



# A Quick Start Guide For ActiveCampaign Integration With BulkSMS.com



## Welcome to BulkSMS.com

You've made the right choice.

## ActiveCampaign ➤

BulkSMS.com is a registered ActiveCampaign Partner

## Contents

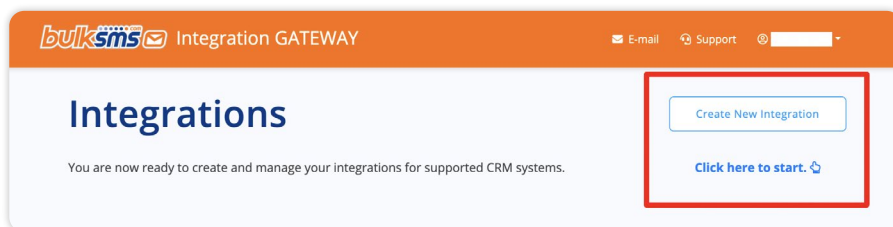
Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9

## Getting Started

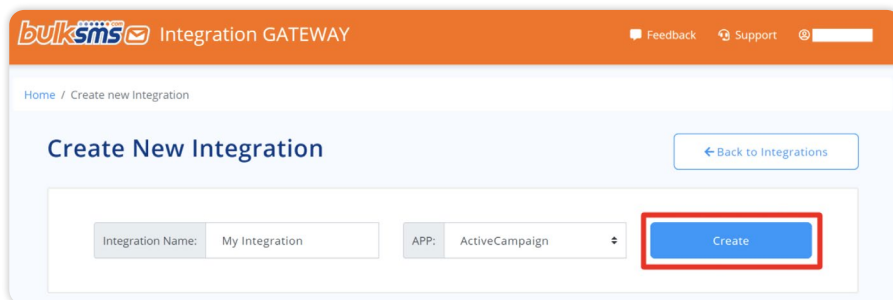
1. Create a BukSMS.com account at [www.bulksms.com](http://www.bulksms.com).
2. Create an account or login to an existing account at <https://www.activecampaign.com/login/>.
3. Once you have logged in, go to "Settings" then "Developer".
4. You will need the details under API Access.

## Integration Setup

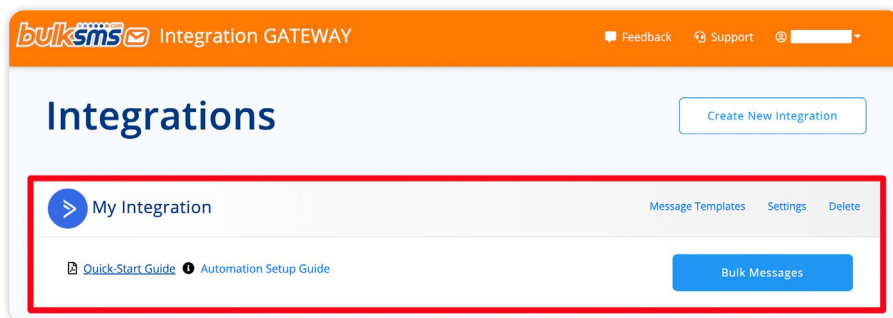
1. Log in to the BulkSMS Integration [here](#).
2. Click "Create New Integration".



3. Enter your Integration Name and select **ActiveCampaign** from the App dropdown list. Click "Create".



4. Your new integration will now be visible on the home page. Click "Settings" to continue your setup.



# Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9

5. Paste your API URL and Key, then click "Test Connection."

Connection Details

Integration Name

API URL

Event Key

API Key

Test Connection

6. You should be able to see your organization name below the API Key Field.

Connection Details

Integration Name

API URL  ✓

Event Key

API Key  ✓

Organisation Name(s): Your Company Name Here

Test Connection

7. Click Save Settings. You've now successfully setup your ActiveCampaign Integration.

## Activity Updates

Activity updates are an optional feature that feeds the replies and delivery reports back into ActiveCampaign, making them available under Contacts recent activities.

1. In ActiveCampaign go to to Website icon in the left menu, then under the "Manage" section select "Site Tracking."
2. Copy your event key and paste it into the "Event Key" configuration field of the Integration Gateway.

Event Tracking

Status ☒ ON

Event Key  Regenerate

Events

Add an event to allow for segmenting asynchronously via our [Event Tracking API](#).

Event



# Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9

3. You can now enable Activity Updates and configure the level of integration that suites your requirements. The options can be configured for the different event types.

## Available options:

- Disabled (the default value)
- Include Body
- Exclude Body

4. Tags are optional. If enabled, then when an SMS is delivered, or when a contact replies, a tag will be added to the contact in Active Campaign. This allows you to easily filter or use as triggers in automations.

Enabled	<input checked="" type="checkbox"/> Ready
Tags Enabled	<input checked="" type="checkbox"/>
Sync SMS fields on contacts	<input checked="" type="checkbox"/>
Send Messages	Include body
Status Updates	Include body
Reply Messages	Include body

Tags

Contact Replied to SMS x
Contacted via SMS x

5. Sync SMS fields on contacts, when enabled updates the following custom fields when messages are sent: "Last message received from Contact", "Last status report" and "Last message sent to Contact". These enable you to create automations around the content of a contact's reply, and use alternate means of communication if the last SMS was not successfully delivered.

For more information on this refer to the [Reply-Based Automation Setup Guide](#).

## Message Templates

1. On the home screen select "Message Templates" for your integration.

The screenshot shows the 'Integrations' page in the BulkSMS Integration Gateway. At the top, there's a header with 'bulkSMS.com Integration GATEWAY', 'Feedback', 'Support', and a user profile icon. Below the header, the main section is titled 'Integrations' with a 'Create New Integration' button. Underneath, there's a navigation bar with 'My Integration' (selected), 'Message Templates' (highlighted with a red box), 'Settings', and 'Delete'.

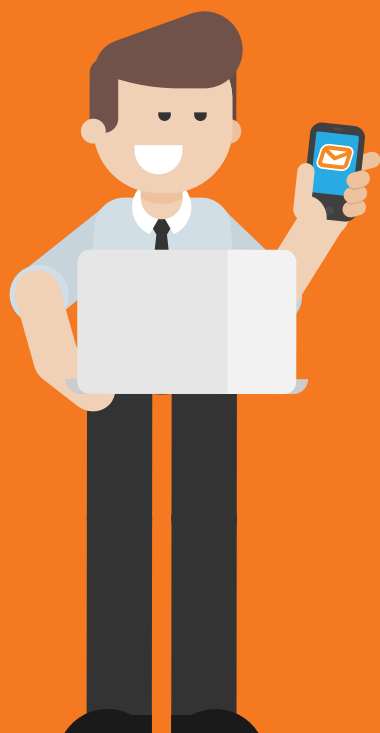
2. Here you will be able to view, edit and delete all your existing templates. Click "Create New Template" to make a new one.

The screenshot shows the 'Templates for My Integration' page. At the top, there's a breadcrumb trail: 'Integrations / My Integration (ActiveCampaign) / Message Templates'. Below this, the main section is titled 'Templates for My Integration' with a subtitle 'Message templates make it quick, easy and safe to compose new messages.' A 'Create New Template' button is highlighted with a red box, and there's a right arrow button.



# Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9



3. Below is an example of the screen for creating a new template.

Integrations / My Integration (ActiveCampaign) / Message Templates / Create Template

## Create New Template

← Back to Templates

Templates can contain merge tokens, smart tokens and unicode characters. Long messages can be concatenated up to 10 message parts.

Descriptor	<input type="text" value="keep-it-simple. a-z, 0-9, no spaces"/>		
Sender Address	<input type="text" value="(repliable)"/>	Country Code	<input type="text" value="eg: 44"/>
Tokens	<input type="text" value="&lt; Select a Token &gt;"/>		
Template Body	<input type="text" value="&lt;Type your message text here&gt;"/>		

4. Enter a unique name for your Template in the Descriptor field. Bear in mind no spaces or special characters are allowed, so try and keep it simple.

Descriptor	<input type="text" value="keep-it-simple. a-z, 0-9, no spaces"/>
------------	--

5. Country Code will be the default country code for the template, this can be changed when preparing the message.

Sender Address	<input type="text" value="(repliable)"/>	Country Code	<input type="text" value="27"/>
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6. Tokens are fields pulled from the User's data allowing you to personalize the templates.

Tokens	<input type="text" value="&lt; Select a Token &gt;"/>
--------	---

*Below is an example of the tokens available for ActiveCampaign.*

< Select a Token >
First Name
Last Name
Email
Phone
Organization Name
Email
Email Domain

# Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9

The Template Body is the content of the message. Using the tokens, it should look something like this:

Create New Template

← Back to Templates

>

Templates can contain merge tokens, smart tokens and unicode characters. Long messages can be concatenated up to 10 message parts.

Descriptor

Sender Address

(reliable) >

Country Code

Tokens

< Select a Token > >

Template Body

Hi {{firstName}} {{lastName}},  
Welcome to my first integration!

- When ready click "Create Template." Your new template will now be visible in the Message Templates table.

Templates for My Integration

✔ Create New Template

>

Message templates make it quick, easy and safe to compose new messages.

Message templates

Descriptor	Country	Sender Address	Template Body	
Welcome	27	(reliable)	Hi {{firstName}} {{lastName}}, Welcome to my first integration!	✎   📧   🗑

- The three action buttons are: Edit, Prepare Bulk Message and Delete.

## Bulk Messaging

- On the home screen click "Bulk Messages" for your integration.

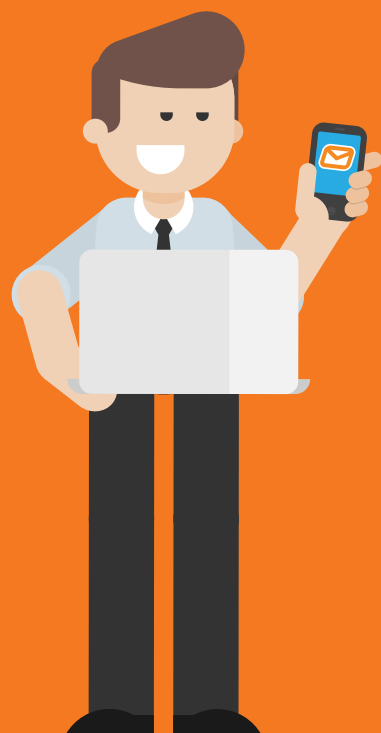
Integrations

Create New Integration

> My Integration

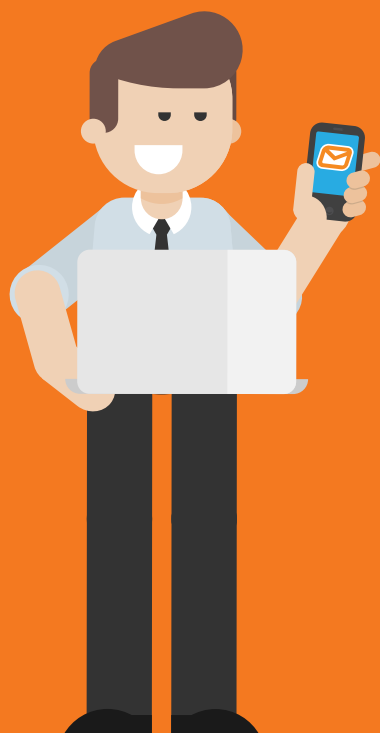
Message Templates Settings Delete

Bulk Messages



# Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9



- This is the Bulk Message Index for your integration. Here you will be able to view all prepared and sent messages. Click "Prepare New Bulk Message" to prepare your first message.

The screenshot shows the 'Bulk Messages for My Integration' page. At the top, there's a header with 'bulkSMS Integration GATEWAY' and links for 'Feedback', 'Support', and a user profile. Below the header, the breadcrumb trail is 'Integrations / My Integration (ActiveCampaign) / Bulk Messages'. The main heading is 'Bulk Messages for My Integration'. There are two tabs: 'Prepared Messages' and 'Sent Messages'. A blue button labeled 'Prepare New Bulk Message' is highlighted with a red box. To the right of the button is a blue arrow icon.

- Select a destination type. Your options are: List or Campaign.

The screenshot shows the 'Prepare New Bulk Message' page. At the top, there's a header with 'Prepare New Bulk Message' and a 'Back to Messages' button. Below the header, there's a section for 'Destination Type' with two radio buttons: 'List' (selected) and 'Campaign'.

- Select an option from the "To" dropdown list.

The screenshot shows the 'Prepare New Bulk Message' page. The 'Destination Type' section shows 'List' selected. Below it, the 'To' dropdown menu is highlighted with a red box. The dropdown menu shows '< Select a List >'. Below the dropdown, there's a 'Message Template' section with a dropdown menu showing '< optional >'.

- Next you can fill in a custom message or select from one of your templates. Doing so will fill in all the appropriate fields allowing you to make further changes before continuing.

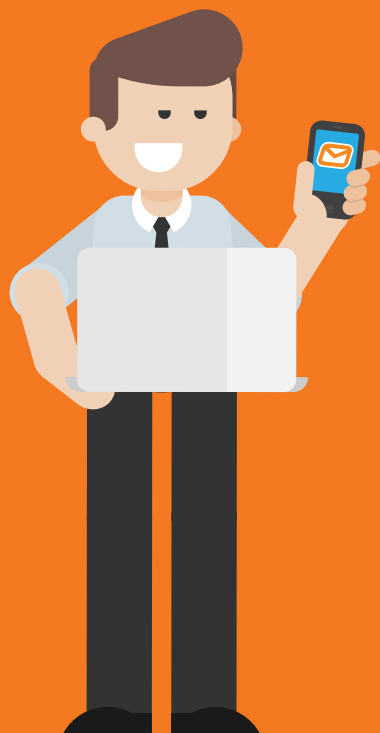
The screenshot shows the 'Prepare New Bulk Message' page. The 'Message Template' dropdown menu is highlighted with a red box. The dropdown menu shows 'Welcome'.

- When everything is filled in simply click "Continue."

The screenshot shows the 'Prepare New Bulk Message' page. The 'Destination Type' section shows 'List' selected. Below it, the 'To' dropdown menu shows 'Test Contacts'. The 'Message Template' dropdown menu shows 'Welcome'. The 'Sender Address' dropdown menu shows '(repliable)'. The 'Country Code' field shows '27'. The 'Contact Tokens' dropdown menu shows '< Select a Token >'. The 'Message Body' field shows 'Hi [[firstName]] [[lastName]],  
Welcome to my first Integration!'. A blue 'Continue' button is highlighted with a red box.

# Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9



7. You will now be able to see your newly prepared message in the Bulk Message table.

## From here you can now:

- Preview Sample
- Send Message
- Delete Message

**Bulk Messages for My Integration** [Prepare New Bulk Message](#)

[Prepared Messages](#) [Sent Messages](#)

Date / Time	From	To	Message	Status	Action
10/30/2020 1:27 PM	(repliable)	12 Test Contacts <a href="#">preview sample</a>	Hi [[firstName]] [[lastName]], Welcome to my first integrati...	READY TO SEND to 60 recipients	<a href="#">Send Message</a>

## Preview Message

This will display an example of your message for up to 100 participants. This just helps you make sure your message is formatted correctly before sending it off to all your participants.

**Message Summary**

Message will be sent to 60 recipients and will consume 60 message parts

Sample selection follows:

To: **11111150010**

Standard message of 42 characters.

Hi Bruce, welcome to my first integration!

## Send Message

You will be prompted to confirm before sending the message. Once you are ready simply click "Send Message."

Once sent your message will be removed from the Prepared messages tab and can be found in the "Sent Messages" tab. Here you can view the Delivery details and the submission summary which will provide you with additional information regarding the Bulk Messages you have sent.

**Send Message**

You are about to send this message to 60 recipients.

[Close](#) [Send Message](#)

**Bulk Messages for My Integration** [Prepare New Bulk Message](#)

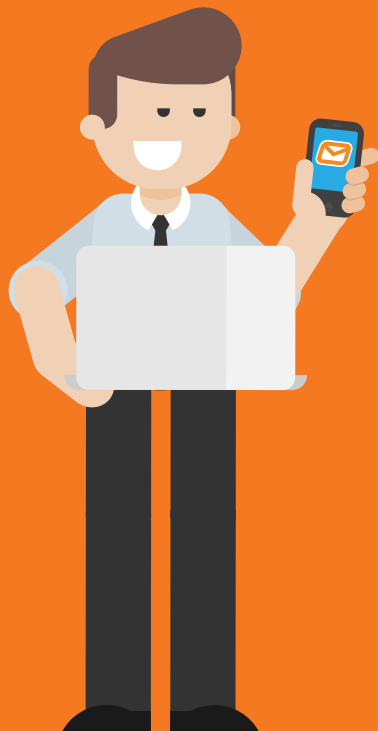
[Prepared Messages](#) [Sent Messages](#)

Date / Time	From	To	Message	Status	Action
10/30/2020 1:34 PM	(repliable)	12 Test Contacts	Hi [[firstName]] [[lastName]], Welcome to my first integrati...	SUBMITTED 60	<a href="#">Delivery Details</a> <a href="#">Submission Summary</a>



## Contents

Getting Started	2
Integration Setup	2
Activity Updates	3
Message Templates	4
Bulk Messaging	6
Preview Message	8
Send Message	8
Questions	9



## Questions

We're here to help you every step of the way. Please email [support@bulksms.com](mailto:support@bulksms.com) or visit [www.bulksms.com](http://www.bulksms.com) for other contact options.

Please be sure to mention **your username** and that you are using the **Integration Gateway** for an **ActiveCampaign** integration.

## What Next?

Follow the links below to get started with sending SMSes in your automations. You can also learn how to create an automation based on the content of a reply.

- [Automation Setup Guide](#)
- [Reply-based automation Setup Guide](#)