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QUICK START GUIDE

ActiveCampaign Integration

with BulkSMS.com

Connect ActiveCampaign to the BulkSMS Integration Gateway, create message templates and send bulk SMS to your lists and campaigns.



Welcome to BulkSMS.com

Trusted, scalable SMS messaging for your business

IN THIS GUIDE

01 Get your ActiveCampaign API details

02 Connect the Integration Gateway

03 Create templates and send bulk SMS

ActiveCampaign

BULKSMS.COM IS A REGISTERED ACTIVECAMPAIGN PARTNER

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01 Foreword

This section explains how to locate the API details required for integrating BulkSMS with ActiveCampaign. You will need your **API URL**, **API Key**, and **Event Key** to complete the setup.

API URL
Settings → Developer → API Access

API Key
Settings → Developer → API Access

Event Key
Website → Site Tracking → Event Tracking

02 ActiveCampaign Credentials

API URL and API Key

1. Log in to your ActiveCampaign account.
2. Click the **Settings** (gear icon) in the left-hand menu.
3. Select **Developer** from the options.
4. Under **API Access**, copy your API URL and API Key. The API URL is unique to your account (e.g., https://<account>.api-us1.com).

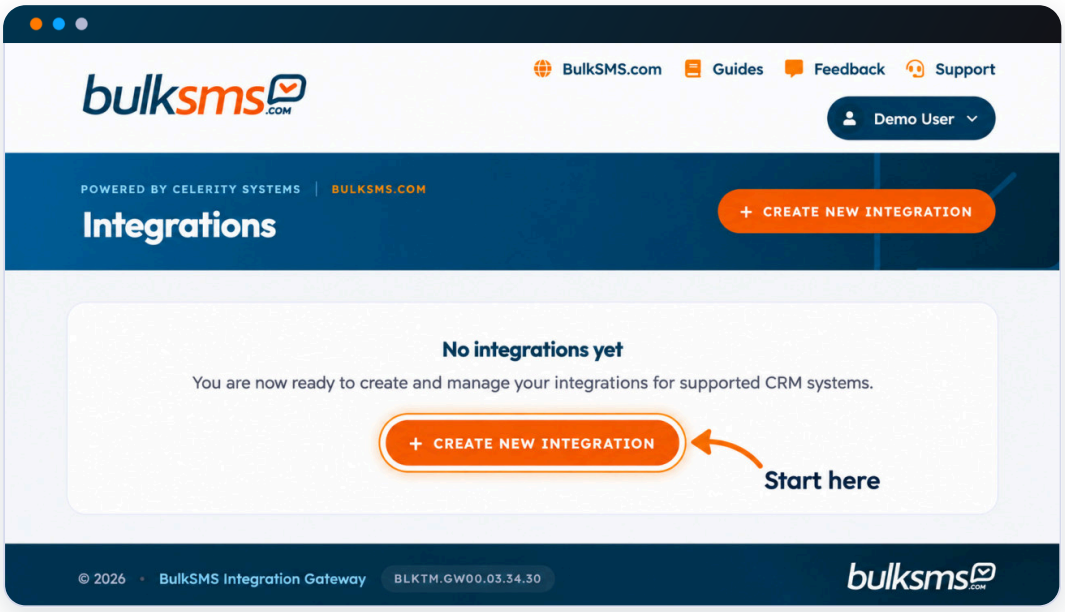
Event Key

1. In ActiveCampaign, navigate to **Website → Site Tracking**.
2. In the **Event Tracking** section, set the status to **on** if it isn't already.
3. Your Event Key will be displayed—copy it for use in your integration.

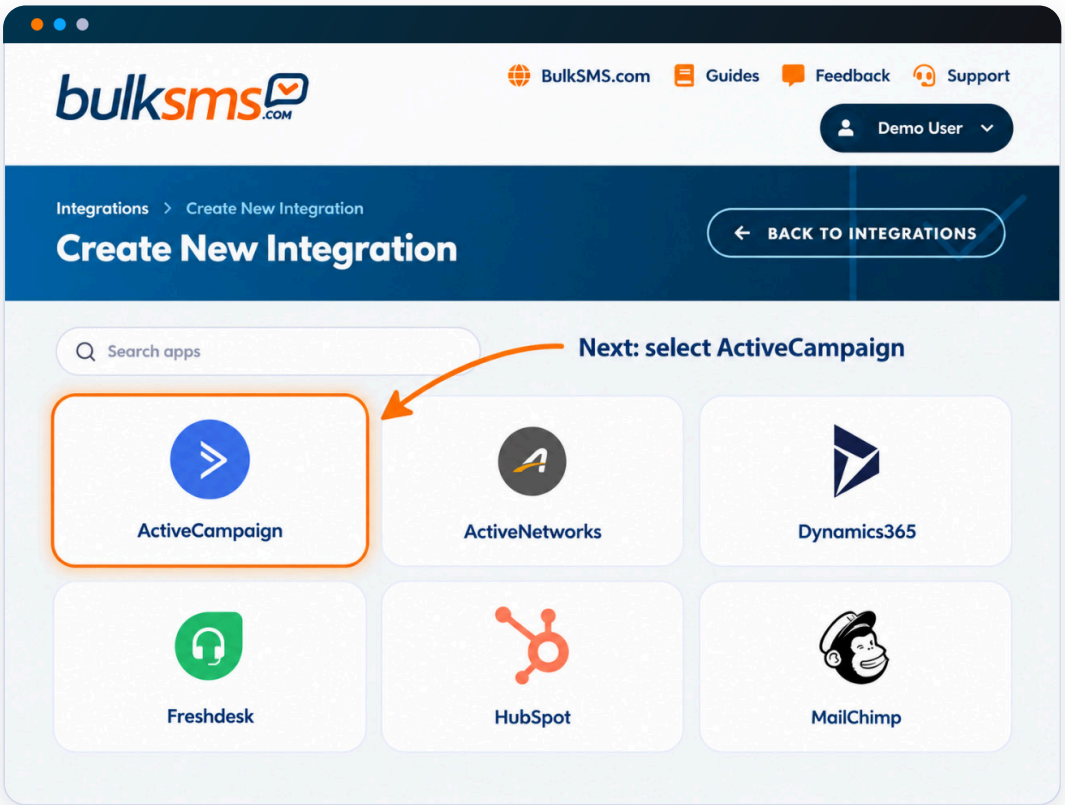
> *i* The Event Key is what lets replies and delivery updates reach ActiveCampaign. You can set up the integration without it, but you'll need it to use Activity Updates and reply-based automations. It is always 40 characters long—make sure you copy all of it.

03 Integration Setup

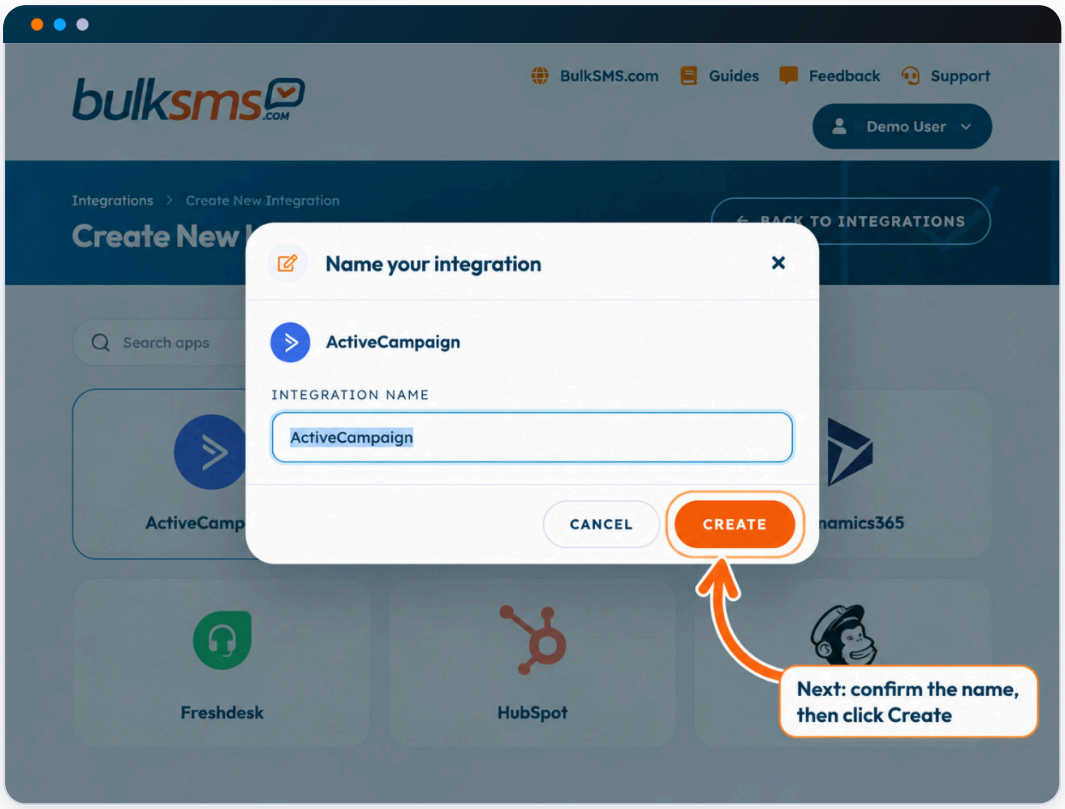
1 Log in to the BulkSMS Integration Gateway here and click **Create New Integration**.



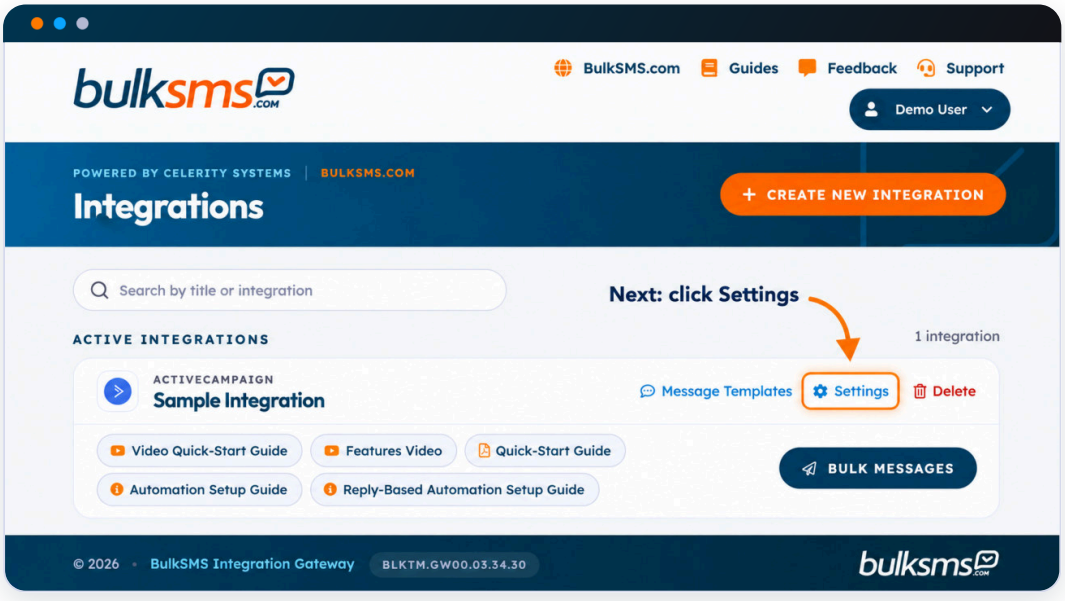
2 Select **ActiveCampaign**. You can type in **Search apps** to find it quickly.



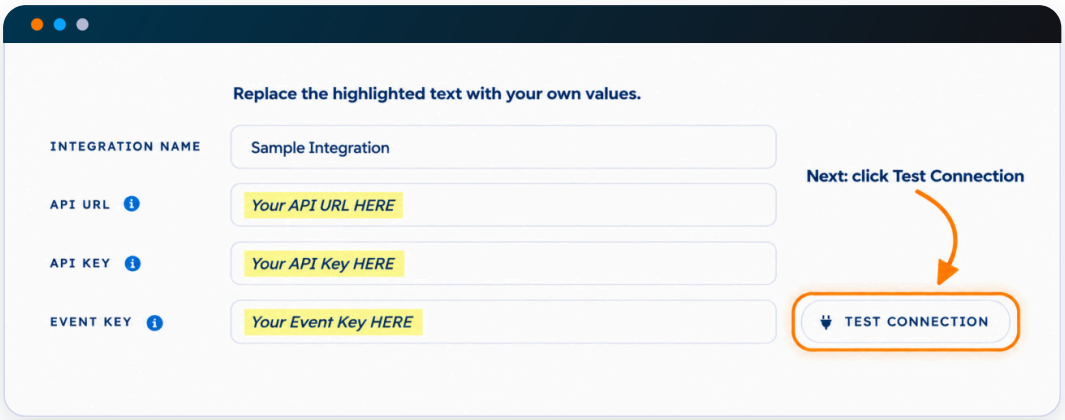
3 Give your integration a name, or keep the one suggested, and click **Create**. The name can use letters, numbers, spaces, hyphens and underscores, up to 40 characters.



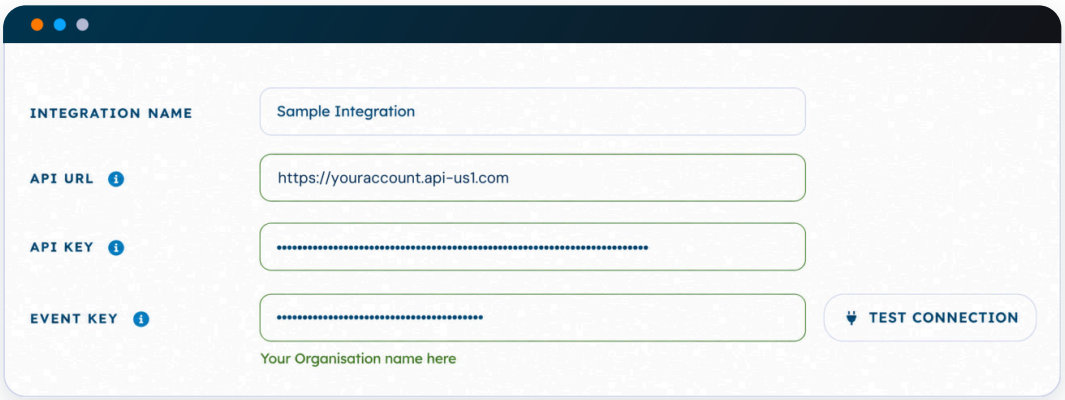
4 Your integration now appears on the Integrations page. Click **Settings**.



5 Enter the **API URL**, **API Key** and **Event Key** you copied from ActiveCampaign, then click **Test Connection**.



6 When the connection works, the fields turn green and your ActiveCampaign organisation name appears underneath.



7 Set your **Default Country Code** and **Notification Email** further down the page, then click **Save Settings**. Your ActiveCampaign integration is ready.

Want replies and delivery updates in ActiveCampaign? Turn on Activity Updates on the same Settings page—see the next section.

04 Activity Updates & Two-Way SMS

Activity Updates send what happens to your messages back to ActiveCampaign: when an SMS is sent, delivered or fails, and when a contact replies. You need them for reply-based automations.

Turn on Activity Updates

1. Make sure your **Event Key** is saved in the integration settings and that Site Tracking is on in ActiveCampaign (see ActiveCampaign Credentials).
2. On the home screen click **"Settings"** for your integration and scroll down to **Activity Updates**.
3. Tick **Enabled**. The integration sets up everything it needs in ActiveCampaign for you, and shows a **Ready** badge when it's done.
4. Choose the options below, then click **Save Settings**.

OPTION	WHAT IT DOES
Tags Enabled	Adds the tag **Contacted via SMS** when a message is delivered, and **Contact Replied to SMS** when a contact replies. Useful for segments and automation triggers.
Sync SMS fields on contacts	Keeps three contact fields up to date: **Last message sent to contact**, **Last status report** ("SMS Delivered" or the reason it failed) and **Last message received from contact**.
Sent Messages	Adds an **SMS Sent** event to the contact when a message is sent.
Status Updates	Adds an **SMS Delivered** or **SMS Failed** event when the delivery status is known.
Reply Messages	Adds an **SMS Reply** event when a contact replies.

Sent Messages, Status Updates and Reply Messages each have three settings: **Disabled** (no event), **Include body** (the event includes the message text) and **Exclude body** (the event is recorded without the text).

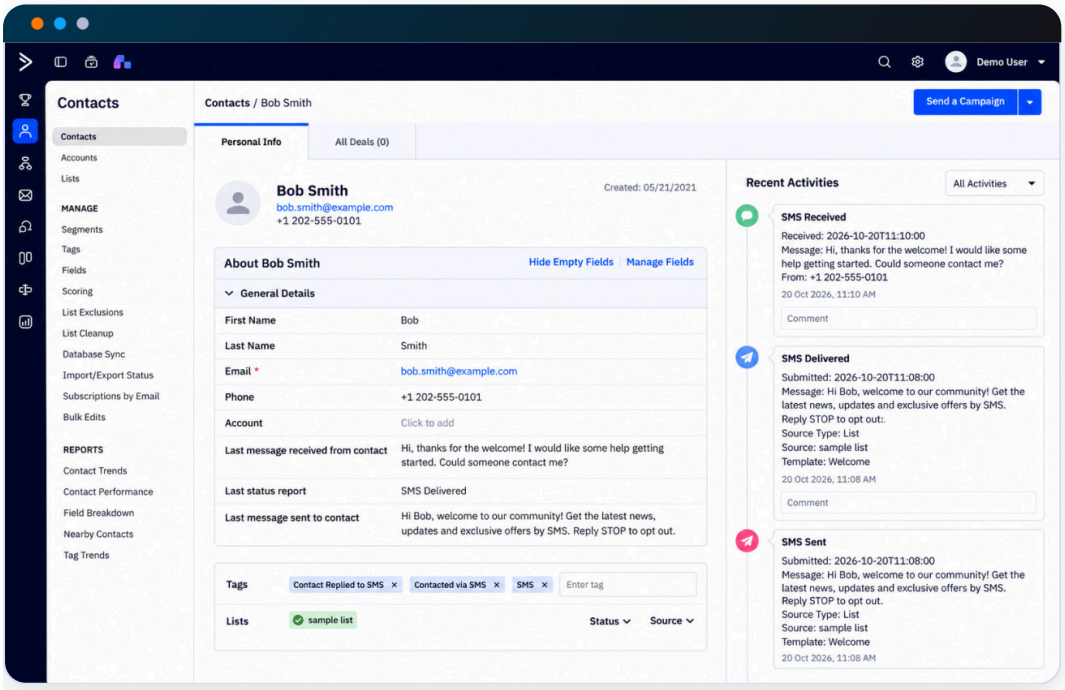
If you use reply-based automations, set **Reply Messages** to **Include body**. With Exclude body the reply text isn't saved to the "Last message received from contact" field, so your automation has nothing to match. In the same way, **Status Updates** must be set to Include body for "Last message sent to contact" to be filled in.

Good to know

- Turning on Activity Updates creates four events in ActiveCampaign's Event Tracking: SMS Sent, SMS Delivered, SMS Failed and SMS Reply. Don't delete them—if one is removed, Activity Updates shows **Not Ready** until you tick Enabled and save again.
- Contacts can only reply to messages sent from a **(repliable)** sender address or a phone number—not from a text sender name. See Sending Tips.
- A reply is linked to the last message you sent to that phone number.
- Set up your integration before these contact fields were available? Follow the Update Setup Guide to add them.

What you'll see in ActiveCampaign

Open a contact you've messaged. Each SMS sent, delivered and received is listed under **Recent Activities**, the three SMS fields show the latest messages and status, and the SMS tags are added to the contact.



05 Automation Setup

Now that the Integration Gateway setup is complete, you're ready to build your first automation and start delivering SMS campaigns through ActiveCampaign.

Automation Setup Guide

A step-by-step walkthrough of creating and configuring your first automation.

OPEN →

Reply-Based Automation Setup Guide

Instructions on building automations that react to inbound SMS replies.

OPEN →

Video Quick-Start Guide

A visual introduction showing how to set up and launch automations.

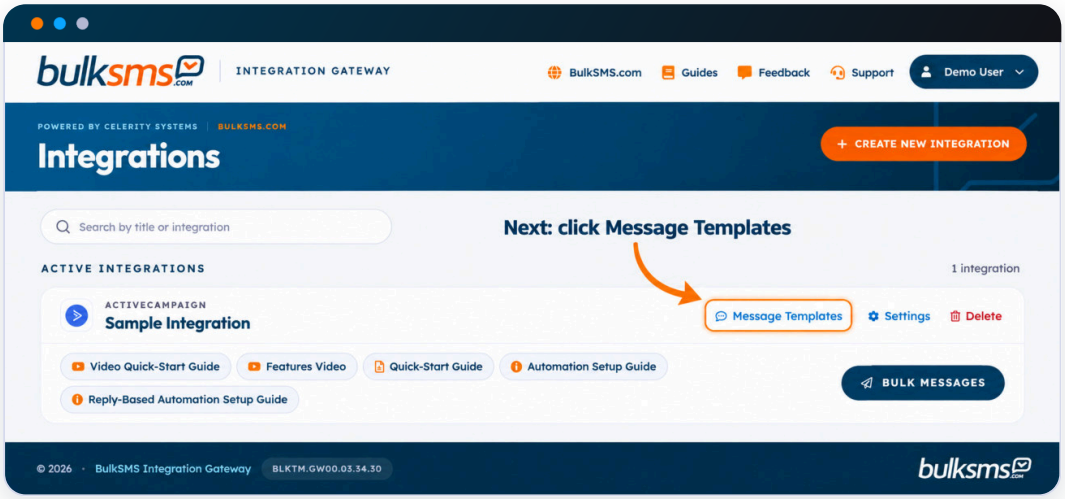
OPEN →

Should you run into any issues while completing these steps, our support team will be happy to help you with the initial setup.

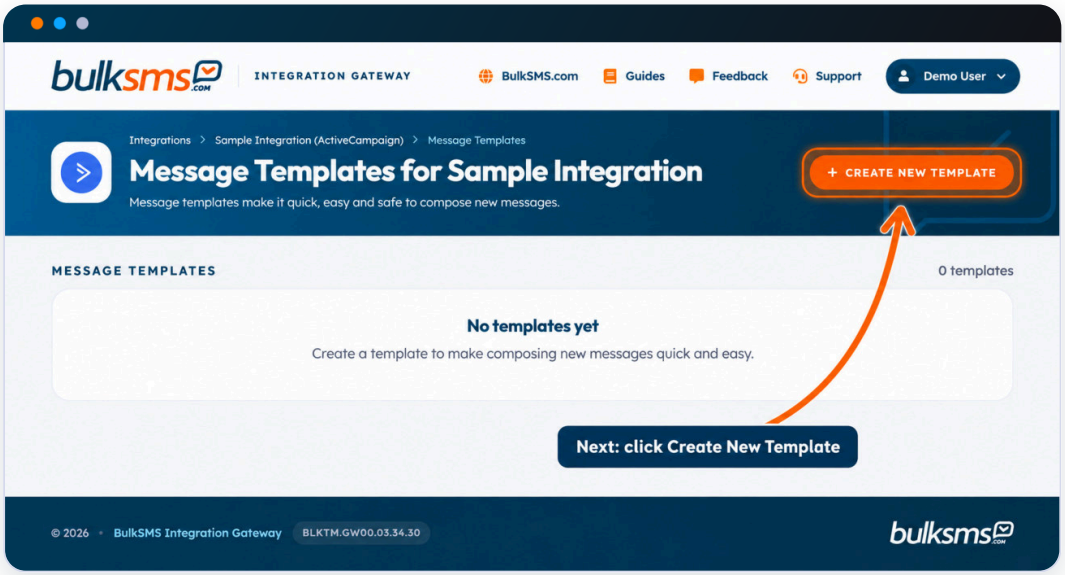
06 Message Templates

Templates let you save messages you send often, with tokens that personalise each message for the contact.

1 On the Integrations page, click **Message Templates** for your integration.

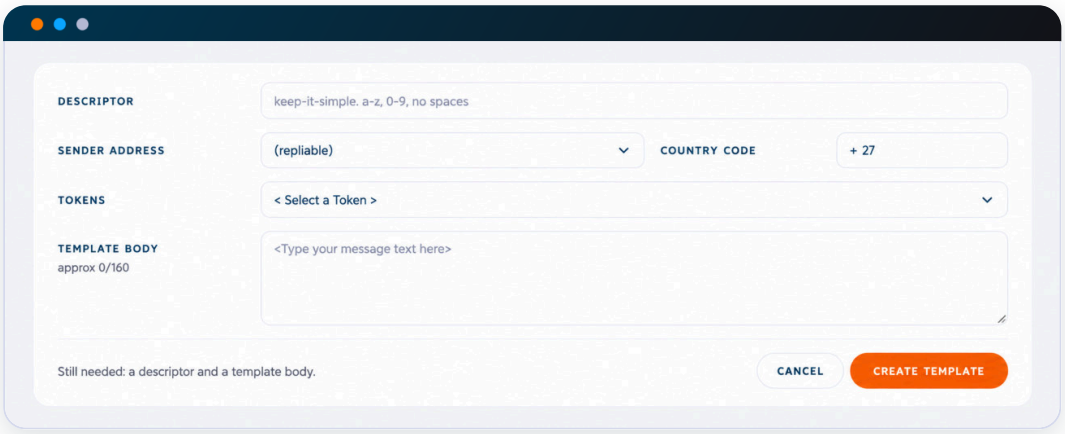


2 Click **Create New Template**.

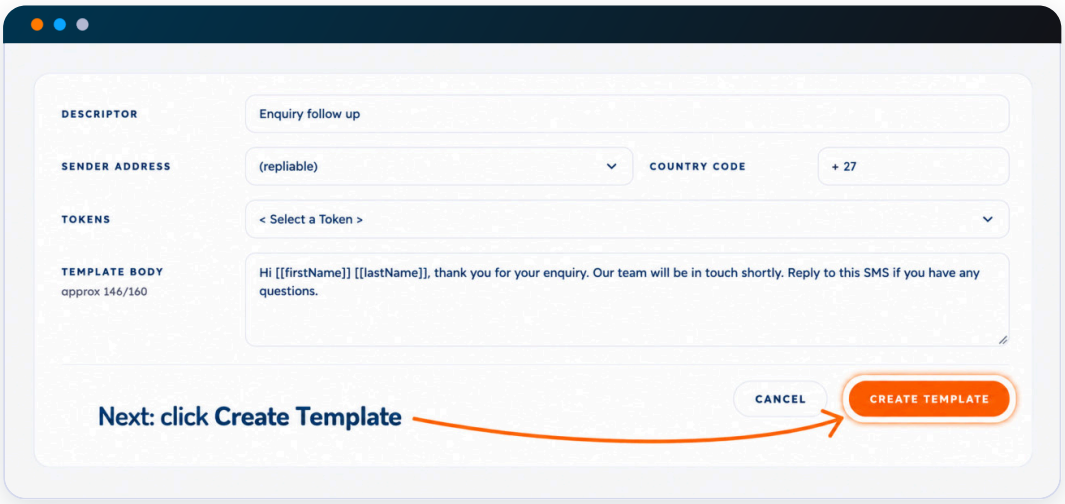


3 Fill in the template:

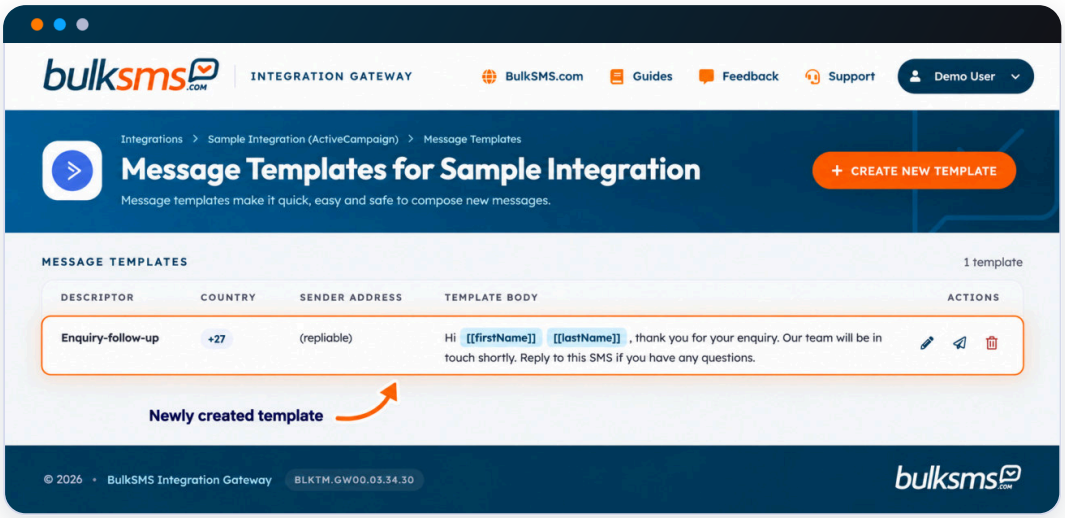
- **Descriptor** – a name for the template, using letters, numbers, spaces and hyphens (up to 40 characters).
- **Sender Address** – keep **(repliable)** if you want contacts to be able to reply.
- **Country Code** – the default for this template. You can change it when you prepare a message.
- **Tokens** – pick a token to insert it into the message. See Sending Tips for the full list.
- **Template Body** – your message. The counter shows the approximate length against 160 characters.



4 When the template is complete, click **Create Template**.



5 Your new template is listed under **Message Templates**. Use the icons on the right to **edit** it, **prepare a bulk message** from it, or **delete** it.

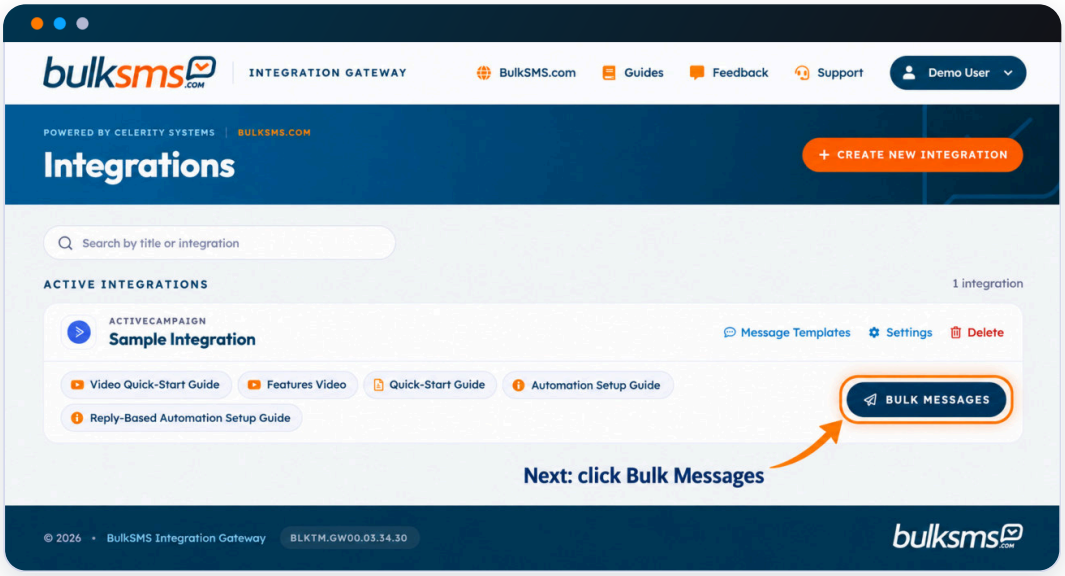


07 Bulk Messaging

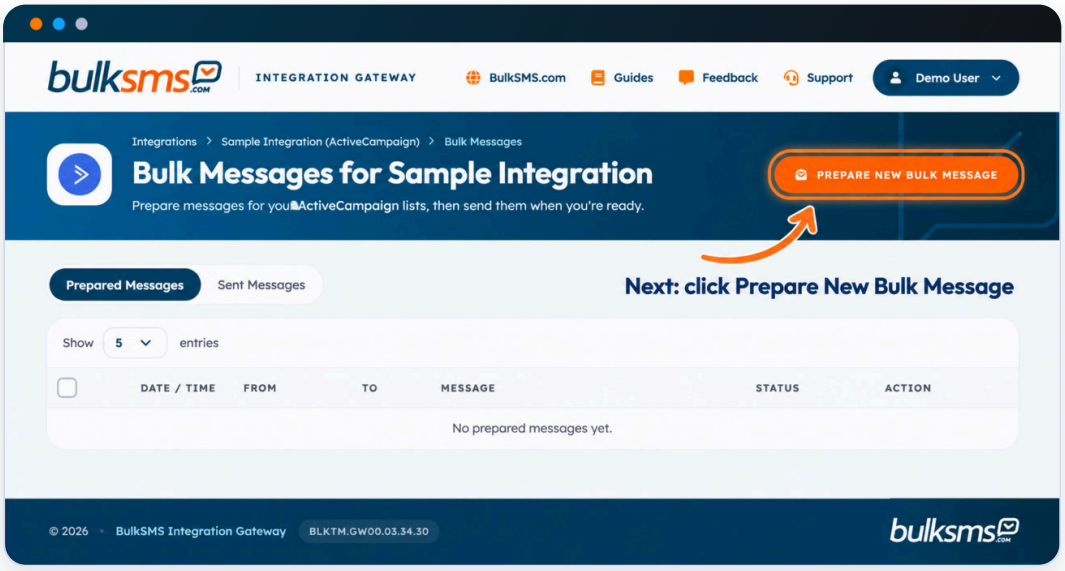
Send an SMS to everyone on an ActiveCampaign list or campaign. You prepare the message first, check a sample, then send it.

Prepare the message

1 On the Integrations page, click **Bulk Messages** for your integration.

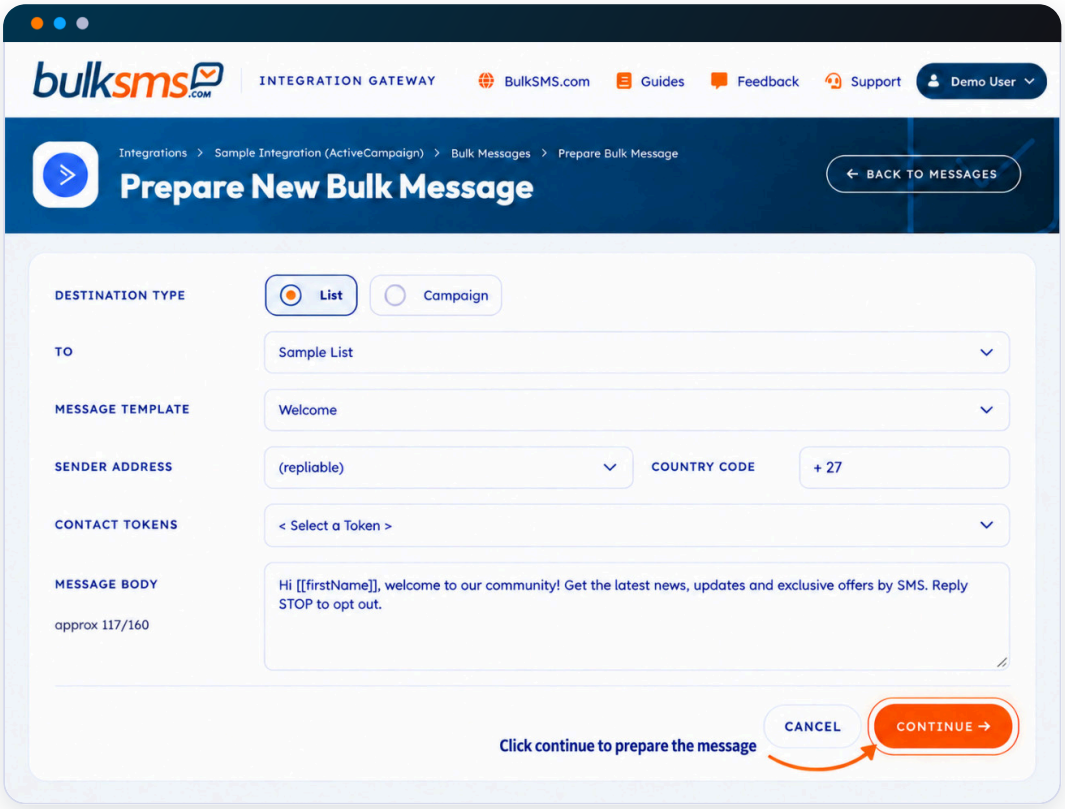


2 Click **Prepare New Bulk Message**.

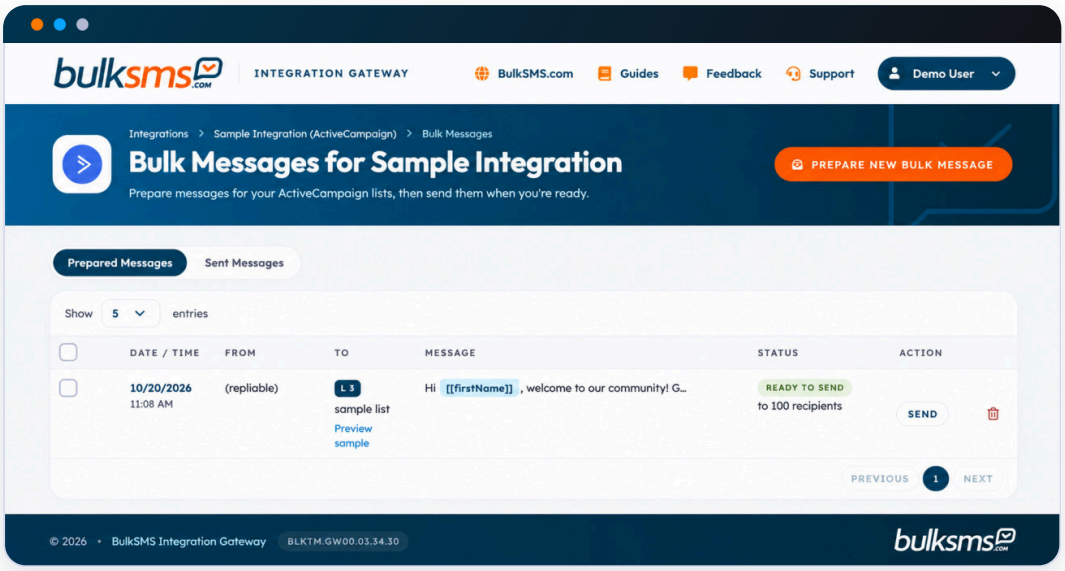


3 Fill in the form, then click **Continue**:

- **Destination Type** – send to a **List** or a **Campaign**, then choose it under **To**.
- **Message Template** – optional. Choosing one fills in the message, sender and country code, and you can still edit them.
- **Sender Address** and **Country Code** – as for templates.
- **Contact Tokens** and **Message Body** – write or adjust the message, adding tokens as needed.

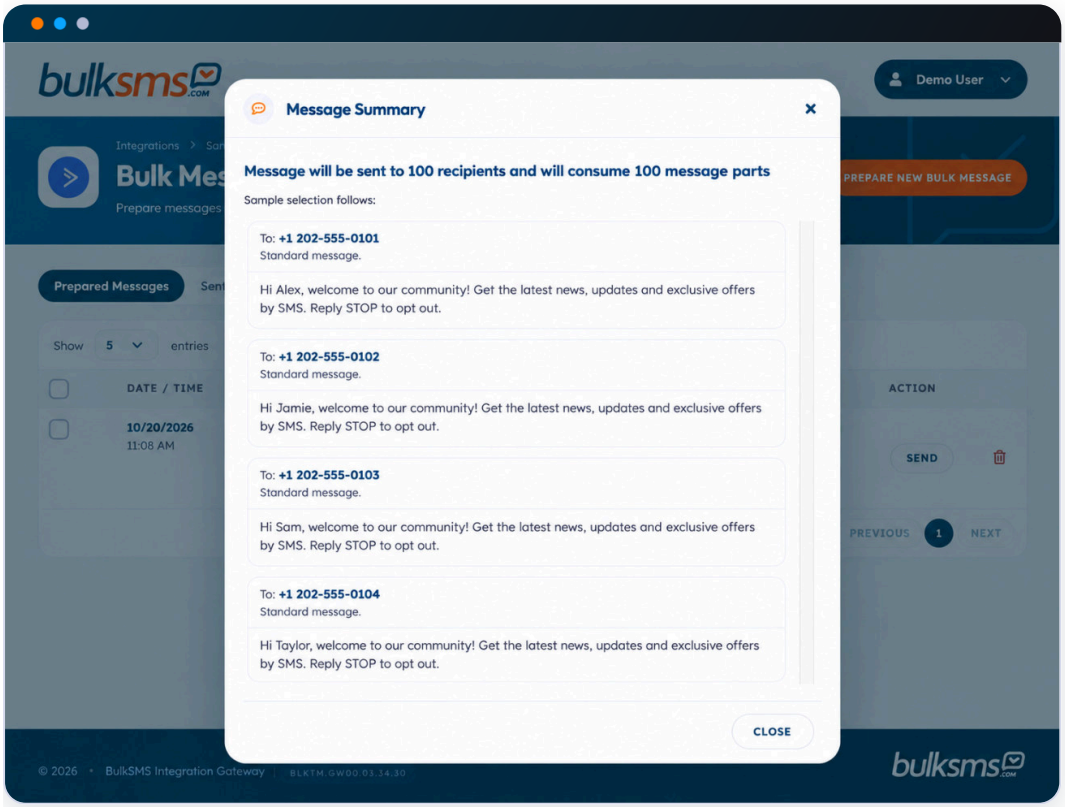


4 The integration collects your contacts and lists the message under **Prepared Messages**. When it shows **Ready to Send** you can preview it, send it, or delete it with the bin icon.

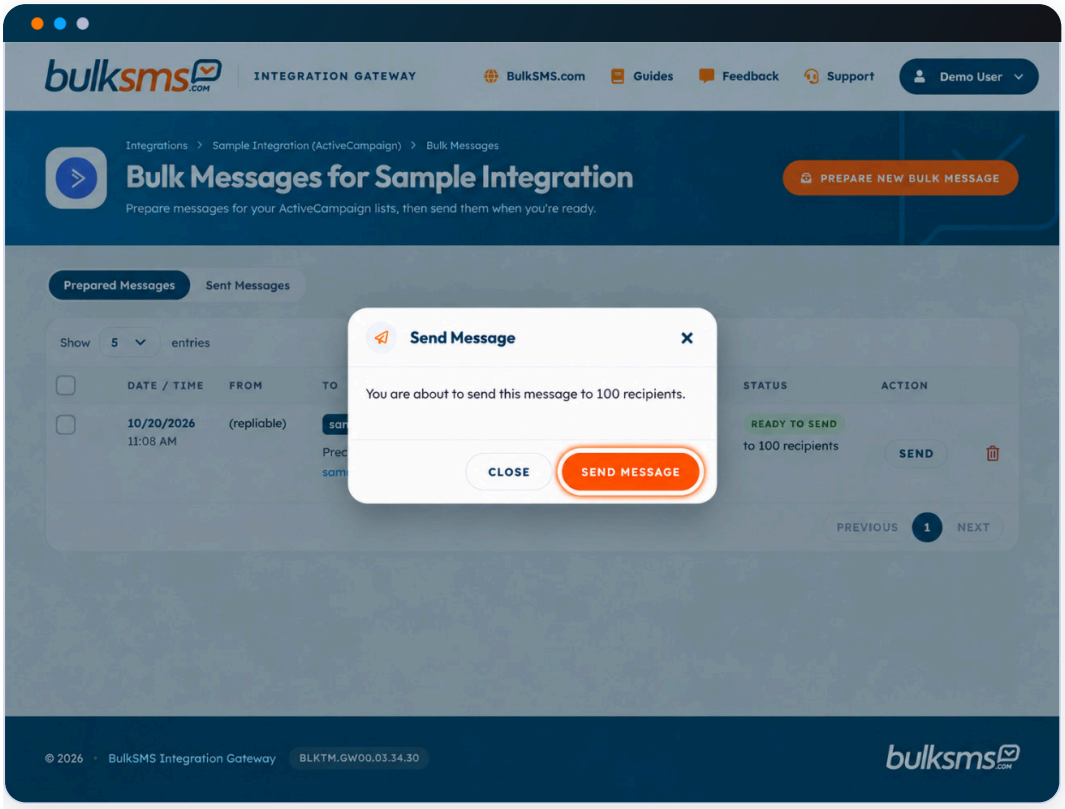


Preview and send

Click **Preview sample** to see how the message looks for a sample of up to 100 contacts, with each contact's tokens filled in. The summary also shows how many recipients and message parts the send will use.

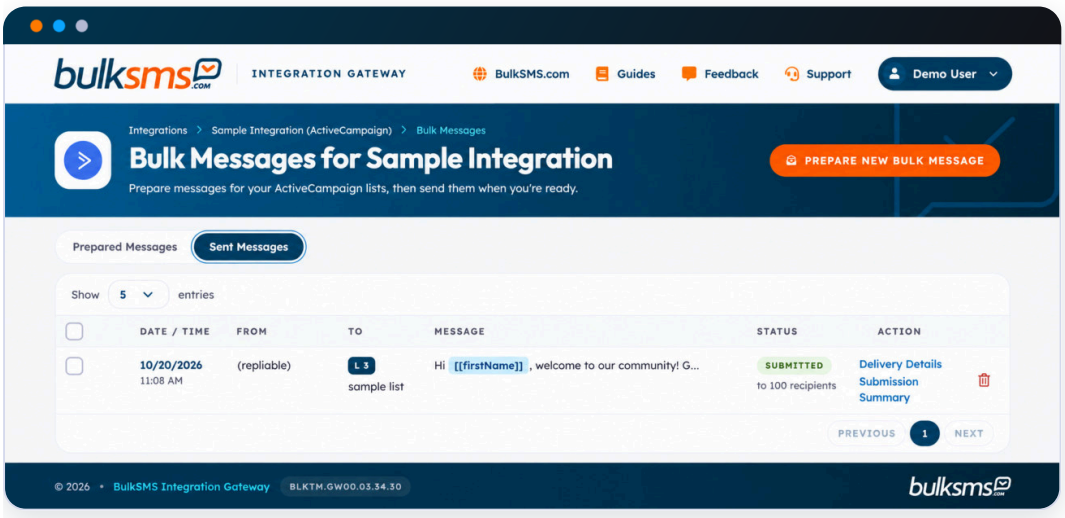


When you're happy, click **Send** and confirm with **Send Message**.



Track your message

Sent messages move to the **Sent Messages** tab. Click **Delivery Details** to see what happened to each message, or **Submission Summary** for totals, including any contacts that were skipped.



08 Sending Tips

Who receives a bulk message

- **List:** every **active** subscriber of the list. Unsubscribed, unconfirmed and bounced contacts are left out.
- **Campaign:** the active subscribers of every list linked to the campaign.
- The message goes to each contact's standard ActiveCampaign **Phone** field.

Phone numbers and country codes

Numbers are sent in international format. If a number in ActiveCampaign doesn't include a country code, the integration adds your **Default Country Code** (set on the Settings page). **Force Country Code** changes when it is added. With a default country code of 44:

NUMBER IN ACTIVECAMPAIGN	FORCE COUNTRY CODE OFF	FORCE COUNTRY CODE ON
`07700900123`	`447700900123`	`447700900123`
`7700900123`	`7700900123` (not valid)	`447700900123`
`12025550143`	`12025550143`	`4412025550143` (wrong)
`+12025550143` or `0012025550143`	`12025550143`	`12025550143`

The safest option is to store numbers in ActiveCampaign with a **+** and the country code (e.g. +44 7700 900123). Only turn on Force Country Code if all your contacts are in one country and their numbers are saved without a country code.

Message length

- One SMS holds up to **160 characters**, or **70** if the message contains Unicode characters such as emoji or some accented letters.
- Longer messages are sent in several parts, and each part uses credits. The Prepare screen shows an approximate character count and a **Long Message** warning with the number of parts.
- A message can't be sent if it reaches 10 parts or more—the **Continue** button stays disabled until you shorten it.

Tokens

Type tokens straight into the message, or pick them from the **Tokens** list:

TOKEN	INSERTS
`[[firstName]]`	First Name
`[[lastName]]`	Last Name
`[[email]]`	Email
`[[phone]]`	Phone
`[[orgname]]`	Organization Name
`[[email_local]]`	Email (local) – the part of the email address before the @
`[[email_domain]]`	Email Domain

If a contact has no value for a token, they are skipped (First Name and Last Name are simply left blank). Smart token options let you control this:

OPTION	EXAMPLE	EFFECT
`:default=`	`Hi [[firstName:default=there]]`	Uses “there” when the contact has no first name.
`:if(>n)`	`[[firstName:default=friend:if(>10)]]`	Uses the default if the value is longer than 10 characters.
`:if(unicode)`	`[[lastName:default=friend:if(unicode)]]`	Uses the default if the value contains Unicode characters, so the message stays at 160 characters per part.

Sender address

- **(repliable)** – the default. Contacts can reply, and replies come back to ActiveCampaign.
- **A phone number** – contacts can reply to that number.
- **A name** (e.g. your brand) – contacts **can’t reply**, so don’t use this with reply-based automations.

> **Opt-outs:** the Integration Gateway doesn’t unsubscribe contacts who reply STOP. Handle opt-outs in ActiveCampaign—for example with a reply-based automation that unsubscribes contacts whose reply contains “STOP”.

09 Troubleshooting

YOU SEE	WHAT TO DO
“Please enter a valid API URL”	The API URL must start with `https://`. Copy it exactly from **Settings → Developer** in ActiveCampaign.
“Please enter a valid API key.”	Paste the API Key from **Settings → Developer**. Make sure no spaces were copied with it.
“Special characters are not allowed.” (Integration Name)	Use only letters, numbers, spaces, hyphens and underscores, up to 40 characters.
“A valid event key is required in order to enable activity updates.”	Enter the full 40-character Event Key from **Website → Site Tracking**, save, then tick Enabled again.
Activity Updates shows **Not Ready**, or is unticked when you return	One of the SMS events was removed in ActiveCampaign, or the setup didn’t finish. Tick **Enabled** again and click **Save Settings**.
Replies don’t appear in ActiveCampaign	Check that the Event Key is saved, Activity Updates is Enabled, Reply Messages isn’t set to Disabled, and the message was sent from a (repliable) sender or a phone number.
A reply-based automation doesn’t start	Set Reply Messages to **Include body** and tick **Sync SMS fields on contacts**.
Contacts skipped: “MSISDN is invalid”	The contact has no phone number, or it isn’t valid once the country code is applied (under 3 or over 15 digits, or still starting with 0). See Phone numbers and country codes.
Contacts skipped: “Missing data for … token.”	The contact has no value for a token in your message. Add a default, e.g. `[[orgname:default=your company]]`.
“Message contains the following invalid token: …”	Check the token’s spelling and square brackets, or choose it from the Tokens list.
Continue is greyed out	Choose a destination, and check the message is under 10 parts.
A prepared message shows **Expired**	Prepare the message again and send it.

You can download the list of skipped contacts, with the reason for each, from the Prepared Messages table.

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**.

EMAIL SUPPORT VISIT BULKSMS.COM

BulkSMS is a leading SMS messaging service provider offering two-way SMS communication services from your internet enabled computer. The BulkSMS gateway reaches across borders and connects to over 800 mobile network operators world-wide.

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