

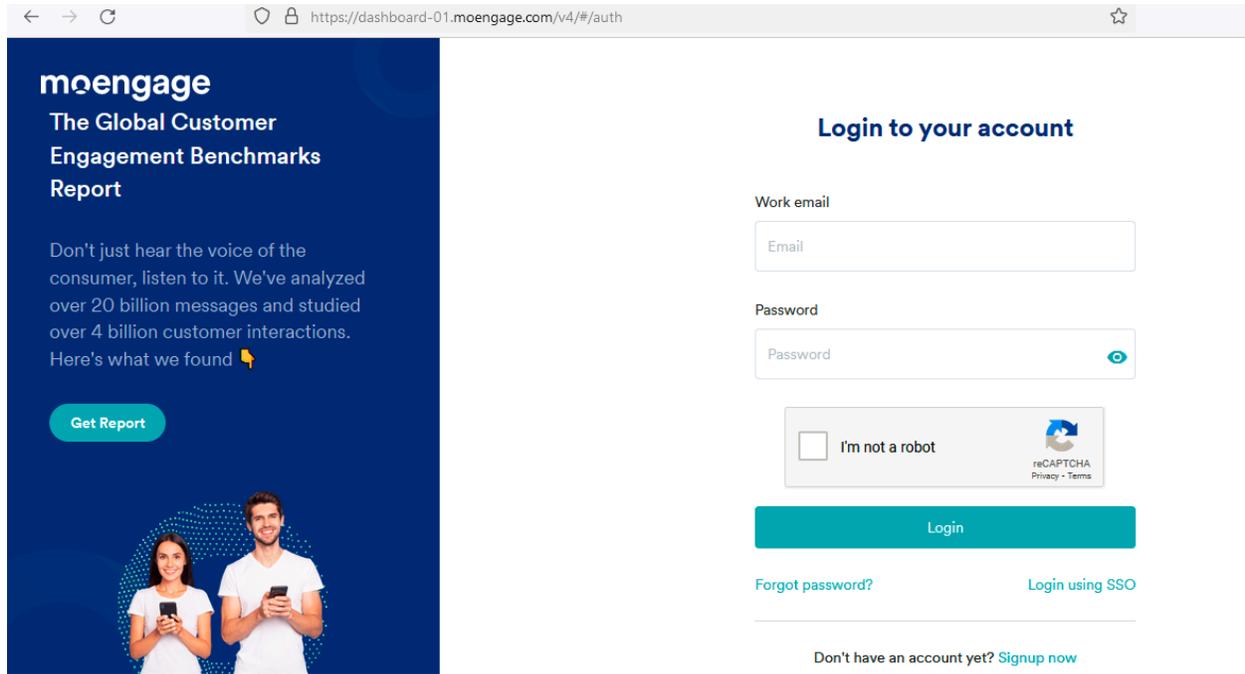


# Route Mobile + MoEngage SMS Integration

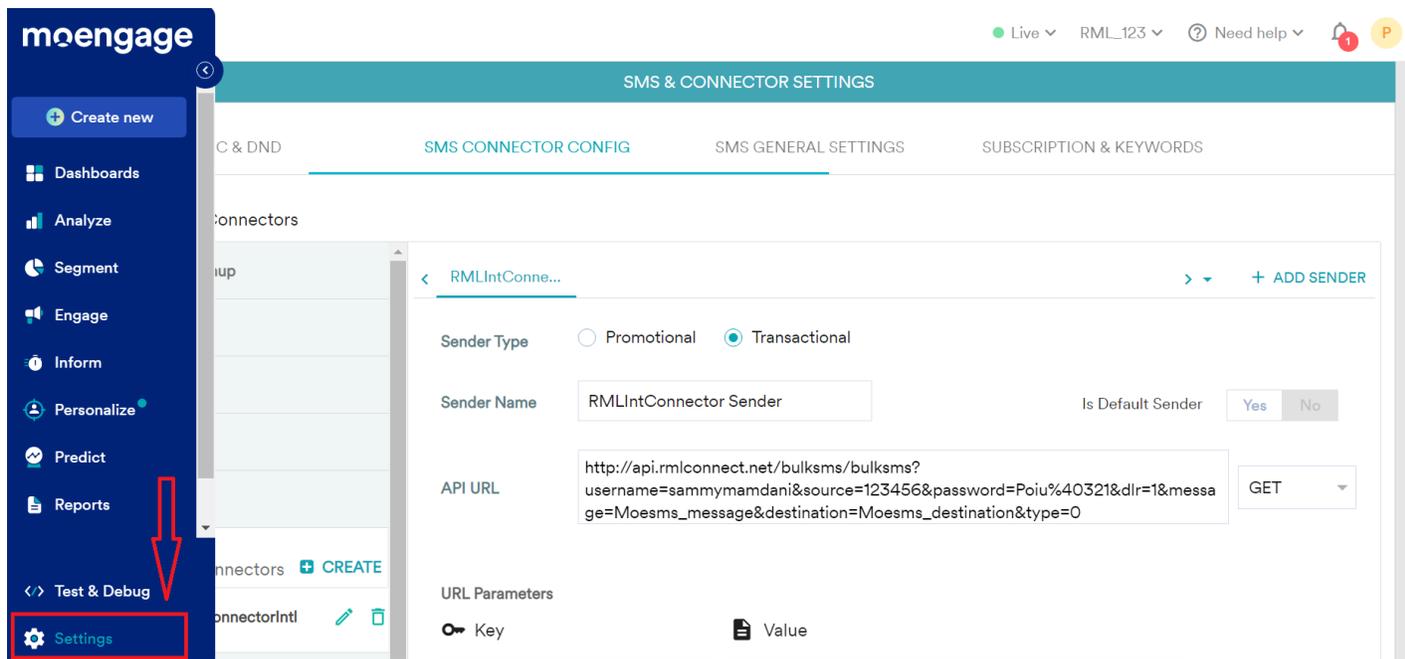
- User Manual

**Login URL :** <https://dashboard-01.moengage.com/v4/#/auth>

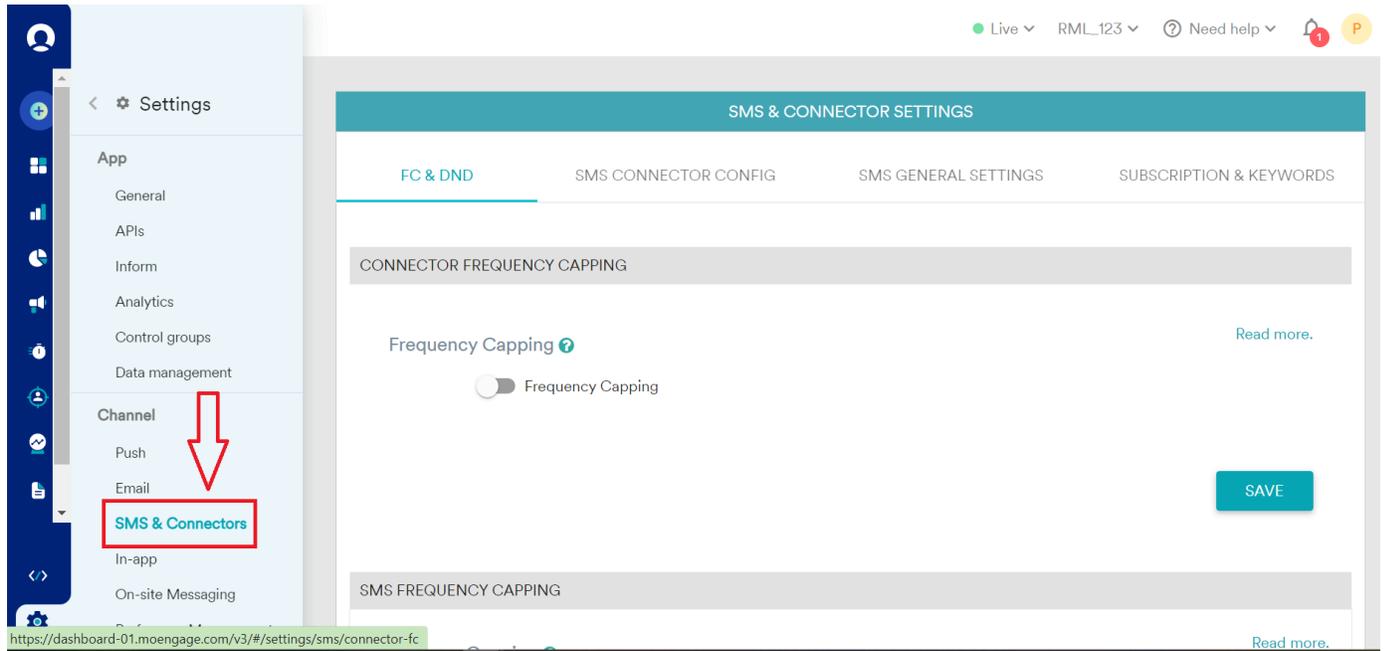
1. Login with your **Username & Password**



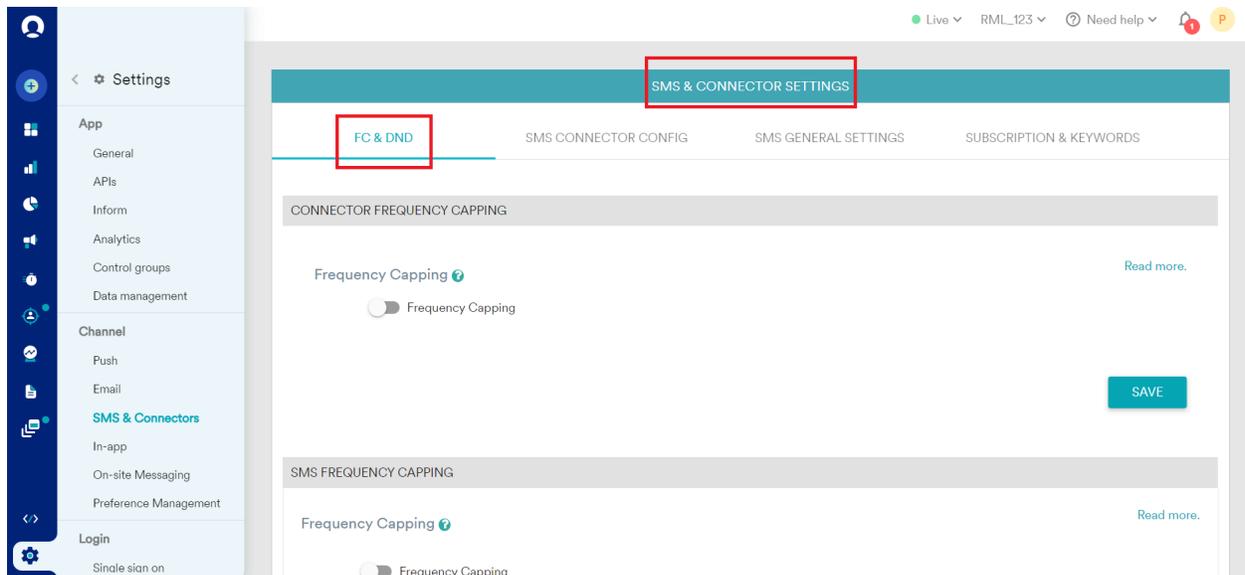
2. Click on the settings button from the left panel



### 3. Select **SMS & Connectors** under the **Channel**



### 4. Click on **FC & DND** under **SMS & CONNECTOR SETTINGS**



#### i. **Connector Frequency Capping:**

To enable Frequency Capping, go to the respective channel settings on MoEngage Dashboard -> Settings-> Channel (Push/Email/SMS/WhatsApp/Connector) and set the value to the desired number to control the communication being sent out.

## ii. SMS Frequency Capping:

To enable frequency capping, go to MoEngage Dashboard -> Settings-> Channel Push ->FC & DND and enter the number of push notifications you wish to send to your users over a specified number of days (for example, six notifications per day).

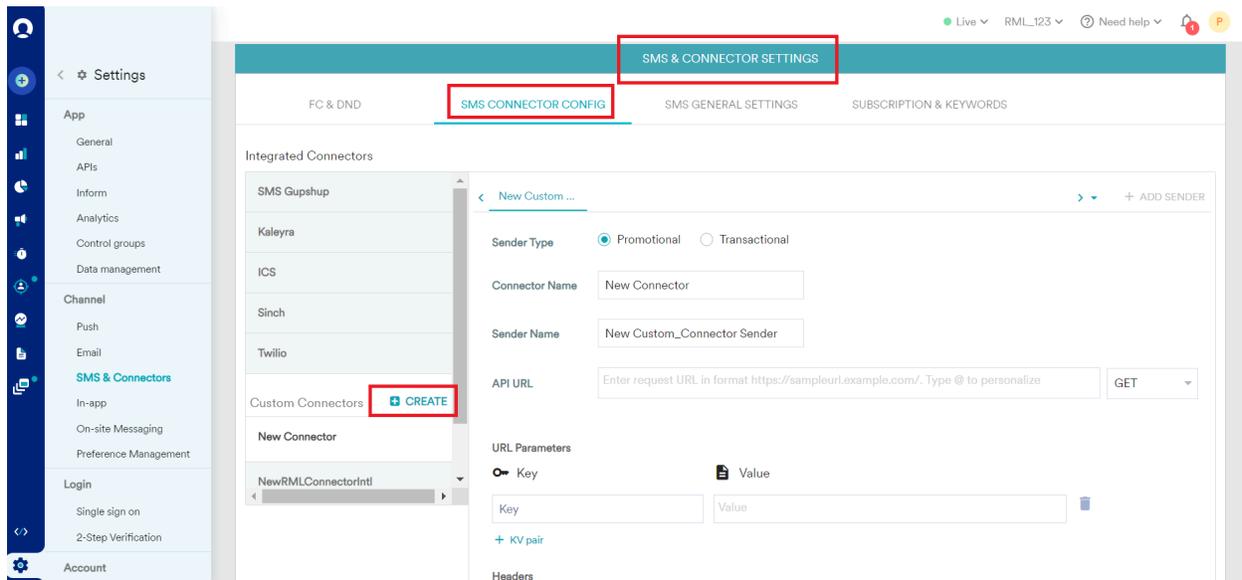
## iii. Event Triggered SMS & Connectors:

If the campaign type is an Event Trigger, then SMS campaigns are sent based on trigger conditions. For example, you want to trigger an SMS when the user has opened the app and has not made a purchase within two hours of opening the App.

- Click on **SMS CONNECTOR CONFIG** under **SMS & CONNECTOR SETTINGS**

Click on the Create button and fill in the required fields below

## 1. For International customers



### i. Sender Type

**Promotional:** Choose the Sender Type as Promotional when you would be using the Sender for sending information about your brand, promoting deals, or engaging with users.

**Transactional:** Choose the Sender Type as Transactional when you would be using the Sender for sending alerts about transactions, OTPs, security information, or any information that can be classified as transactional in nature.

- Connector Name :** This field identifies the Custom Connector you are configuring on the MoEngage Dashboard and has to be unique. Type the name of the connector here.Ex(RMLTransDomestic)

**iii. Sender Name:** This field identifies the Sender or header. Type the name of the sender here.

**iv. Is Default Sender:** User Choice (Select yes or No)

**v. API URL:** This is the base URL of the SMS service provider, along with all the query parameters that can be used to call API to send SMS.

Dropdown Button: Select **GET**

**vi. URL Parameters:**

**Key:**

**Username:** The username of the HTTP account

**Source:** Sender ID

**Password:** The password of the HTTP account.

**Dlr:** Indicates whether the client wants a delivery report for this message. The values for dlr include: 0: No delivery report required 1: Delivery report required

**Message:** The message to be sent.

**Destination:** Mobile number to which the message is to be sent

**Type:** It indicates the type of message.

**vii. Headers:**

Add the Request Headers to be passed to the API as Key-Value pairs using this option. You can get this information from the API Documentation of the Sender. For example, Authorization Headers and Content-Type Headers are added as KV pairs depending on the Sender's API specifications.

**Key:** Application/JSON

**Value:** Add the Request Headers to be passed to the API as Key-Value pairs using this option. You can get this information from the API Documentation of the Sender. For example, Authorization Headers and Content-Type Headers are added as KV pairs depending on the Sender's API specifications.

**viii. Configure Delivery Tracking:**

Users must add the Delivery Tracking URL to the callback webhook settings of the custom connector's dashboard. MoEngage generates a unique identifier called `custom_connectorID` under the SMS delivery tracking URL

## 2. For Indian customers

### i. Sender Type

**Promotional:** Choose the Sender Type as Promotional when you would be using the Sender for sending information about your brand, promoting deals, or engaging with users.

**Transactional:** Choose the Sender Type as Transactional when you would be using the Sender for sending alerts about transactions, OTPs, security information, or any information that can be classified as transactional in nature.

### ii. Connector Name :

This field identifies the Custom Connector you are configuring on the MoEngage Dashboard and has to be unique. Type the name of the connector here.Ex(RMLTransDomestic)

**iii. Sender Name:** This field identifies the Sender or header. Type the name of the sender here.

### iv. Is Default Sender :

(Select yes or No)

**v. API URL:** This is the base URL of the SMS service provider, along with all the query parameters that can be used to call API to send SMS.

Dropdown Button: Select **GET**

### vi. URL Parameters:

#### **Key:**

**Username:** The username of the HTTP account

**Dlr:** Indicates whether the client wants a delivery report for this message. The values for dlr include: 0: No delivery report required 1: Delivery report required

**Destination:** Mobile number to which the message is to be sent

**Temp id:** This data corresponds to the content Template ID received when the template is registered on the DLT platform

**Source:** Sender ID

**Message:** The message to be sent.

**Password:** The password of the HTTP account.

**Type:** The password of the HTTP account.

**Entityid:** This will be a unique client identifier on the DLT platform

#### vii. Headers:

Add the Request Headers to be passed to the API as Key-Value pairs using this option. You can get this information from the API Documentation of the Sender. For example, Authorization Headers and Content-Type Headers are added as KV pairs depending on the Sender's API specifications.

**Key:** Application/JSON

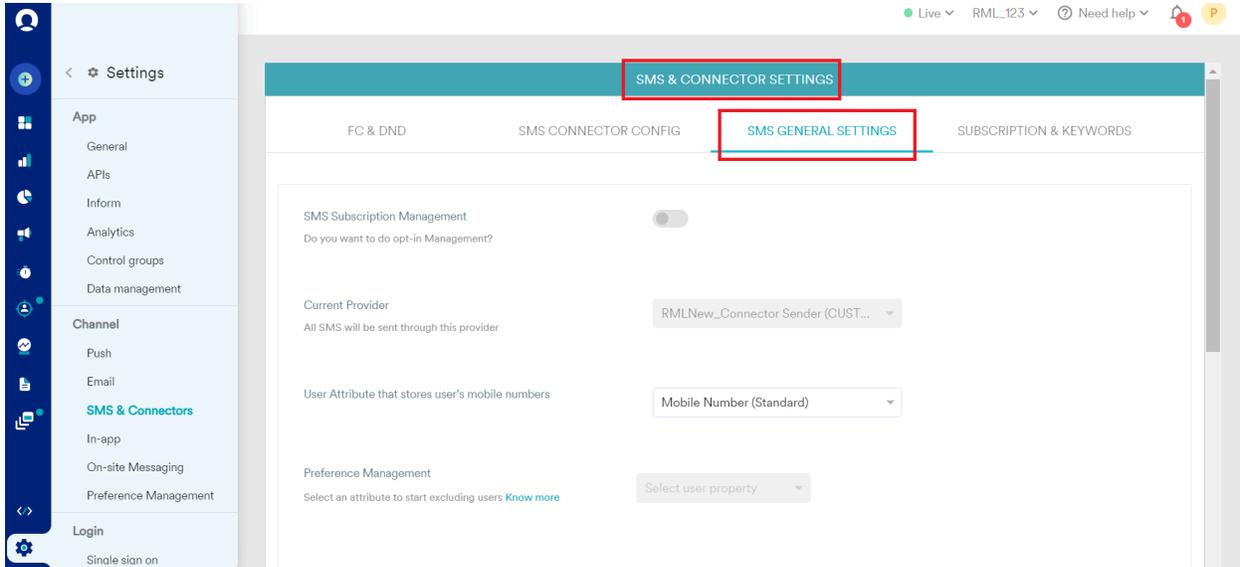
Add the Request Headers to be passed to the API as Key-Value pairs using this option. You can get this information from the API Documentation of the Sender. For example, Authorization Headers and Content-Type Headers are added as KV pairs depending on the Sender's API specifications.

**Value:** Add the Request Headers to be passed to the API as Key-Value pairs using this option. You can get this information from the API Documentation of the Sender. For example, Authorization Headers and Content-Type Headers are added as KV pairs depending on the Sender's API specifications.

#### viii. Configure Delivery Tracking :

Users must add the Delivery Tracking URL to the callback webhook settings of the custom connector's dashboard. MoEngage generates a unique identifier called custom\_connectorID under the SMS delivery tracking URL

6. Click on **SMS General Settings** under **SMS & CONNECTOR SETTINGS**



**i. SMS Subscription Management:**

SMS Subscription Management enables customers to opt-in or opt-out of receiving SMS notifications.

**ii. Current Provider:**

Select the SMS provider from the drop-down

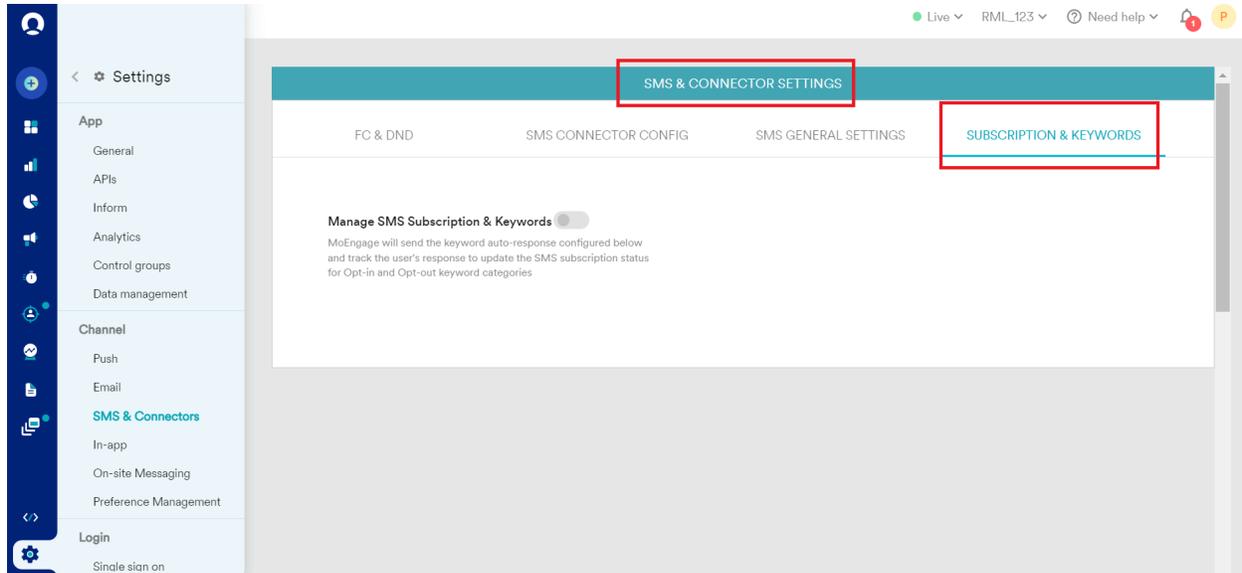
**iii. User Attribute that stores user's mobile numbers:**

Select the standard attribute for the mobile number. The standard attribute name for the mobile number attribute is *Mobile Number (Standard)* in MoEngage. This is a standard attribute where MoEngage provides the name, and you provide the value.

**iv. Preference Management:**

When the Subscription Management toggle is enabled, the configured preference management settings for SMS are overwritten. When the Subscription Management toggle is disabled, the preference management settings are set to '*Mobile Number(Standard) exists*'.

7. Click on **SUBSCRIPTION & KEYWORDS** under **SMS & CONNECTOR SETTINGS**



### **Manage SMS Subscription & Keywords :**

Keywords capture the user's consent to subscribe (or receive) and unsubscribe (or not receive) SMS notifications. Keywords are used to get support or help with SMS alert subscriptions.

When the Manage SMS Subscription and Keywords Toggle is on, the custom keywords become enabled and must be configured. Auto-response messages for the respective keywords need to be configured.