



A Quick Start Guide
For ActiveCampaign Integration
With BulkSMS.com



Welcome to BulkSMS.com

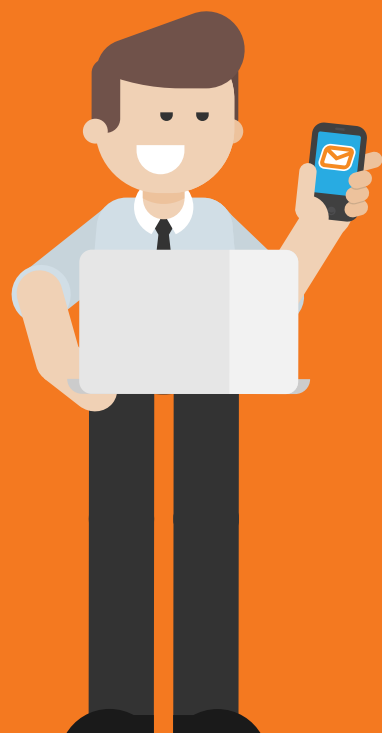
You've made the right choice.

[ActiveCampaign](#) ➤

BulkSMS.com is a registered ActiveCampaign Partner

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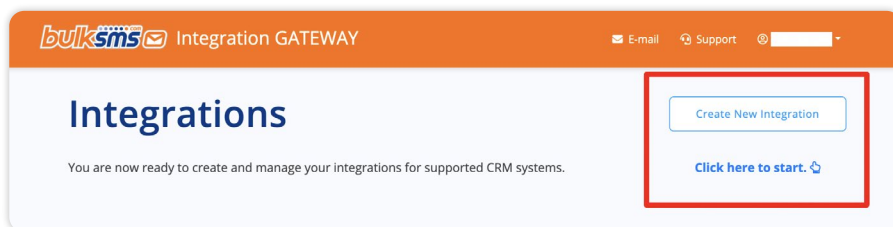


Getting Started

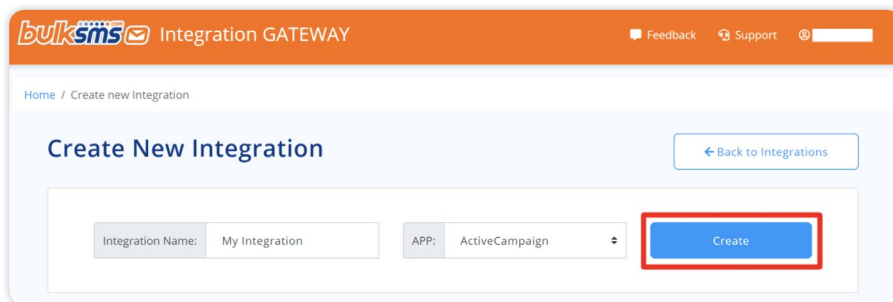
1. Create a BukSMS.com account at www.bulksms.com.
2. Create an account or login to an existing account at <https://www.activecampaign.com/login/>.
3. Once you have logged in, go to “Settings” then “Developer”.
4. You will need the details under API Access.

Integration Setup

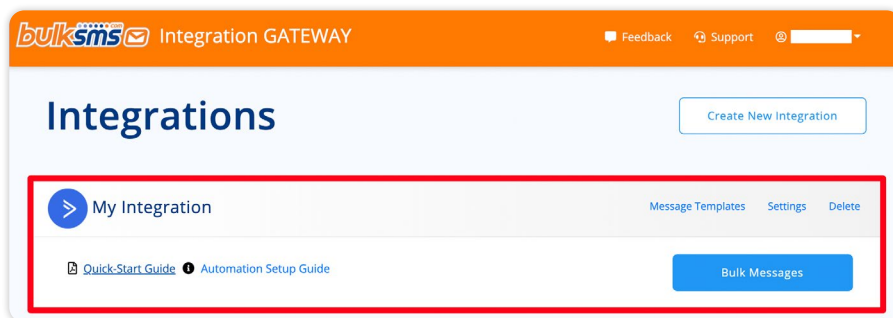
1. Log in to the BulkSMS Integration [here](#).
2. Click “Create New Integration”.



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.



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

Connection Details

Integration Name	<input type="text" value="My Integration"/>
API URL	<input type="text" value="https://bulksmscom1534838352.api-us1.com"/>
Event Key	<input type="text" value="(Optional) used for two-way notifications"/>
API Key	<input type="text" value="....."/>

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

Connection Details

Integration Name	<input type="text" value="My Integration"/>
API URL	<input type="text" value="https://bulksmscom1534838352.api-us1.com"/> ✓
Event Key	<input type="text" value="(Optional) used for two-way notifications"/>
API Key	<input type="text" value="....."/> ✓

Organisation Name(s): Your Company Name Here

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

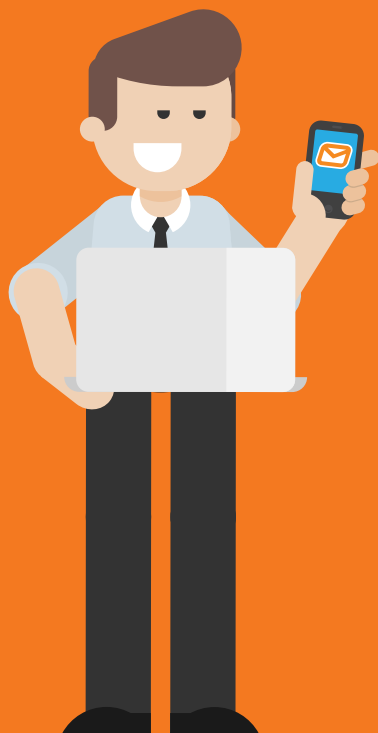
Events

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

Event

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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

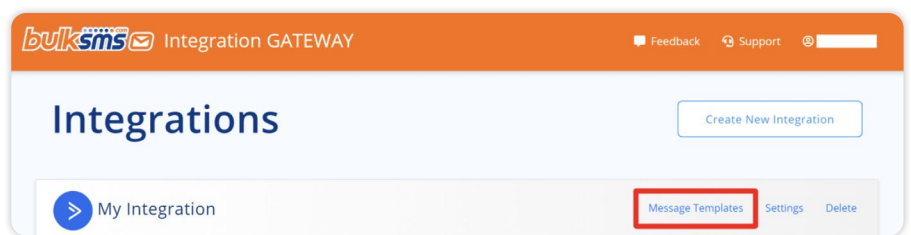
4. Tags are optional. If enabled, then when an SMS is delivered, or when a contact replies, a tag will be added to the contact in Active Campaign. This allows you to easily filter or use as triggers in automations.

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.

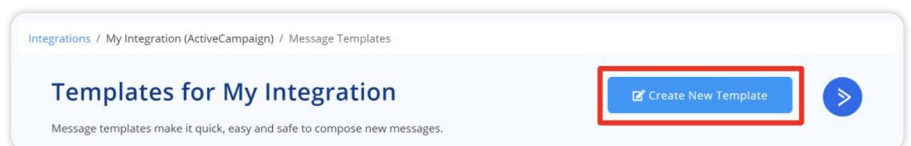
For more information on this refer to the [Reply-Based Automation Setup Guide](#).

Message Templates

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

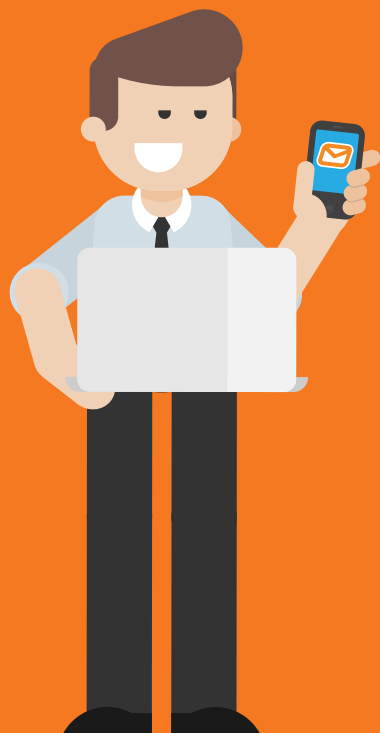


2. Here you will be able to view, edit and delete all your existing templates. Click "Create New Template" to make a new one.



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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="< Select a Token >"/>		
Template Body	<input type="text" value="<Type your message text here>"/>		

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"/>
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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="< Select a Token >"/>
---------------	---

Below is an example of the tokens available for ActiveCampaign.

<input type="text" value="< Select a Token >"/>
First Name
Last Name
Email
Phone
Organization Name
Email
Email Domain

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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 **Country Code**

Tokens

Template Body

7. 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	(repliable)	Hi {{firstName}} {{lastName}}, Welcome to my first integration!	

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



Bulk Messaging

1. On the home screen click “Bulk Messages” for your integration.

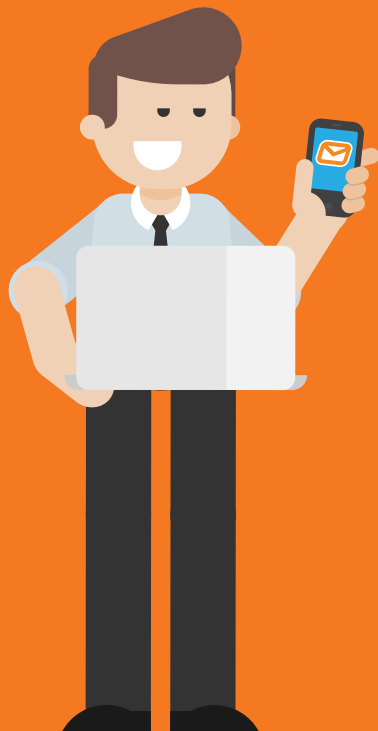
Integrations Create New Integration

> My Integration Message Templates Settings Delete

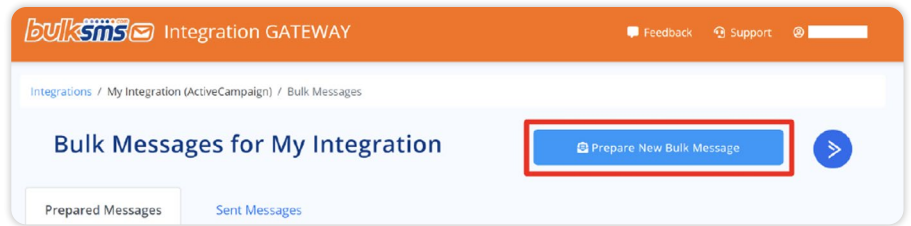
Bulk Messages

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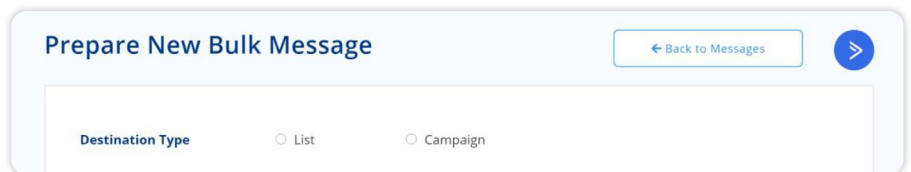
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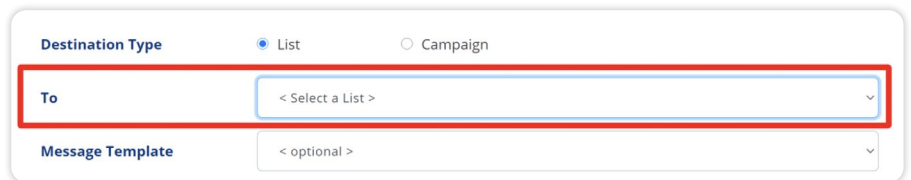
2. This is the Bulk Message Index for your integration. Here you will be able to view all prepared and sent messages. Click “Prepare New Bulk Message” to prepare your first message.



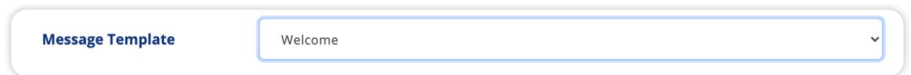
3. Select a destination type. Your options are: List or Campaign.



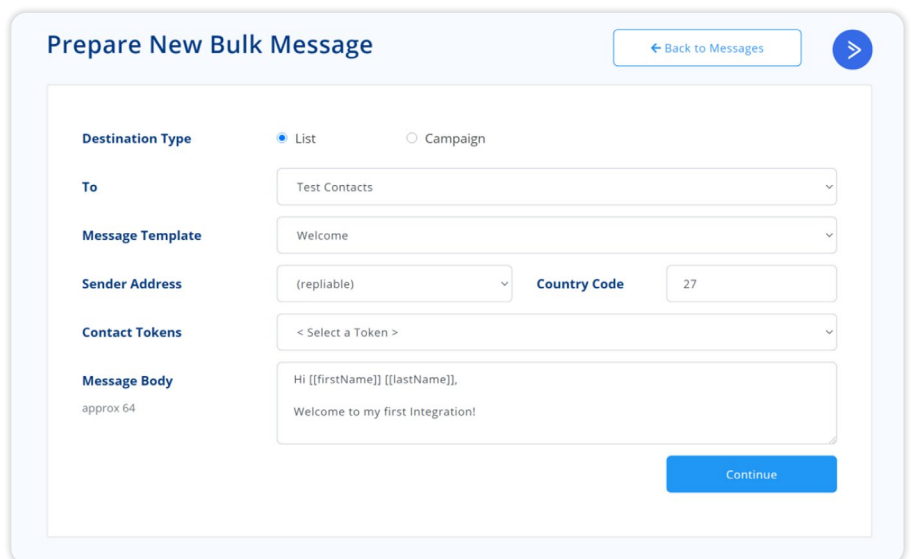
4. Select an option from the “To” dropdown list.



5. 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.



6. When everything is filled in simply click “Continue.”



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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 preview sample	Hi [[firstName]] [[lastName]], Welcome to my first Integrati...	READY TO SEND	to 60 recipients Send Message

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

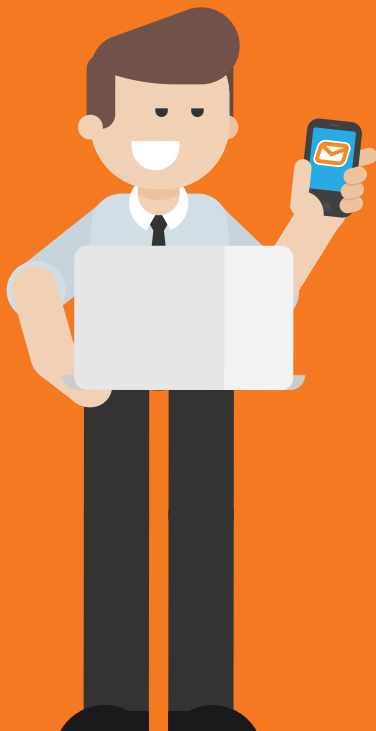
Bulk Messages for My Integration Prepare New Bulk Message >

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	Delivery Details Submission Summary 60

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Questions

We're here to help you every step of the way. Please email support@bulksms.com or visit 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](#)