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QUICK START GUIDE

ACTIVE Network Integration

with BulkSMS.com

Connect ACTIVE Network to the BulkSMS Integration Gateway with your App Token, create message templates and send bulk SMS to your event participants.



Welcome to BulkSMS.com

Trusted, scalable SMS messaging for your business

IN THIS GUIDE

01 Connect with your ACTIVE Network App Token

02 Create reusable message templates

03 Send bulk SMS to event participants

ACTIVE network

BULKSMS.COM INTEGRATION GATEWAY FOR ACTIVE NETWORK

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01 Foreword

The ACTIVE Network integration lets you send bulk SMS to the participants of your ACTIVE Network events, optionally narrowed down by registration category, price type or distance. Before you start, make sure you have the following ready.

App Token
Issued by your ACTIVE Network Account Manager

BulkSMS account
With your BulkSMS API details saved in the Integration Gateway

Country code
The country most of your participants are in, e.g. 44 for the UK

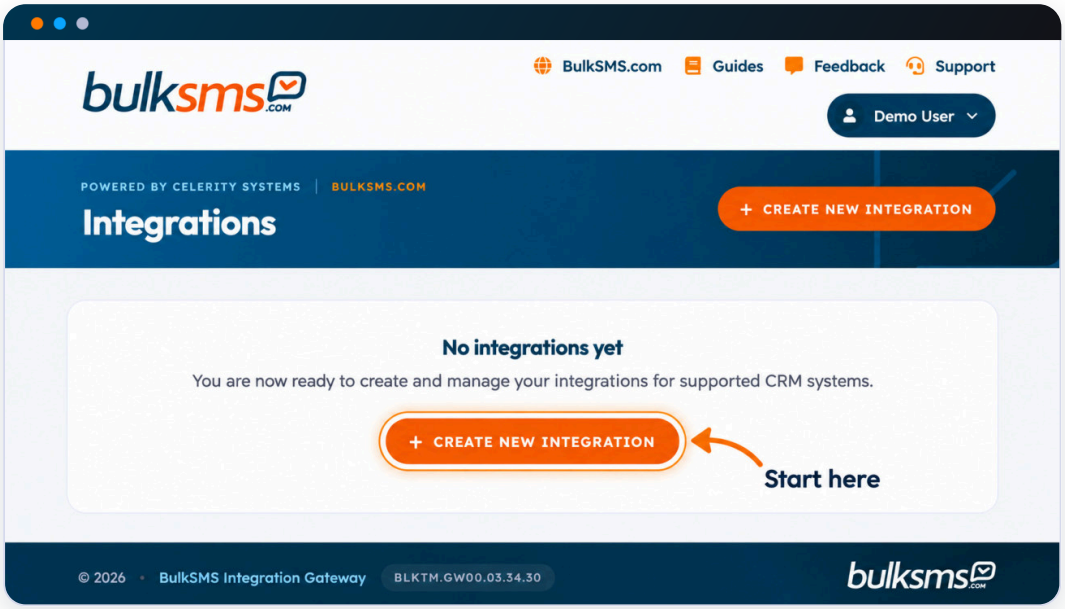
Get your App Token

1. Contact your ACTIVE Network Account Manager and request your App Token.
2. Once you have received the App Token, you can set up the integration.

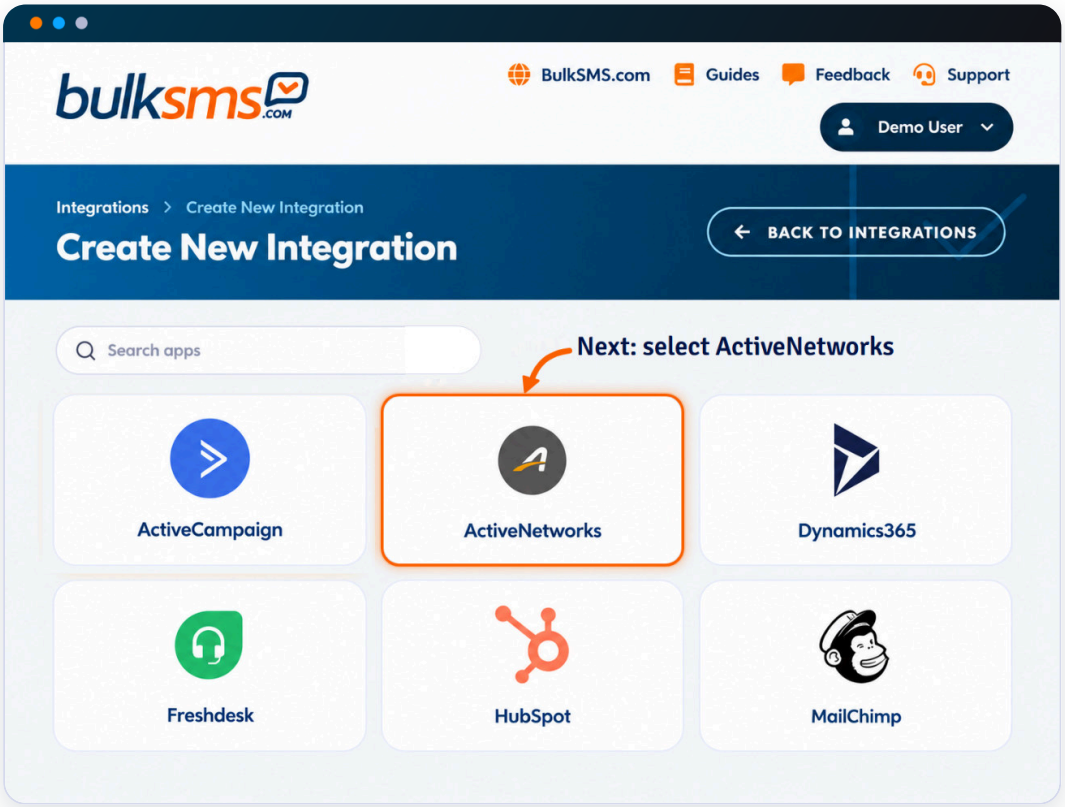
i The integration reads events and participants from ACTIVE Network to send bulk messages. It doesn't write anything back to ACTIVE Network, and SMS replies and delivery reports aren't passed to ACTIVE Network.

02 Integration Setup

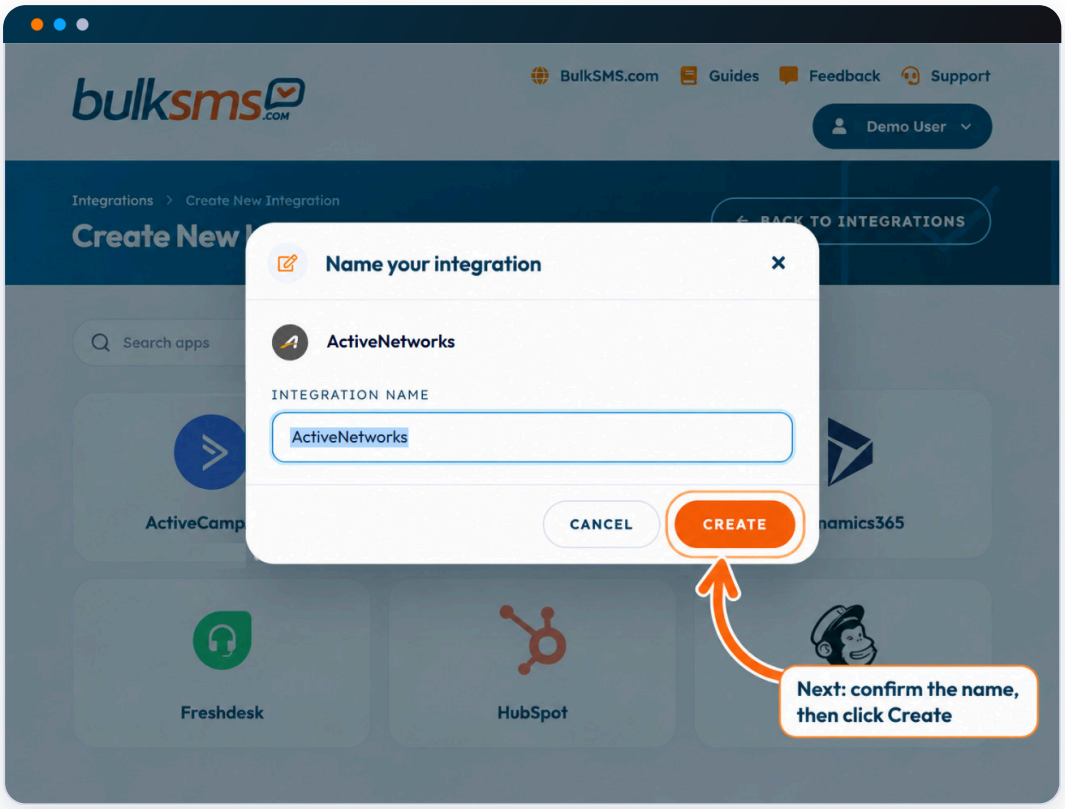
1 Sign up or log in to the BulkSMS Integration Gateway at bulksms.com/integration-gateway and click **Create New Integration**.



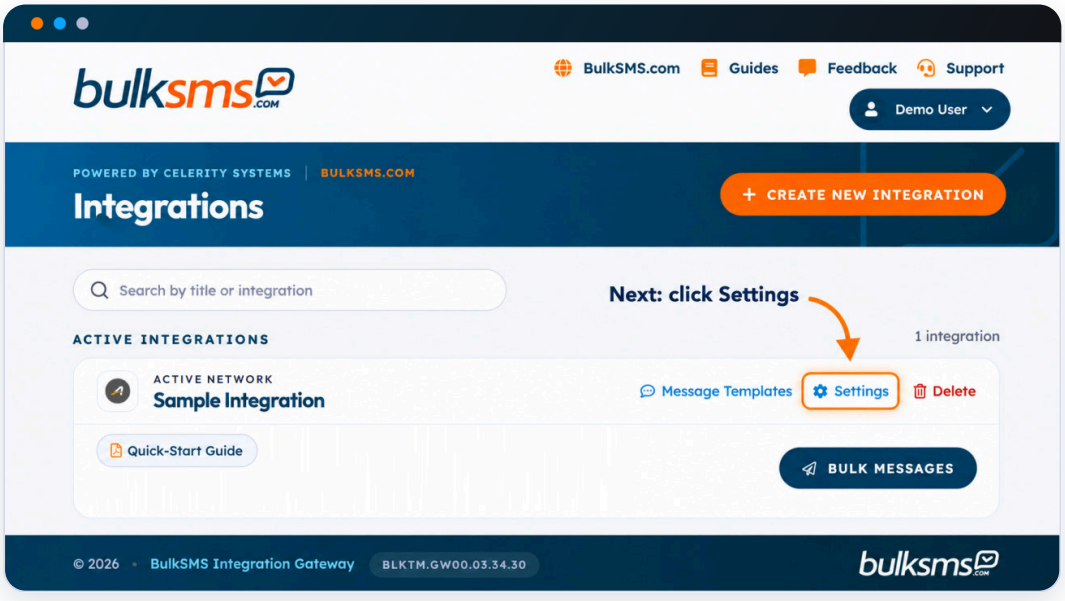
2 Select **ActiveNetworks**. You can type in **Search apps** to find it quickly.



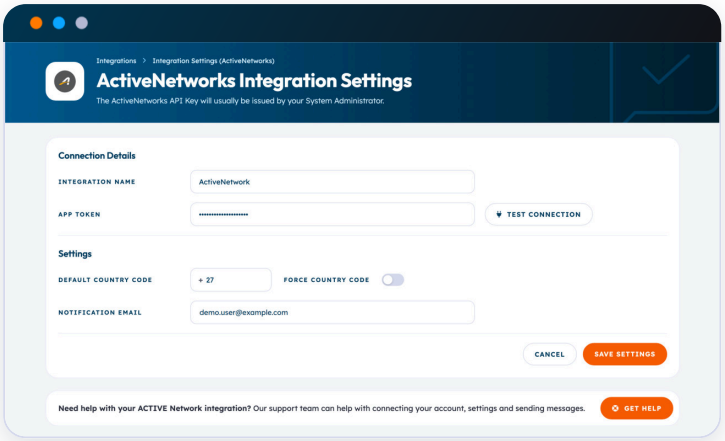
3 Give your integration a name, or keep the one suggested, and click **Create**. The name can use letters, numbers, spaces, hyphens and underscores, up to 40 characters.



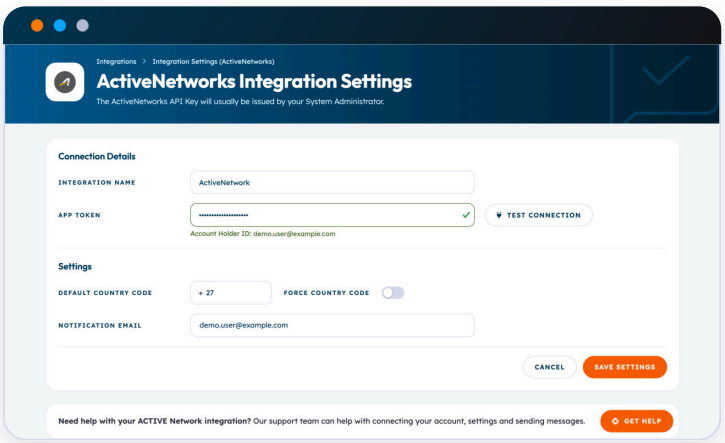
4 Your integration now appears on the Integrations page. Click **Settings**.



5 Paste your App Token into **App Token** and click **Test Connection**.



6 When the token works, the field turns green and your **Account Holder ID** appears underneath.



7 Complete the rest of the page, then click **Save Settings**:

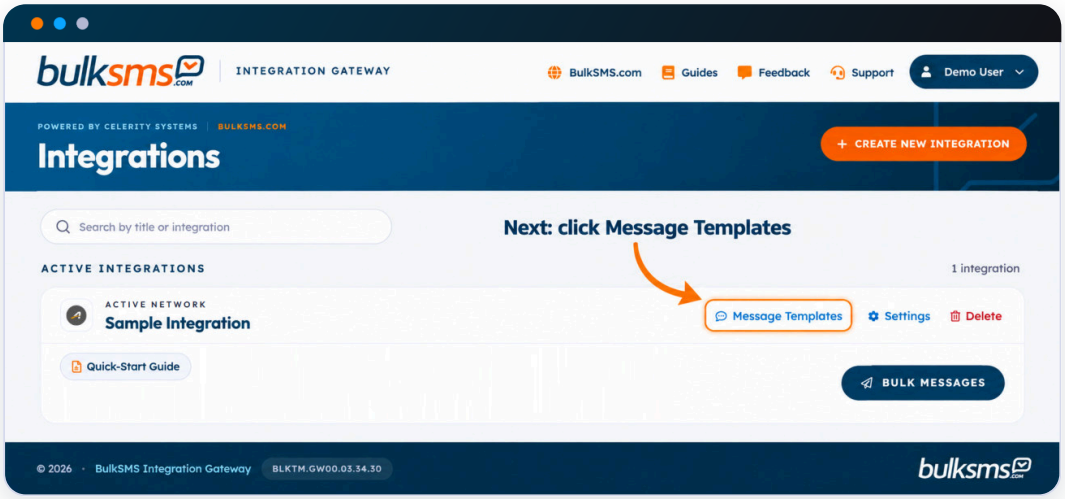
- **Default Country Code** – added to numbers that don't include one, and filled in for you when you prepare a bulk message. **Force Country Code** changes when it is added (see Sending Tips).
- **Notification Email** – where the Integration Gateway sends notifications about this integration.

! Settings are saved even if you haven't tested the App Token, so always click **Test Connection** first. A wrong token only shows up later, when the list of events stays empty on the Prepare page.

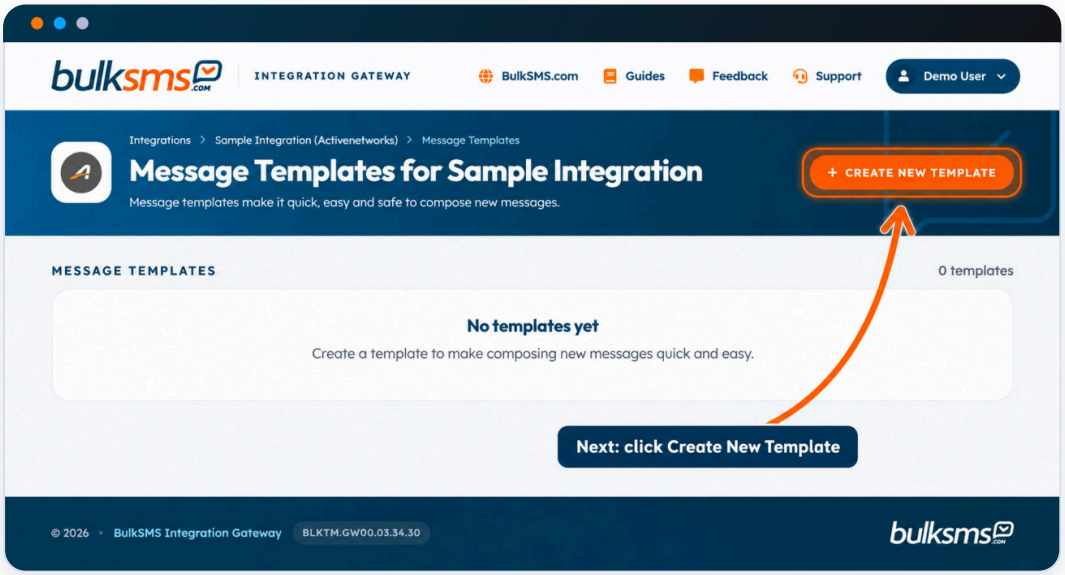
03 Message Templates

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

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

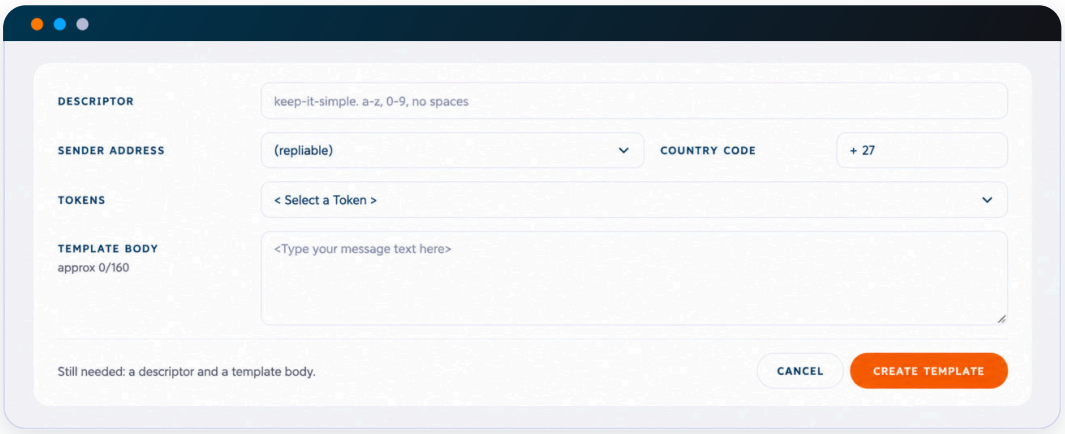


2 Click **Create New Template**.

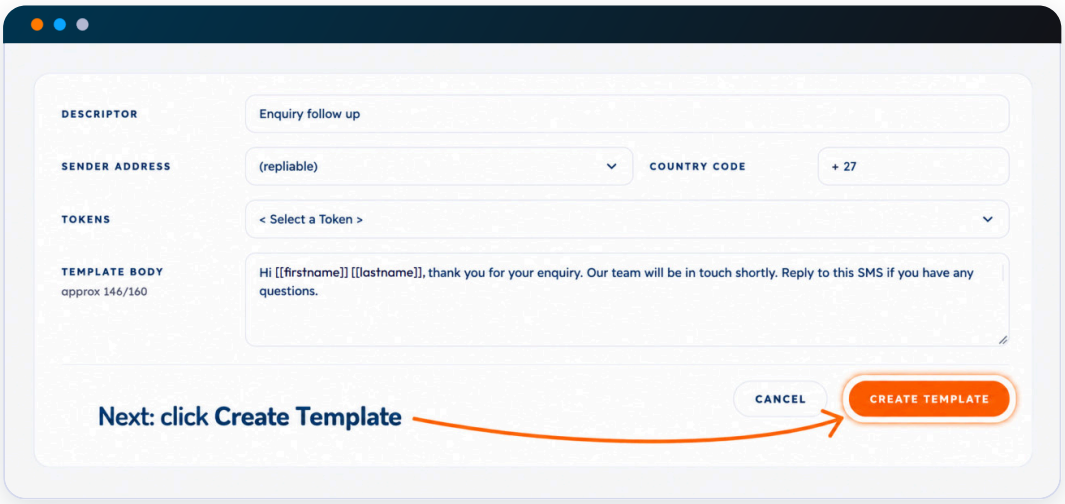


3 Fill in the template:

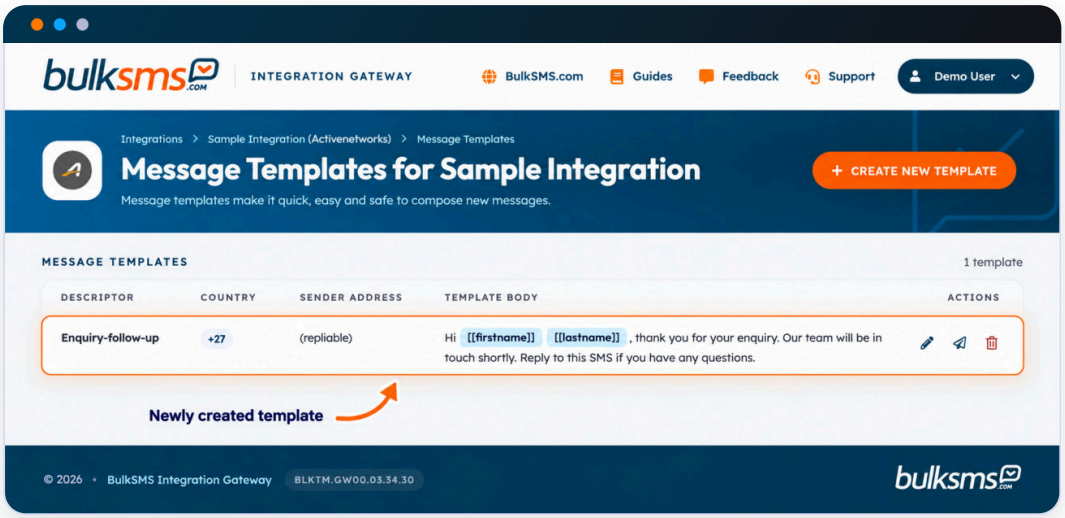
- **Descriptor** – a name for the template, using letters, numbers, spaces and hyphens (up to 30 characters). Spaces are saved as hyphens.
- **Sender Address** – the sender used for this template. See Sending Tips.
- **Country Code** – the default for this template. You can change it when you prepare a message.
- **Tokens** – pick an event or participant field to insert it into the message. See Sending Tips.
- **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**. The icons on the right are **edit**, **prepare a bulk message with this template** and **delete**.

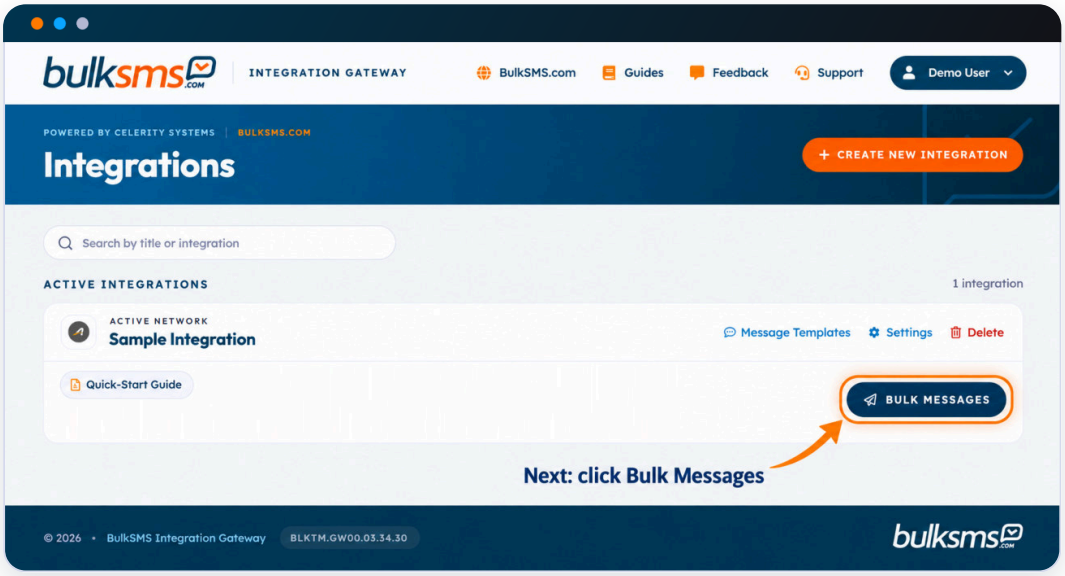


04 Bulk Messaging

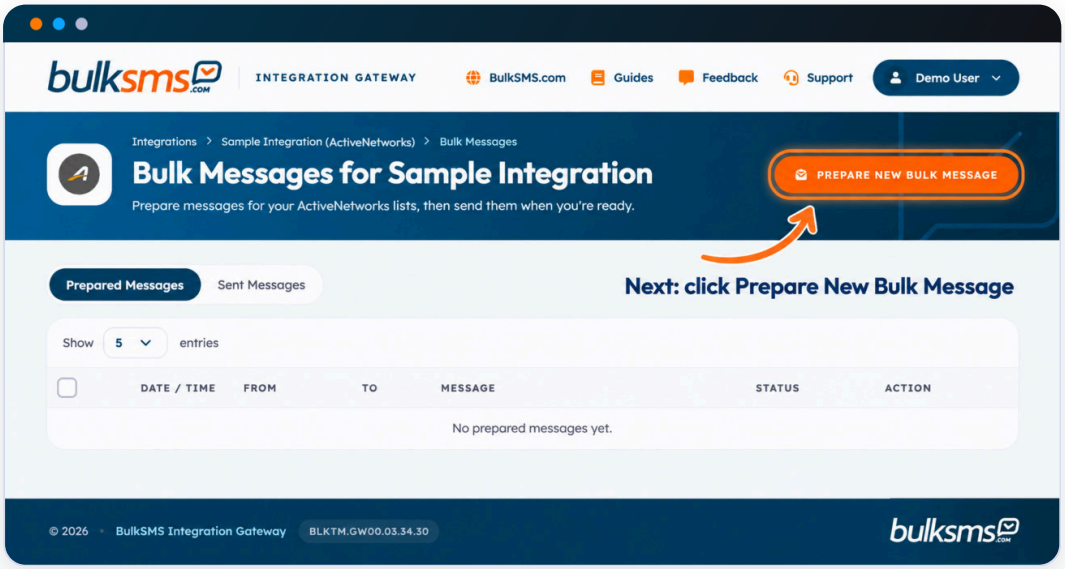
Send an SMS to the participants of an ACTIVE Network event. You prepare the message first, check a sample, then send it.

Prepare the message

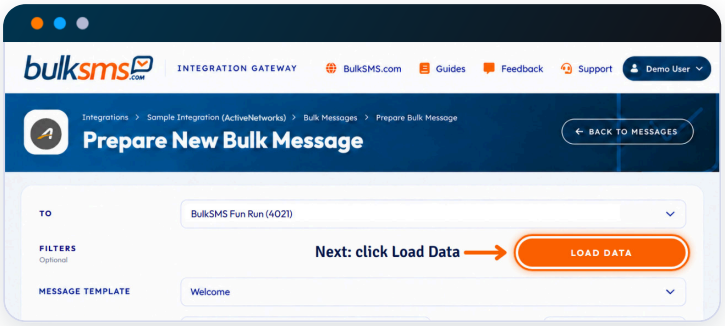
1 On the Integrations page, click **Bulk Messages** for your integration.



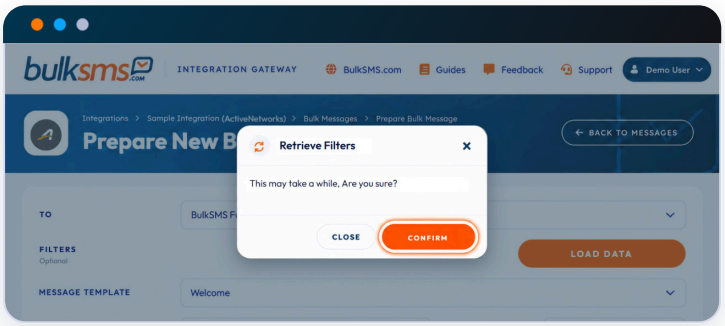
2 Click **Prepare New Bulk Message**.



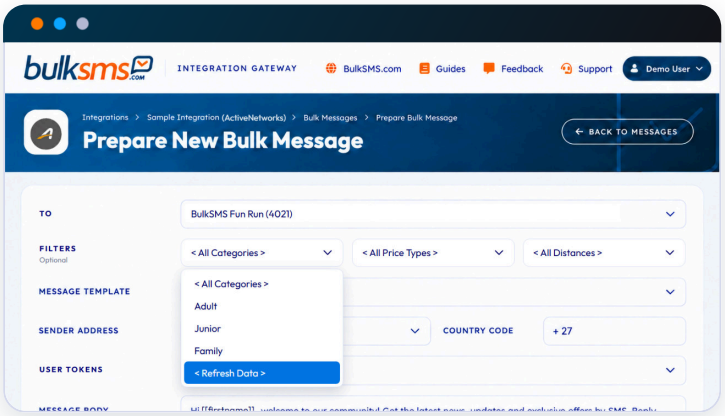
3 Under **To**, choose the event. Events are listed by name with the event ID in brackets. The first time you use an event, click **Load Data** next to **Filters** to fetch its filter options from ACTIVE Network.



4 Click **Confirm** on the **Retrieve Filters** prompt. Large events can take a while, as every participant is read.

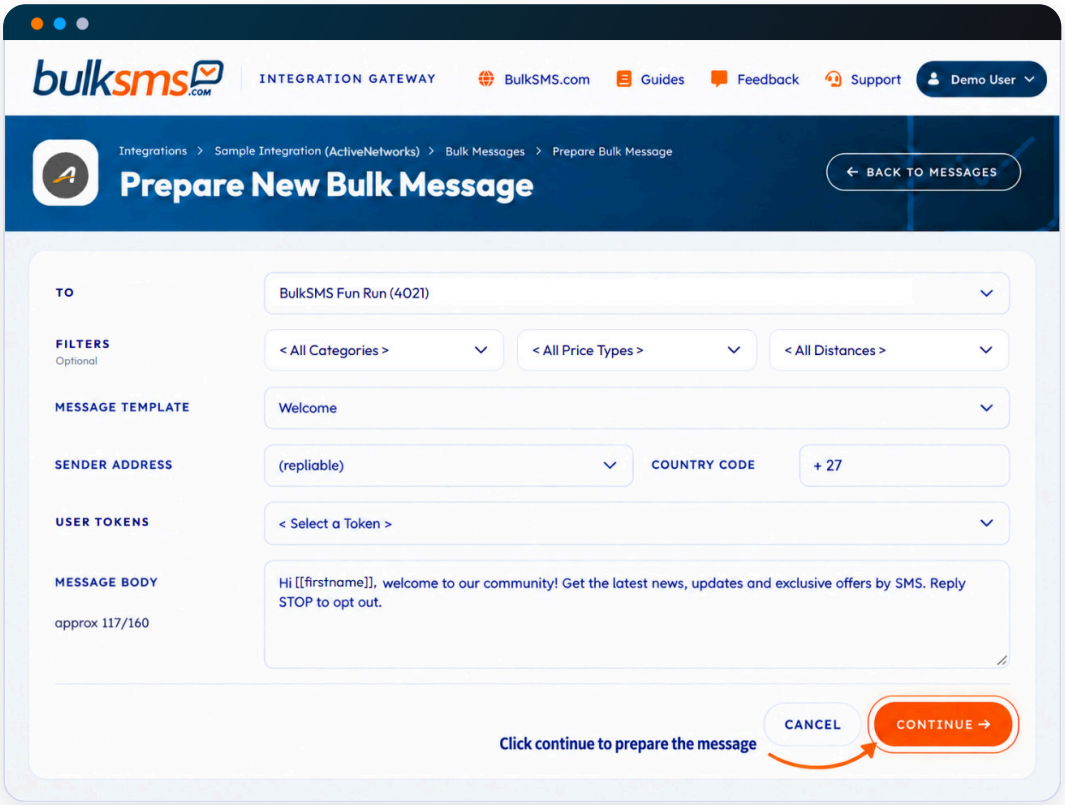


5 Three optional filters appear: **< All Categories >**, **< All Price Types >** and **< All Distances >**. Leave them as they are to message **every participant** in the event, or choose values to message only participants who match all of them. The options are saved, so you won't need to load them again for this event. If they're out of date, choose **< Refresh Data >** at the bottom of the categories list.

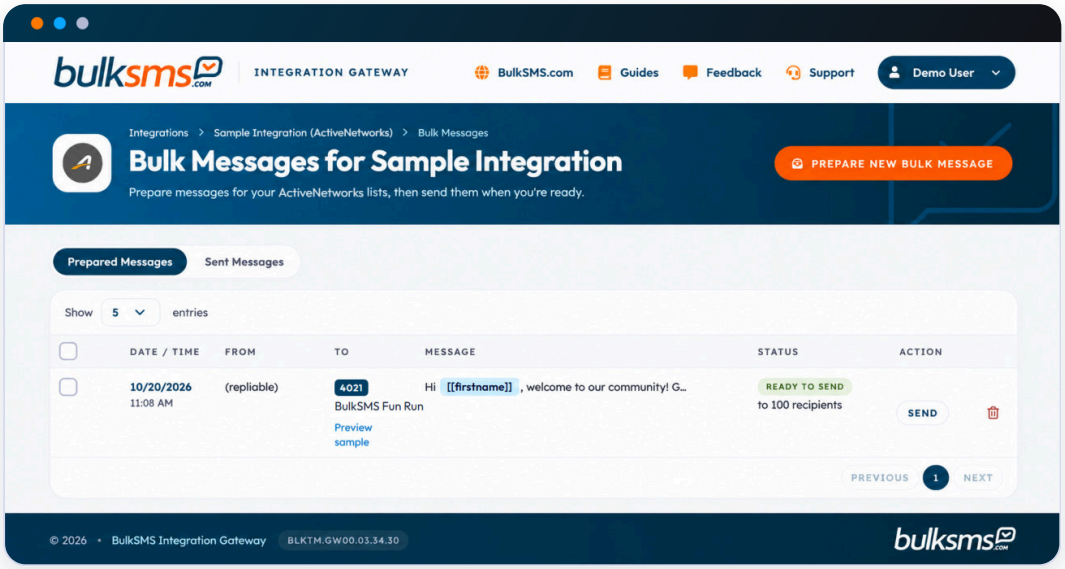


6 Fill in the rest of the form, then click **Continue**:

- **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.
- **User Tokens** and **Message Body** – write or adjust the message, adding event and participant tokens as needed.

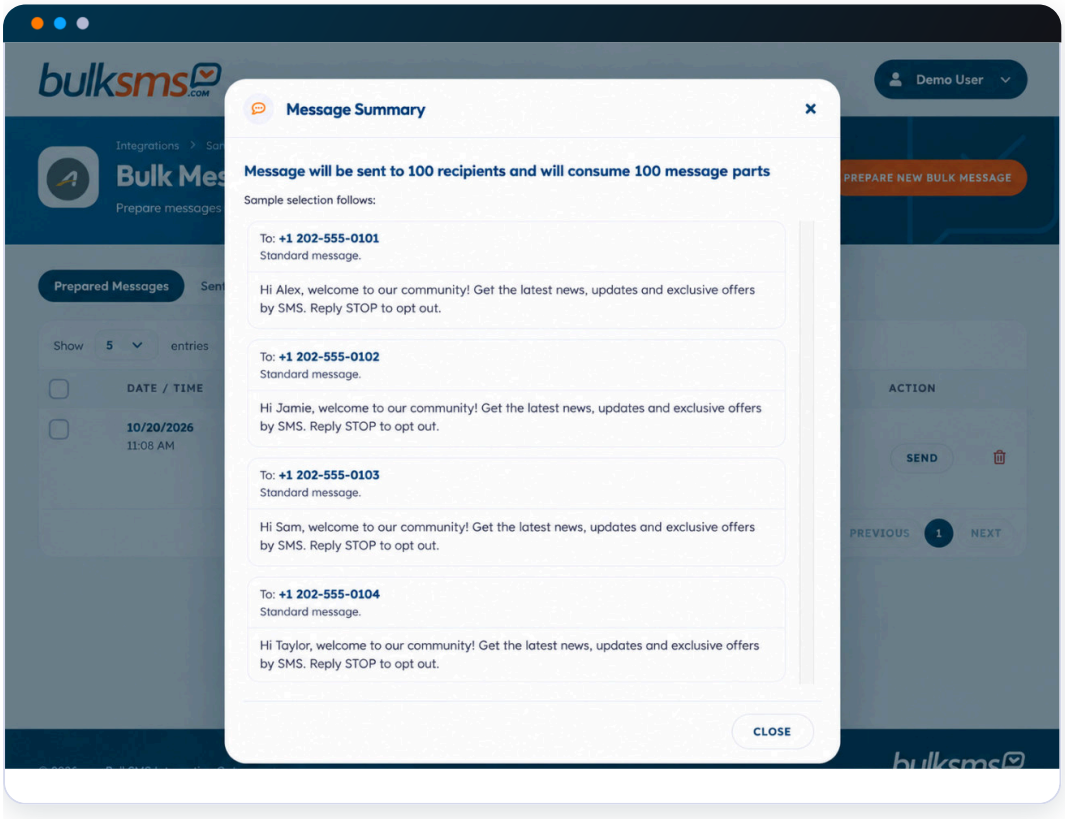


7 The integration collects the event's participants and lists the message under **Prepared Messages**, showing the event ID and name. When it shows **Ready to Send** you can preview it, send it, or delete it with the bin icon.

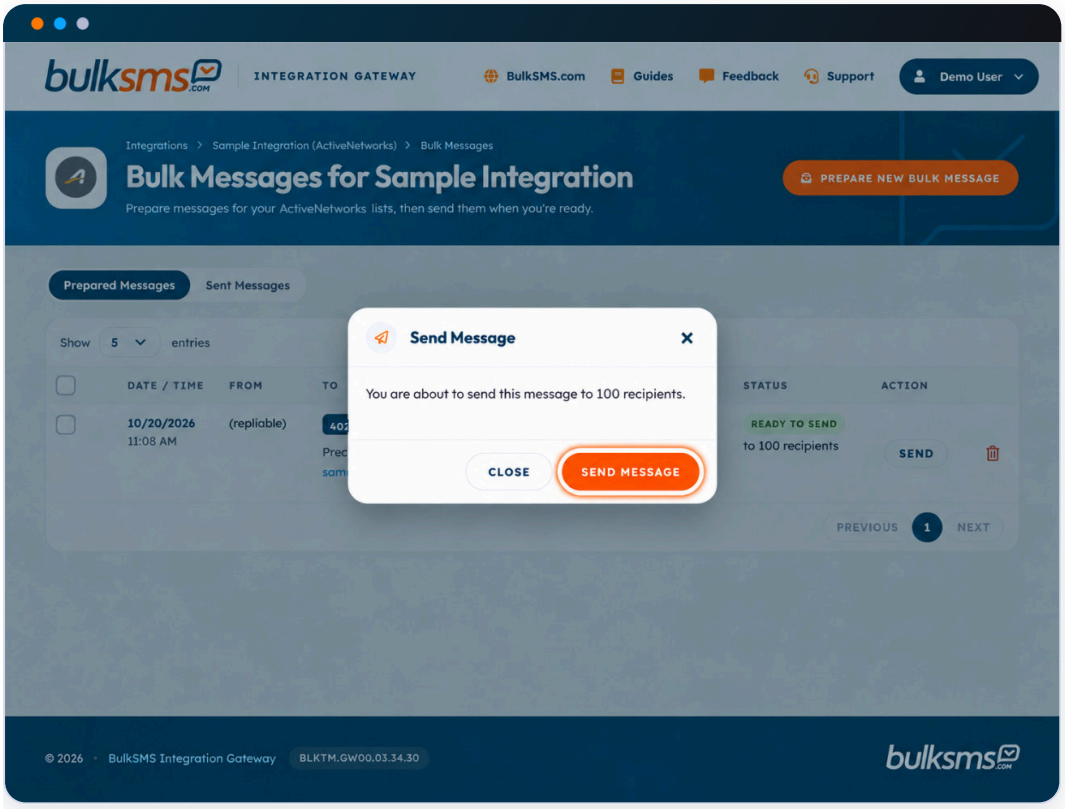


Preview and send

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

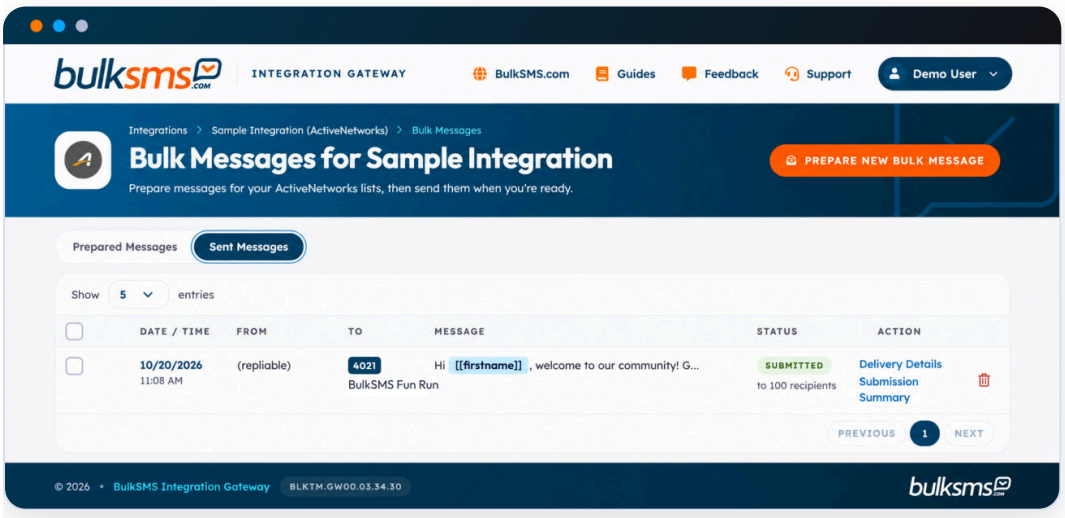


When you're happy, click **Send** and confirm with **Send Message**.



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 participants that were skipped.



05 Sending Tips

Who receives a bulk message

- **Every participant in the event** who matches your filters receives the message. The integration doesn't check any opt-out or communication preferences, so make sure you have permission to text your participants.
- Messages go to each participant's **Primary Phone Number**. The cell phone number isn't used for sending, even if one is recorded.
- Participants are read from ACTIVE Network when you prepare the message, so new registrations are included. Only the filter options are saved.
- Duplicates aren't removed: two participants sharing a number will both be messaged.

Phone numbers and country codes

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

NUMBER IN ACTIVE NETWORK	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`

i The safest option is for participants' numbers to include a **+** and the country code (e.g. +44 7700 900123). Only turn on Force Country Code if all your participants 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

Choose tokens from the **Tokens** (templates) or **User Tokens** (Prepare page) list to avoid typing mistakes—tokens must match exactly, including capital letters. Commonly used tokens:

TOKEN	INSERTS	TOKEN	INSERTS
`[[eventname]]`	Event Name	`[[bibnumber]]`	Bib number
`[[eventDate]]`	Event Date (day/month/year)	`[[regcat]]`	Registration Category
`[[firstname]]`	First Name	`[[division]]`	Division
`[[lastname]]`	Last Name	`[[wave]]`	Wave
`[[regno]]`	Registration Number	`[[estimatedFinishTime]]`	Est. Finish time

The list also includes address, membership, waiver and emergency contact fields. `[[cellnumber]]` inserts the cell phone number, or the primary number if there isn't one.

If a participant 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 participant 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)** or **a phone number** – participants can reply. Replies stay in BulkSMS and aren't passed to ACTIVE Network.
- **A name** (e.g. your event or brand) – participants **can't reply**.

06 Troubleshooting

YOU SEE	WHAT TO DO
“Connection failed. Bad credentials.” (Test Connection)	The App Token wasn’t accepted. Paste it again, making sure you copied all of it, or ask your ACTIVE Network Account Manager to check it.
“Connection failed” or “Please enter a valid App Token.”	Enter your App Token, then test again. If it still fails, contact support.
“Special characters are not allowed.” (Integration Name)	Use only letters, numbers, spaces, hyphens and underscores, up to 40 characters.
“Settings have not been configured. Check Connection Details in the Settings screen...”	Open **Settings**, enter and test your App Token, and click **Save Settings**.
The event list under **To** is empty	Check the App Token with **Test Connection**. The list shows only the events your token gives access to.
“REQUEST FAILED”, “No Results Found.” or “Error encountered.” after **Load Data**	The filters couldn’t be read for that event—for example it has no participants yet. Try again later, or send without filters.
A category, price type or distance is missing from the filters	Choose **< Refresh Data >** at the bottom of the categories list.
“Please select an Event and try again.” or **Continue** is greyed out	Choose an event under **To**, enter a message body and keep the message under 10 parts.
“Message contains the following invalid token: ...”	Check the token’s spelling, capitals and square brackets, or choose it from the User Tokens list.
ISSUE – “No recipients”	No participant matched your filters or had a usable number. Check your filters, and click **skipped** to download the list of skipped participants with the reason for each.
Participants skipped: “MSISDN is invalid”	The participant has no primary phone number, or it isn’t valid once the country code is applied. See Phone numbers and country codes.
Participants skipped: “Missing data for ... token.”	The participant has no value for a token in your message. Add a default, e.g. `[[firstname:default=there]]`.
A prepared message shows **ISSUE** “Download failed. Support reference: ...”	Delete it and prepare it again. If it happens again, contact support and quote the support reference.

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 ACTIVE Network integration**.

EMAIL SUPPORT VISIT BULKSMS.COM

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