

# Optimove Viber Integration



## Optimove Viber Integration with MessageWhiz

The integration between Optimove and MessageWhiz enables seamless Viber messaging campaigns, bringing advanced functionality and automation to your marketing efforts.

By integrating Optimove with MessageWhiz for Viber campaigns, you can enhance your customer engagement with personalized and timely messaging. Reach out to your Optimove or MessageWhiz representative to get started today!

Viber Use Case: Scheduled Campaigns

To run scheduled campaigns using Viber, you must first enable the Channel ID. [How to Set Up the Integration](#)

- 1. Create an Optimove API Key**
  - Ensure the API key allows access to the “Name” and “Phone number” parameters.
- 2. Share the API Key with MessageWhiz**
  - Send the API key to the MessageWhiz team to complete the integration.
- 3. Register the Event Listener**
  - This can be handled by either the client or the MessageWhiz team.

## Creating Viber Campaign Templates

To send a scheduled campaign, templates must be created in MessageWhiz.

- Templates automatically sync with Optimove every 30 seconds.
- MessageWhiz templates in Optimove are prefixed with MW\_.
- Template names must follow this format: SenderName-TemplateName (maximum of 11 alphabetic or 20 numeric characters).

## Steps to Launch a Viber Campaign

1. **Create a Scheduled Campaign in Optimove**
  - Use your company's registered Viber Sender ID.
2. **Select a Template**
  - Choose from the synced MessageWhiz templates.
3. **Start the Campaign**

When the campaign is triggered in Optimove, a list of Customer IDs is sent to MessageWhiz to execute the campaign.

## Importing Mobile Numbers

To ensure accurate targeting, use the Client Attribute in Optimove to import mobile numbers into MessageWhiz before triggering the campaign.

## Post-Campaign Reporting

After the campaign concludes, detailed performance statistics will be available in MessageWhiz, giving you insights into delivery rates, engagement, and more.