



# SHOPIFY - MITTO SMS INTEGRATION

## How To Get Started

Shopify is the leading e-commerce platform, empowering businesses of all sizes to create stunning online stores and manage their operations effectively. Empower your Shopify store with the ultimate SMS marketing solution. Drive sales, engage customers, and grow your business with Mitto's SMS marketing integration.

## PART 1

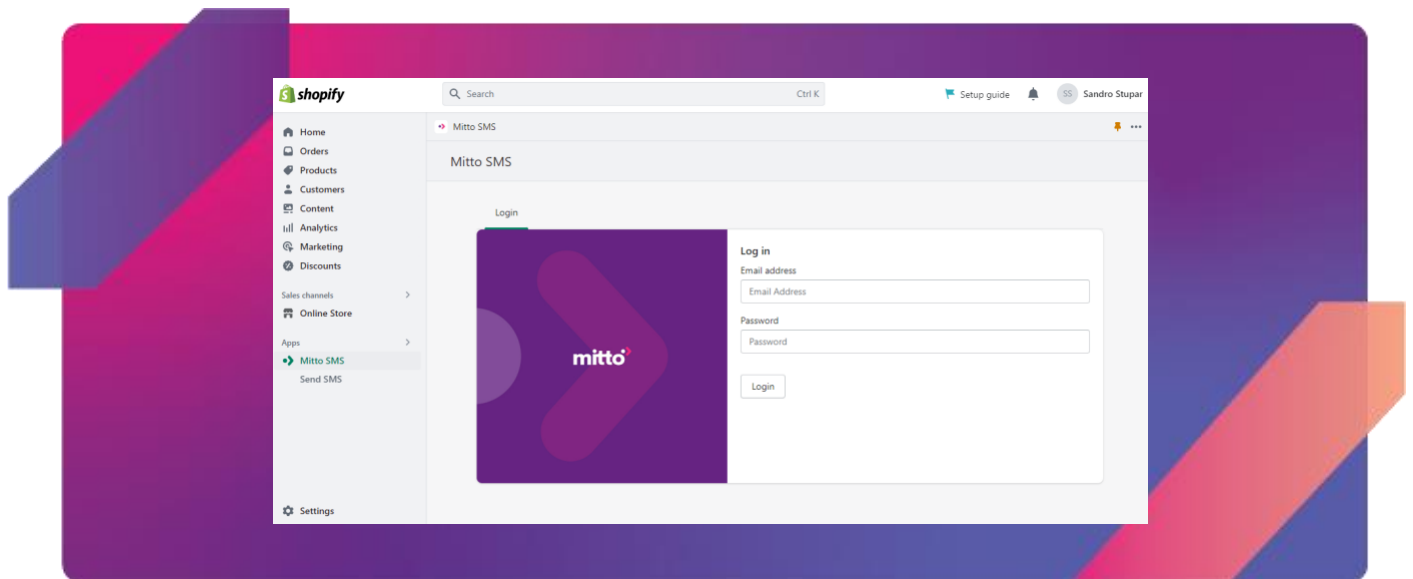
# APP INSTALLATION & CONFIGURATION

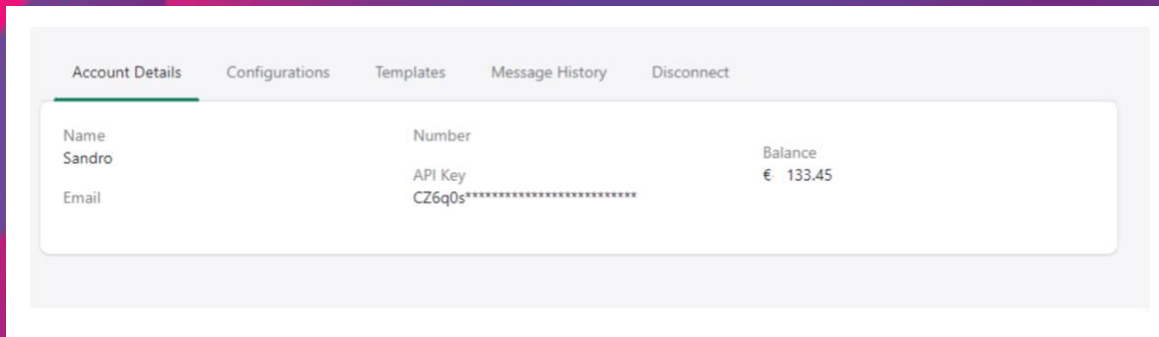
### Prerequisites:

- Mitto account
- Shopify account

### Steps:

- With **Shopify's App Marketplace**, you can integrate tools you need for your business with your Shopify account. Mitto is available via this direct link: <https://apps.shopify.com/mitto-sms?syclid=cgeql54f7cbs4vkrn6v0>
- Click on **Add app** and enter your Mitto credentials (or create account first). Once you do that, you will be able to see your account details.

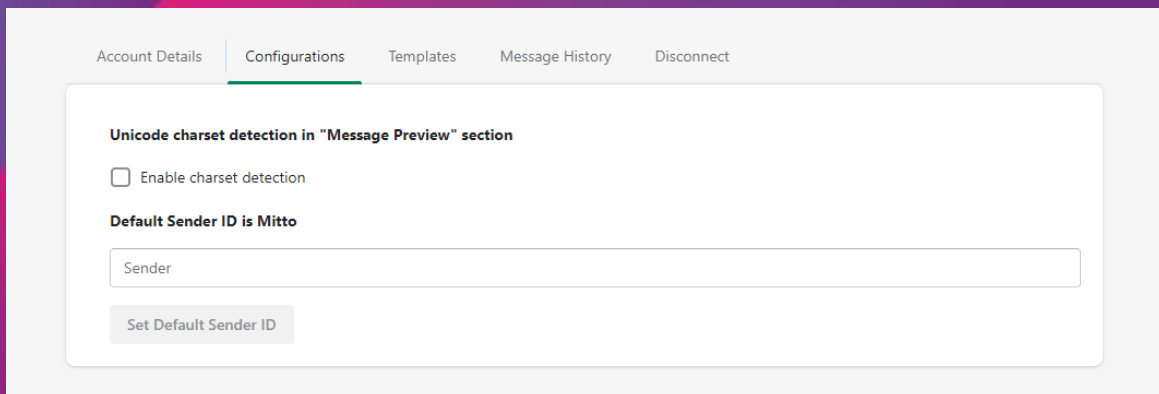




The screenshot shows the 'Account Details' tab selected in the dashboard. The tab bar at the top includes 'Account Details', 'Configurations', 'Templates', 'Message History', and 'Disconnect'. The main content area displays account information in a table-like format:

Name	Number	Balance
Sandro		€ 133.45
Email	API Key	
	CZ6q0s*****	

- Use **Configurations** and **Templates** tabs to set up everything you need.



The screenshot shows the 'Configurations' tab selected in the dashboard. The tab bar at the top includes 'Account Details', 'Configurations', 'Templates', 'Message History', and 'Disconnect'. The main content area contains the following settings:

**Unicode charset detection in "Message Preview" section**

☐ Enable charset detection

**Default Sender ID is Mitto**

Sender

- You will need your Templates to send Campaigns and Automated messages (explained in part 2).

The screenshot shows the 'Mitto SMS' web interface with the 'Templates' tab selected. The interface includes a navigation bar with 'Account Details', 'Configurations', 'Templates', 'Message History', and 'Disconnect'. On the left, a 'Default template' dropdown is set to 'Marketing Campaign'. Below it is a table of existing templates. On the right, a 'New Template' form is visible with fields for 'Name' and 'Text', and a 'Save' button.

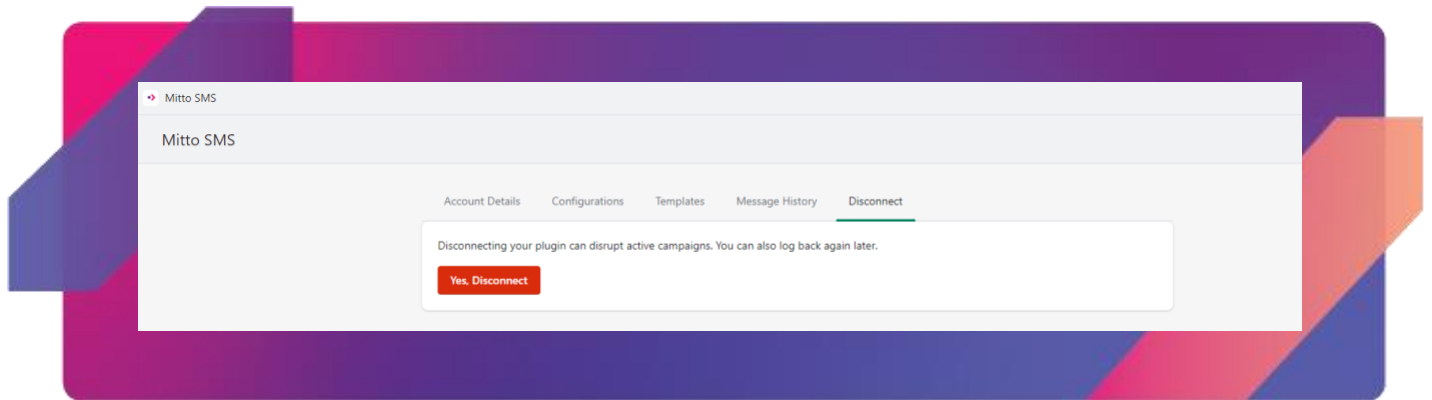
Name	Text	Created at	
Marketing Campaign	New collection	2023-04-26T11:40:18.263Z	Remove

- Use **Message history** tab to see details for all sent messages.

The screenshot shows the 'Mitto SMS' web interface with the 'Message History' tab selected. The interface displays a table of sent messages with columns for 'Sent Date', 'Receiver', 'Sender', 'Delivery status', 'Price [EUR €]', and 'Message ID'. All messages shown have a 'Delivered' status.

Sent Date	Receiver	Sender	Delivery status	Price [EUR €]	Message ID
Apr 20 2023 09:17:45	38591910829	Store	Delivered	6	
Apr 17 2023 15:55:25	38591910829	Store	Delivered	6	
Apr 15 2023 13:31:14	38591910829	Store	Delivered	6	
Apr 15 2023 13:31:14	38591910829	Store	Delivered	6	
Apr 15 2023 11:51:32	38591910829	Store	Delivered	6	

- Use **Disconnect** tab if you wish to stop using integration.



## PART 2

# INTEGRATION FEATURES

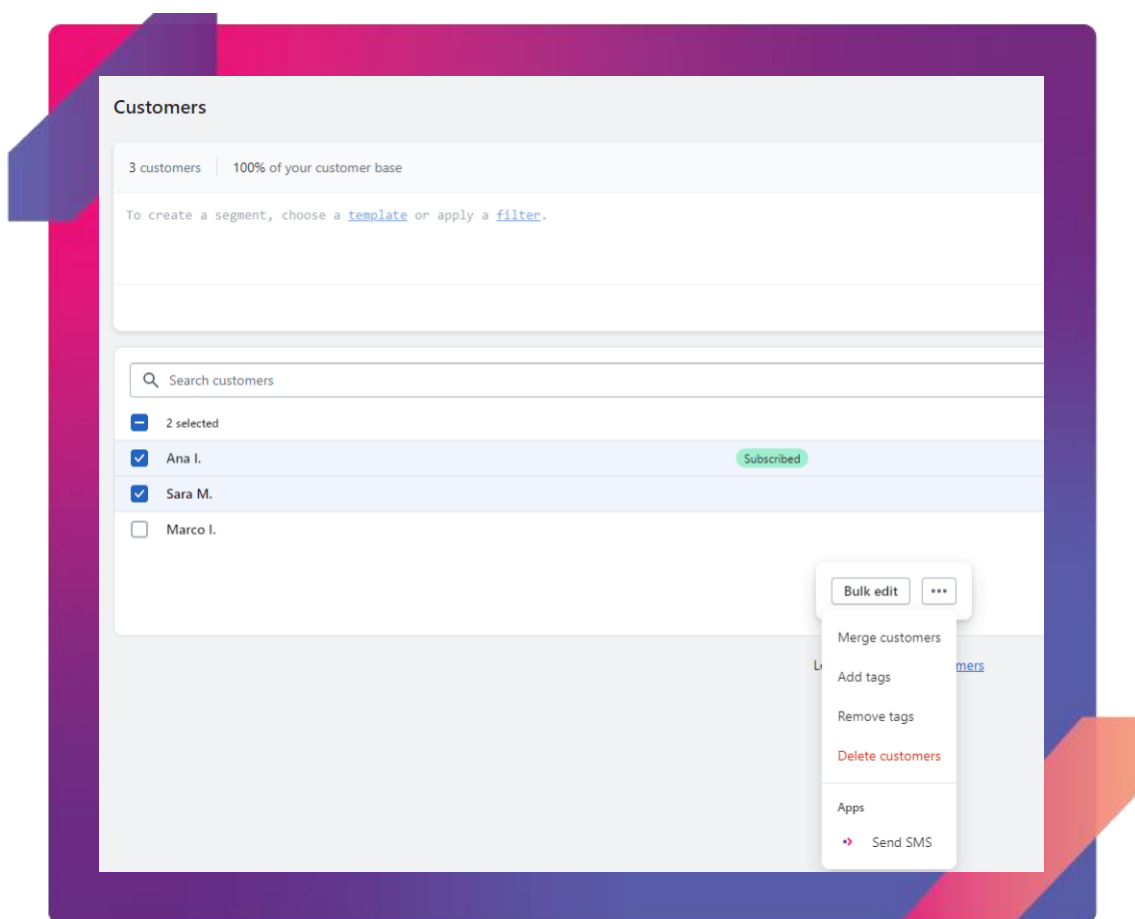
Mitto's SMS marketing product seamlessly integrates with Shopify store, unlocking the full potential of personalized messaging, offers, alerts, and notifications. Our easy-to-use platform provides a complete solution for various SMS marketing needs inside Shopify.

Once the integration steps are done, you can choose between:

- sending a simple SMS to specific customer(s)
- SMS blasts to a customer segment,
- smart event-triggered automated campaigns.

### Send SMS to Specific Customer(s)

From the Customers page, choose **one or more customers** you want to contact, and go to **action Send SMS**.



shopify

Search Ctrl K

Setup guide Sandro Stupar

Mitto SMS

Send SMS

Schedule SMS Send NOW

Template

Marketing Campaign

Recipient number

385919101234

Text

This is a test.

Sales channels >

Online Store

Apps >

Mitto SMS

Send SMS

- Create your message, if you wish schedule when you want to send it and that's it.

shopify

Search Ctrl K

Setup guide Sandro Stupar

Mitto SMS

Send SMS

Schedule SMS Send NOW

Schedule SMS

Select Date and Time

← June 2023 →

Su	Mo	Tu	We	Th	Fr	Sa
4	5	6	7	1	2	3
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Time

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Schedule

Sales channels >

Online Store

Apps >

Mitto SMS

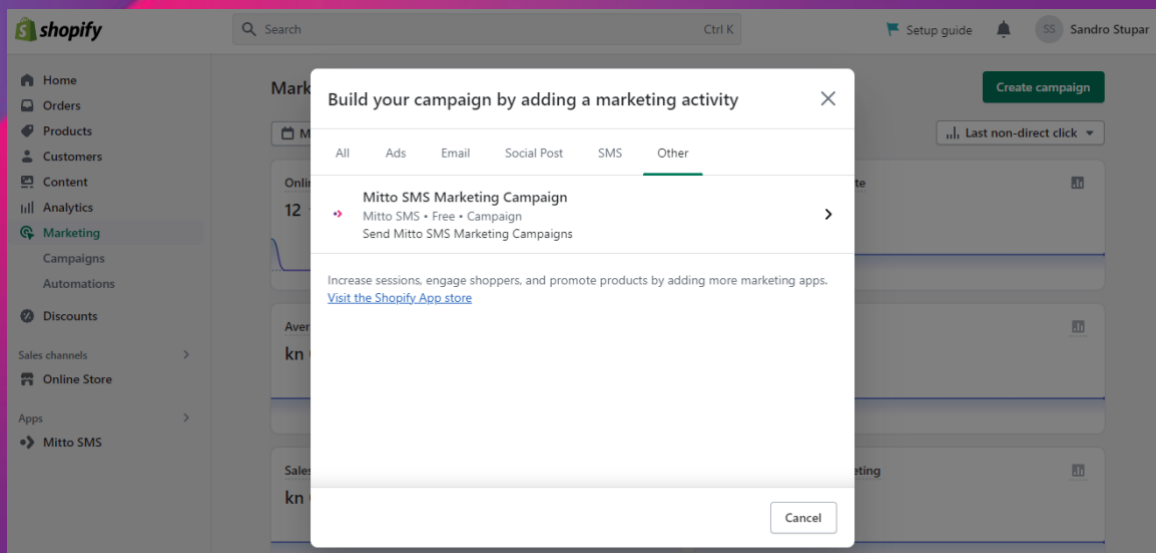
Send SMS

## Send a Campaign to Targeted Customer Segment

Send campaigns to a large number of people at once.

**Please note:** You will need to **create Templates** for various use cases you want to cover. Use Shopify targeting options to build your segments.

To create a Campaign go to **Marketing** in Shopify navigation - **Campaigns - Create Campaigns – Under tab Other choose Mitto activity.**





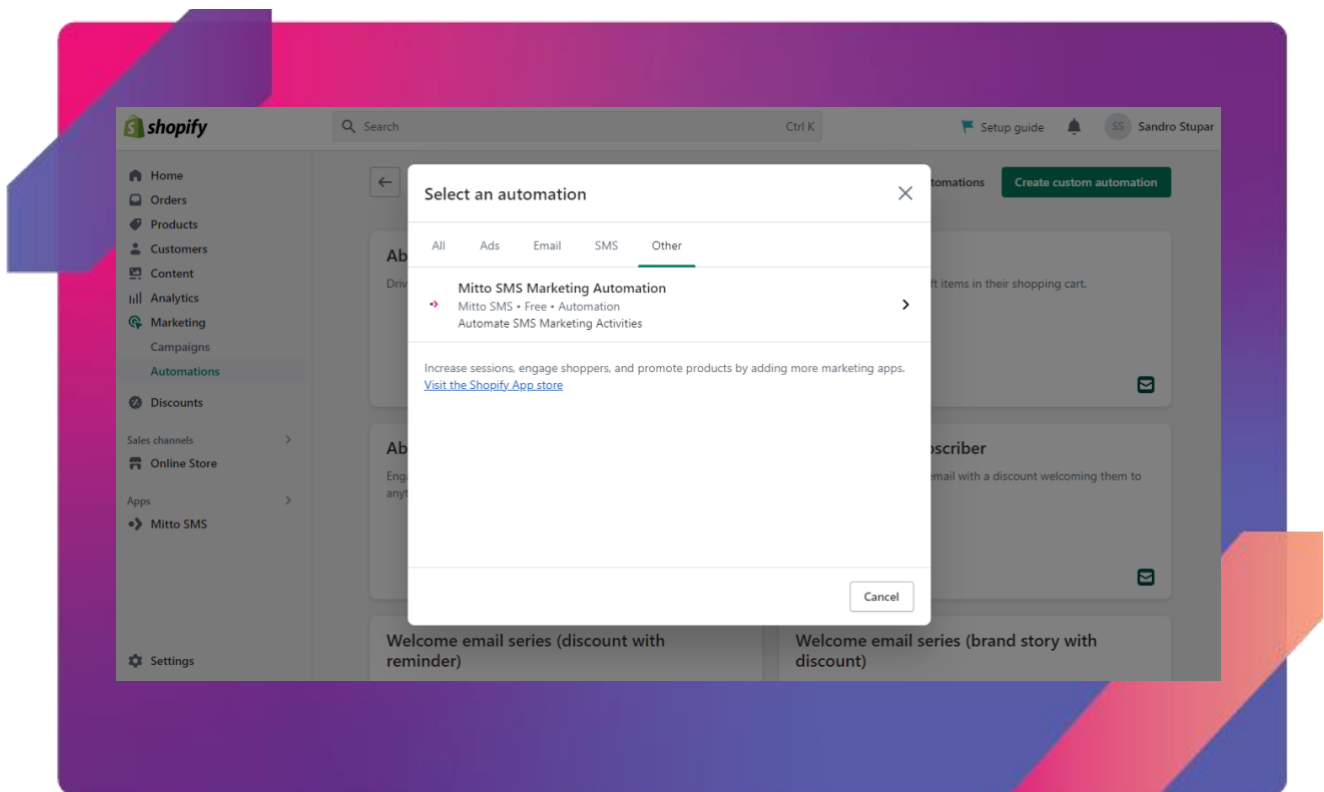
- Choose a template,, add name to your activity, see a message preview.

The screenshot displays the 'Mitto SMS Marketing Campaign' interface. At the top, there is a back arrow, the title 'Mitto SMS Marketing Campaign', a 'Draft' status, and a green 'Publish activity' button. Below this is a 'By' field showing 'Mitto SMS' with a dropdown arrow. The main content area is divided into two columns. The left column, titled 'Activity details', contains an 'Activity name' field with the text 'Campaign - April', a note 'Only you will see this.', a 'Template' section with a radio button selected for 'Marketing Campaign', and a 'Segment' dropdown menu showing 'Customers who haven't purchased'. The right column, titled 'Preview of activity', shows a 'Desktop' view of the message: 'Sorry to see you go! Winter collection is still on sale 30% off on everything!'. At the bottom, there is a red 'Delete activity' button on the left and a green 'Publish activity' button on the right.

## SMS as part of Marketing Automation

Use marketing automation options to reach your customers in the right moment with relevant information. We support various events such as order cancelled, refunded, and created.

Go to **Marketing -> Automations -> Create Automation -> 3rd party automations** and choose **Mitto**.



- Add activity name, choose a template, choose a trigger – event that should trigger a SMS message, and see a message preview.

The screenshot displays the 'Mitto SMS Marketing Automation' interface in a 'Draft' state. The interface is divided into several sections:

- Header:** Includes a back arrow, the title 'Mitto SMS Marketing Automation', a 'Draft' status indicator, and a green 'Publish activity' button.
- By:** A dropdown menu showing 'Mitto SMS' with a three-dot menu icon to its right.
- Activity details:** A section containing an 'Activity name' input field with the text 'Refunded' and a note 'Only you will see this.'
- Template:** A section with a radio button selected for 'Refunded orders'.
- Event:** A section with three radio buttons: 'Order Cancelled', 'Order Refunded' (selected), and 'Order Created'.
- Preview of activity:** A section titled 'Desktop' showing a preview of the message: 'Your order is now refunded.'
- Footer:** Includes a red 'Delete activity' button and a green 'Publish activity' button.

- If you need help with Shopify features, visit [help center](#).

**mitto'**