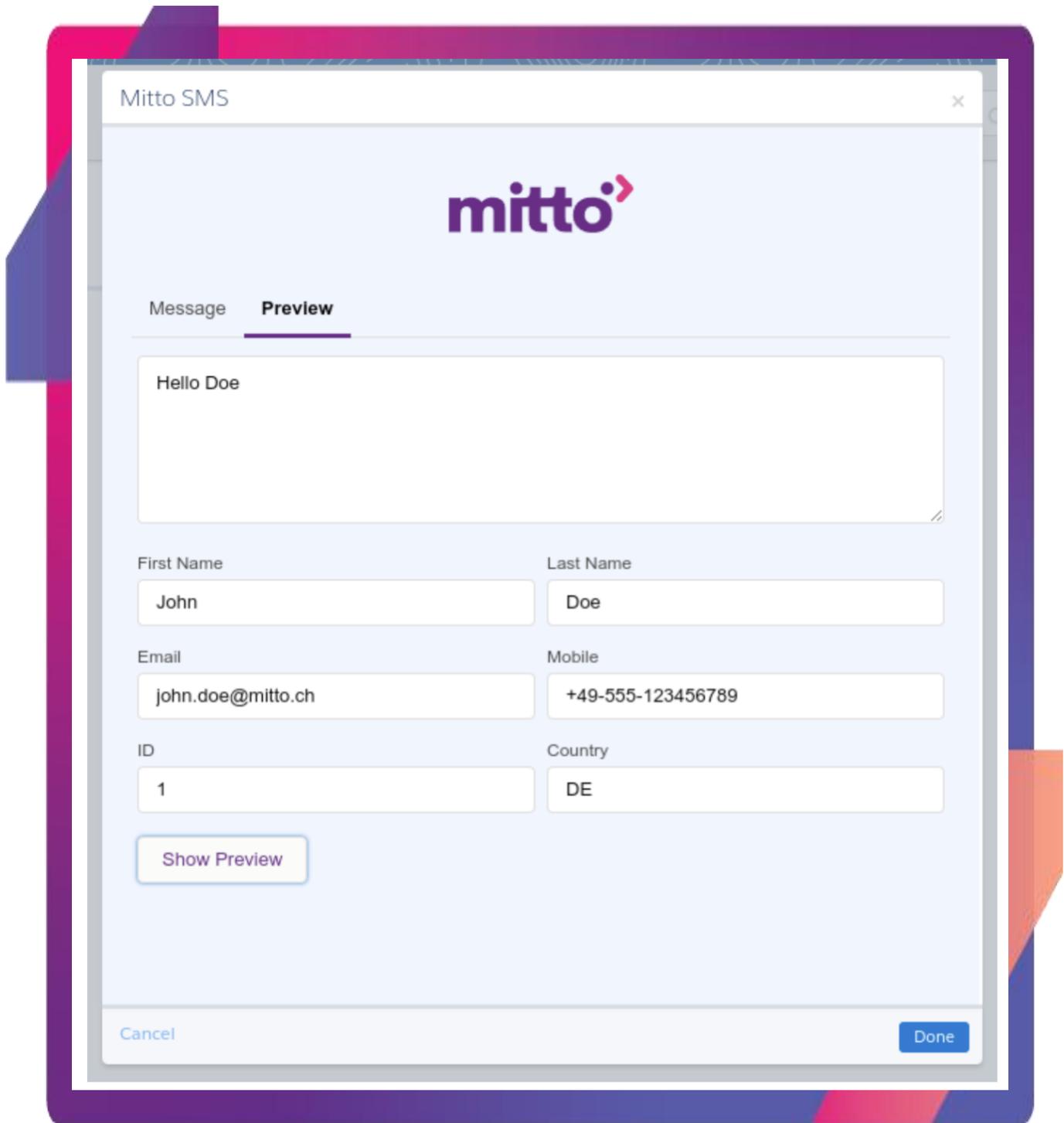
After the message has been drafted, click "Template test" to verify the message. If an error, for example due to incorrect Jinja2 templating, is found, the error is displayed:



After your Message template has been tested successfully, you may use the tab of "Preview" to test your message.

5. Under **Preview tab you find the columns retrieved from your Data Extension.** Insert example contents for each field.

With the click on "Show Preview", your message template and your preview data is evaluated and the result shown above. This allows to **test more complex messages containing control structure, for example by outputting different texts based on the country or language of the user.**



6. When you have completed the message setup, click on "Done" to save the changes.

**mitto**›