E-mail Booster

your guide to boost e-mail
marketing with SMS

SMSAPI

SMSAPI

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 site. There might be one or more API keys there. Copy the default one to Clipboard using „copy" button (4).

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.*

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.

SMSAPI

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

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.

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

GetResponse

E-mail newsletter: getresponse_199018 (test)

E-mail send date: 09.06.2017 13:15:22

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

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

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