

# **E-mail Booster**

your guide to boost e-mail  
marketing with SMS



In order to kick off boosting your mailing actions with SMS on SMSAPI platform, you need an API key from GetResponse. API key is a string of letters and numbers, that will allow SMSAPI and GetResponse to work together. This part needs to be done in GetResponse. You just have to click „My account” (1) on right-hand side at the top of the site, then select „Account details” (2) and then „API & OAuth” (3) on the left-hand side. There might be one or more API keys there. Copy the default one to Clipboard using „copy” button (4).

The screenshot shows the SMSAPI dashboard interface. At the top, there is a navigation bar with links for Dashboard, Contacts, Messages, Statistics, Surveys, Forms, Landing Pages, Automation, and Webinars. On the right side of the navigation bar, there are links for Upgrade, a graduation cap icon, and 'My account' (1). A left-hand sidebar contains various menu items: Account Details, Account Password, From Email Addresses, Billing Panel, My Add-ons, Integrations, Domains, API & OAuth (3), GetResponse Badge, Multimedia Studio, and Login History. The main content area is titled 'My GetResponse API key' and includes a 'Generate the API key' button. Below this, there is a text block explaining that the API key is required for GetResponse Web services and should be kept secret. A table lists several API keys, each with a 'copy' button (4) and an 'Action' dropdown menu. Below the table, there is a section for 'Callback API function: inactive' with an 'Edit' button. At the bottom of the main content area, there is a note about changing opt-in settings and a link to the GetResponse API platform. On the right side, there is a user profile dropdown for 'Piotr' with options like Account Details (2), My Billing, Multimedia Studio, Add-ons, Integrations, Domains, Refer-a-friend, Perks, and Support, and a 'Log Out' button.



Now back to the SMSAPI panel. You have to paste the API key to the „API key” (3) box in „More functions” (1) → „E-mail booster” (2) and click „Save” (4). Your key will be validated and list of your GetResponse newsletters will be downloaded to SMSAPI and you will be able to configure your boost. This may take some time, since quite a lot of data needs to be transferred. *Disclaimer: if you can't find „E-mail booster” in SMSAPI panel, please contact Support – they will activate it for you in no time.*

The screenshot displays the SMSAPI interface. On the left is a dark blue sidebar with a menu. The 'More functions' (1) item is expanded, and 'E-mail booster' (2) is selected. The main content area is titled 'E-mail booster' and contains a 'Shipments creator' section. Underneath, there is a 'Platform GetResponse' section with an 'API Key' input field (3) and a 'Clean' button (4). A mouse cursor is visible over the main content area.

Before you start configuring this service, please make sure, that you have mobile phone numbers and e-mail addresses from GetResponse in SMSAPI contact database. Without that, SMSAPI will not be able to assign mobile phone number to e-mail address, that mailing was sent to, nor be able to calculate boosting effectivity.



In the top part of the “Shipments creator” panel, you choose newsletter, that you want to boost with SMS. Newsletters, that aren’t yet finished (probably still being sent by GetResponse) are grayed out and inactive, but the finished ones are active and you can check the effectivity and configure SMS boosting. In the details, just below selected newsletter, you can check the e-mail addresses count that you have mobile phones number in you SMSAPI contacts database.

### Newsletters

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Last newsletters: getresponse\_199018 [test] - 09.06.2017 13:15:22 ▼

Newsletters downloaded: 0 minutes ago Refresh information

Contacts in e-mail database: █ ⓘ

Matching contacts in the phone numbers database: █ ⓘ



Down below you can find configuration for the SMS shipment. First field is really important (1), since it let you choose your SMS sender name – it will be presented to the SMS recipient, that will receive message in the “From” section. It is important for the user to instantly know, who sent the SMS, and seeing the brand “Your Shop” is far more informative, than stock “Info”. You can add your sender name in the “SMS Messages” → “Sender names” section in the menu on your left-hand side.

The following section (2) contains the SMS configuration for recipients that have either opened or not opened the mail from the GetResponse mailing. You can fill one, the other or both with SMS content. The default tab is “Not opened message”, but if you also want to send SMS to users that have opened your mailing, just click on the big “+” sign over “Opened messages”.

Since messages for users with opened messages and not opened messages are separately configurable, you can set different time and date. After clicking “Next step” (4) you will be able to review your configuration and confirm shipment plan.

The screenshot shows the 'Shipments creator' interface. At the top, the 'Sendername' is set to 'SMSAPI' (1). Below this, there are two tabs: 'Not opened message' (2) and 'Opened message'. The 'Not opened message' tab is active, and its content area is empty. At the bottom, the 'Send date' is set to '26.06.2017' and the 'Send time' is set to '13:50' (3). A 'Next step' button (4) is located at the bottom right.



Disclaimer: if you configure your shipments first to be sent to the users, that have not opened the mail, and after that to users, that have opened the mail it may happen, that the same users would receive two SMS messages. If that is indeed what you want, it is fine. If not – now is a good time to rethink your strategy.

Last screen contains the summary of your configuration for you to review. You can send test message (1) to your phone to see how it looks in real. Also, if something goes wrong, we would send you update with notification for the number you type in (2). After clicking “Plan”, your shipment plan will be saved.

Summary

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**GetResponse**  
E-mail newsletter: getresponse\_199018 (test)  
E-mail send date: 09.06.2017 13:15:22

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**SMS**  
Sendername: **SMSAPI**  
Shipment details: User reaction: Not opened message  
Date: 26.06.2017 14:25:00, Length: 1 SMS, Limit: none  
**There is a great offer from SMSAPI on your mailbox. Check it out!**  
Send test message on number:  Send **1** message

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Phone number to notify if there will be any technical issues:  **2**

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