Optimove Integration with MessageWhiz

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Optimove and MessageWhiz offer two integrations. Customers must have a registered account at MessageWhiz and Optimove before starting.

Triggered Campaign

These campaigns require permission from Optimove. Talk to your Optimove service rep to enable Channel ID 214.

Integration Setup

1. Create an Optimove API key for channel 214 (triggered campaign).
2. Send an API key to the MessageWhiz team to set up your integration.
3. Once your account is set up in Optimove and MessageWhiz, register an event listener at Optimove.
4. Register event listener (it can be done by client or by MW team)

   ```
   curl --location 'https://api5.optimove.net/current/general/RegisterEventListener' \ --header 'X-API-KEY:
   Optimove API key' \ --header 'Content-Type: application/json' \ --data '{ "EventTypeID": 11, "ChannelID":
   214, "ListenerURL":
   "https%3A%2F%2Fsms.messagewhiz.com%2Fcrm%2Foptimove%3Fapikey%3D{{your MW apikey}}" }'
   ```

5. To send triggered campaigns, you need to use templates that were created at MessageWhiz. Templates sync to Optimove every 30 seconds. MessageWhiz's templates have MW_ prefix in Optimove. MessageWhiz template names should follow this template: SenderName-TemplateName. It must contain 11 alphabet or 20 numeric symbols.
6. Always use MessageWhiz templates to create triggered campaigns.

Scheduled Campaign

These campaigns require permission from Optimove. Talk to your Optimove service rep to enable Channel ID 474 for SMS.

Integration Setup

1. Create Optimove API key
2. Send an API key to the MessageWhiz team to set up your integration.
3. Once both API keys are in place, register event listener (it can be done by the client or the MessageWhiz team):

```
curl --location 'https://optimove-integration.mmdsmart.com/v2/user' \
--header 'Content-Type: application/json' \
--header 'apikey: 'apikey' \
--data '{
    "optimoveApiKey":optimoveApiKey",
    "api_version": 4,
    "apiKey": "apiKey"
```

4. To send Scheduled campaigns, you need to use templates that were created at MessageWhiz. Templates sync to Optimove every 30 seconds. MessageWhiz's templates have MW_ prefix in Optimove. MessageWhiz template names should follow this template: SenderName-TemplateName. It must contain 11 alphabet or 20 numeric symbols.

How to start an SMS campaign:

1. Create a scheduled campaign on the Optimove side
   a. Choose sender 474 MMDSmart
   b. Choose template
   c. Start campaign
2. When a MessageWhiz campaign is triggered from Optimove, a list of Optimove Customer IDs is sent to MessageWhiz to trigger the campaign. If you are going to use Optimove to send campaigns, you need to use the client attribute on the Optimove side to import mobile numbers from Optimove into MessageWhiz.
3. After the campaign is complete, campaign statistics will appear in Optimove.