INTEGRATION GUIDE

Marketo Integration

with BulkSMS.com

The full reference for sending SMS from Marketo through the BulkSMS Integration Gateway: trigger and bulk campaign webhooks, delivery reports and replies on your leads, and the API, sender address and smart token reference.



Welcome to BulkSMS.com

Trusted, scalable SMS messaging for your business

IN THIS GUIDE

01 Create a Marketo webhook

02 Trigger SMS from smart campaigns

03 Write delivery reports and replies to leads

Marketo

BULKSMS.COM INTEGRATION GATEWAY FOR MARKETO

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01 Introduction

The BulkSMS Gateway for Marketo was designed for advanced SMS integration between Marketo and BulkSMS. This guide covers the basic integration steps, and should be sufficient for most common SMS messaging needs. Before you start, make sure you have the following ready.

BulkSMS account
Your username and password, or an API token (ID and secret)

Marketo admin access
To create webhooks, smart campaigns and custom fields

Marketo API credentials
Client ID, secret and REST endpoints—needed for bulk campaigns and callbacks

Advanced Group Messaging – Key Features

The BulkSMS Marketo Gateway can very efficiently send bulk messages to large numbers of leads.

- **Quick and Easy.** Basic setup (STEP 1 & 2) can be completed in minutes.
- Send up to 30,000 messages in a single submission
- Long messages up to 1536 characters in length
- Send messages that contain Unicode and special characters
- Two-way messaging – mobile originated messages posted to Marketo in real-time
- Status report updates sent periodically using minimal Marketo API calls
- Allows tokens within tokens for bulk messages
- Smart tokens (to prevent long or Unicode messages because of token content)

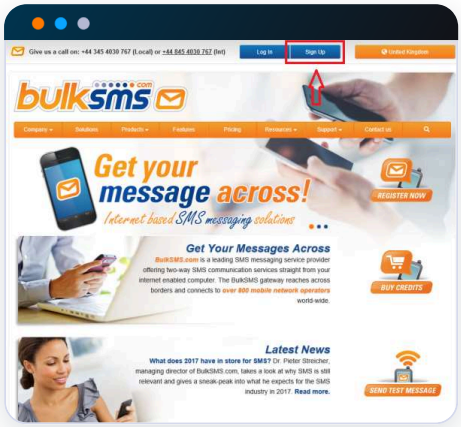
Plus! Send to any mobile network internationally, local replies and competitive pricing.

Additional features can be discussed with your account manager or someone in our support team: schedule messages for later delivery (up to 1 year in advance); a customizable sender ID – like your brand or company name or alternate reply number; and incoming long numbers for mobile originated messaging.

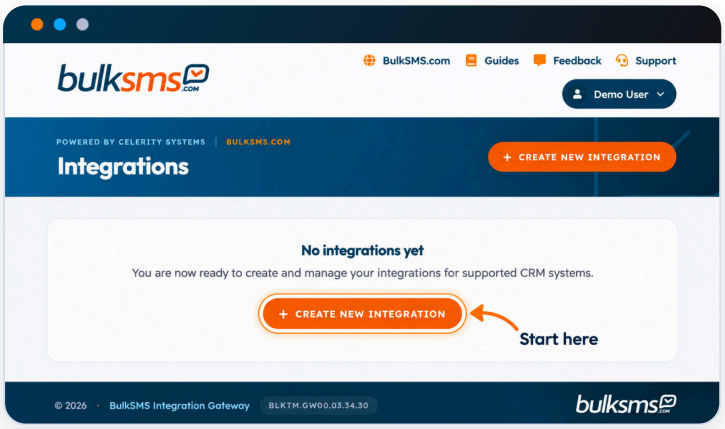
Contact support@bulksms.com if you need more information, and please mention your specific requirements so that the request can be allocated to the correct person / team.

02 STEP 1 – Register with BulkSMS.com

1. Go to www.bulksms.com and click **Sign Up** to register a new account. After sign-up you will have a few test credits in your account.



2. Sign in to the BulkSMS Integration Gateway at www.bulksms.com/integration-gateway, click **Create New Integration**, choose **Marketo** and give the integration a name.



3. Your integration's unique **<user_key>** is a 36-character key in the format `xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx`. It is part of the webhook URL shown on the integration's **Webhook-Info** page (STEP 2), so you rarely need to type it yourself.

Get FREE SMS test credits

If you need additional free test credits, send an e-mail **To:** support@bulksms.com with:

- **Subject Line:** Marketo Integration Request
- The name of your Company
- Your BulkSMS username (this is case sensitive)

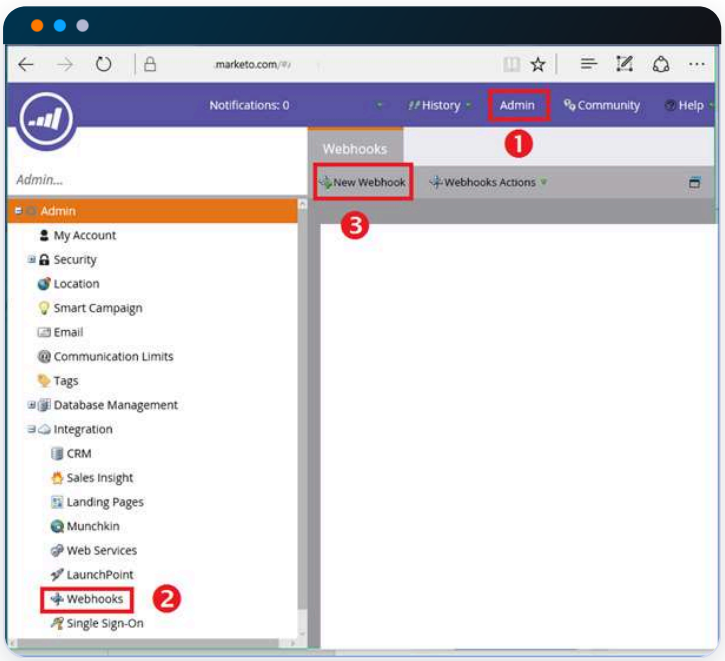
We will then load some additional free test credits to your account.

03 STEP 2 – Trigger Campaign Webhook

Create a Marketo Webhook for a trigger campaign. Each call of the webhook sends one SMS to one lead.

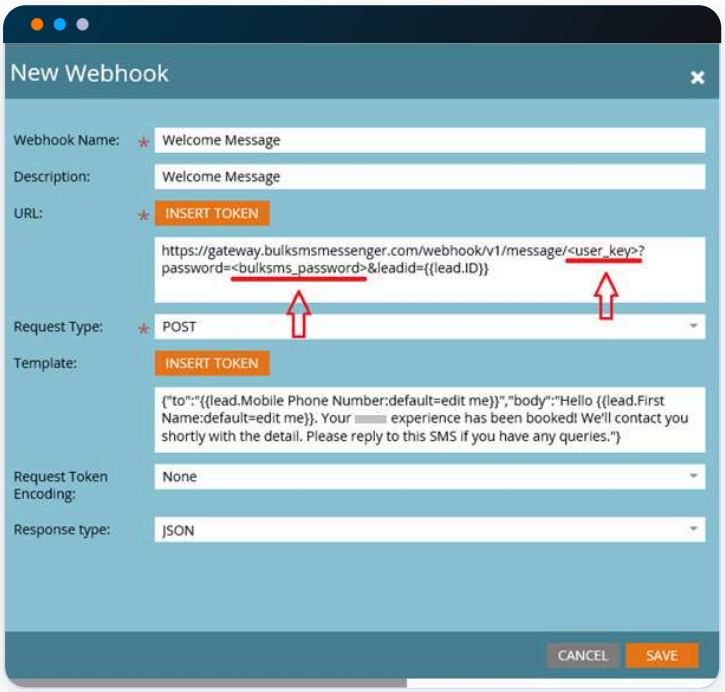
1. In the Integration Gateway, click **Webhook-Info** for your Marketo integration. The page shows the **URL** and **Template** to paste into Marketo, each with a copy button. You can optionally enter a **Marketing Code** (letters and numbers, under 20 characters) which is added to the URL.

2. In Marketo, go to **Admin**, **Integration**, **Webhooks**, and create a **New Webhook**.

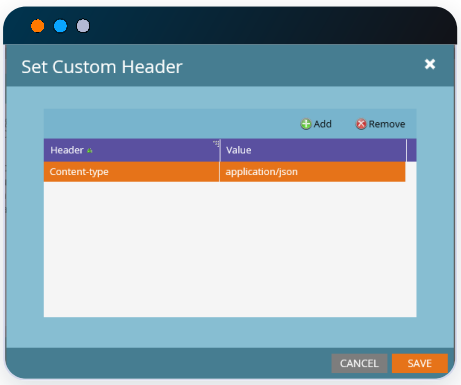


3 Enter the Webhook details:

- **URL** – paste the URL from Webhook-Info (see below).
- **Request Type** – `POST`
- **Template** – paste the Template from Webhook-Info and change the message as required.
- **Request Token Encoding** – `None`
- **Response Type** – `JSON`



4 Under **Webhooks Actions**, choose **Set Custom Header** and add **Header:** `Content-type`, **Value:** `application/json`.



URL

```
https://www.bulksms.com/integration-gateway/webhook/v1/message/<user_key>?lead_id={{lead.ID}}
```

Replace `<user_key>` with your integration's key—or simply copy the URL from Webhook-Info, where it's already filled in. `lead_id` links delivery reports and replies back to the lead (the older name `leadid` is still accepted).

Template

```
{"to":"{{lead.Mobile Phone Number:default=edit me}}",
 "body":"Hello {{lead.First Name:default=edit me}}. Your experience has been booked! We'll contact you shortly with the detail. Please reply to this SMS if you have any queries.",
 "authentication":{"id":"<your-id>","secret":"<your-secret>"}}
```

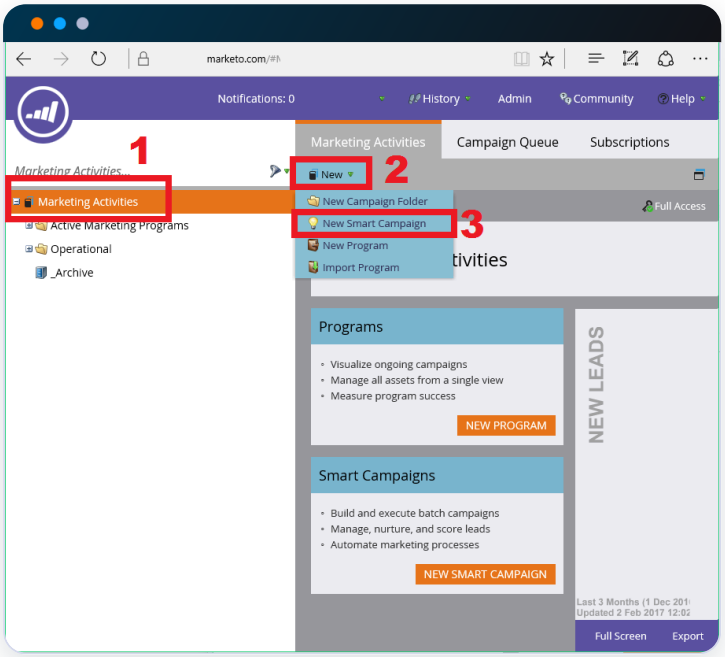
Replace `<your-id>` and `<your-secret>` with your BulkSMS *username* and *password*, or a BulkSMS API token ID and secret. The Template on the Webhook-Info page already contains your credentials in encrypted form.

> ! Do not include the < angle brackets >. The credentials go in the Template's `authentication` object: a `password=` query parameter on the trigger URL is no longer used, and a webhook without `authentication` is rejected.

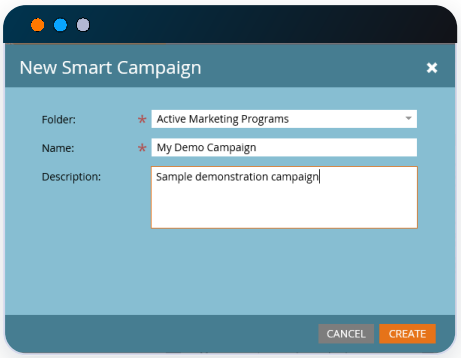
04 STEP 3 – Create a Trigger to Send an SMS

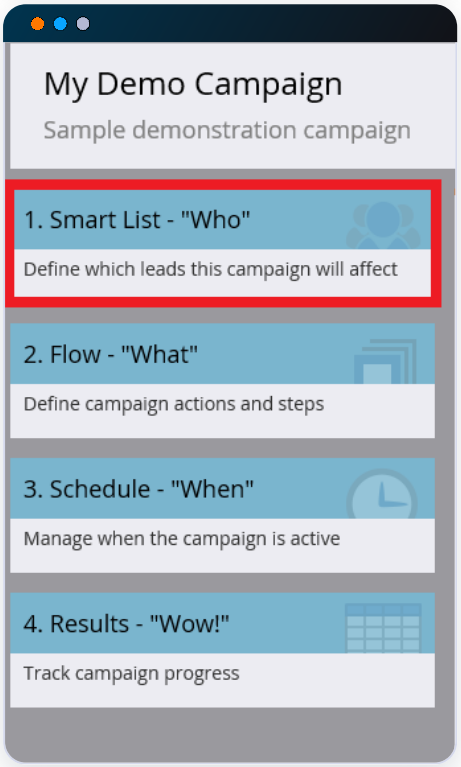
There are many ways to create a trigger to send an SMS. The following is just one example. You should implement what works best in your business.

1 From the main Marketo menu, click **Marketing Activities**, **New**, **New Smart Campaign**.

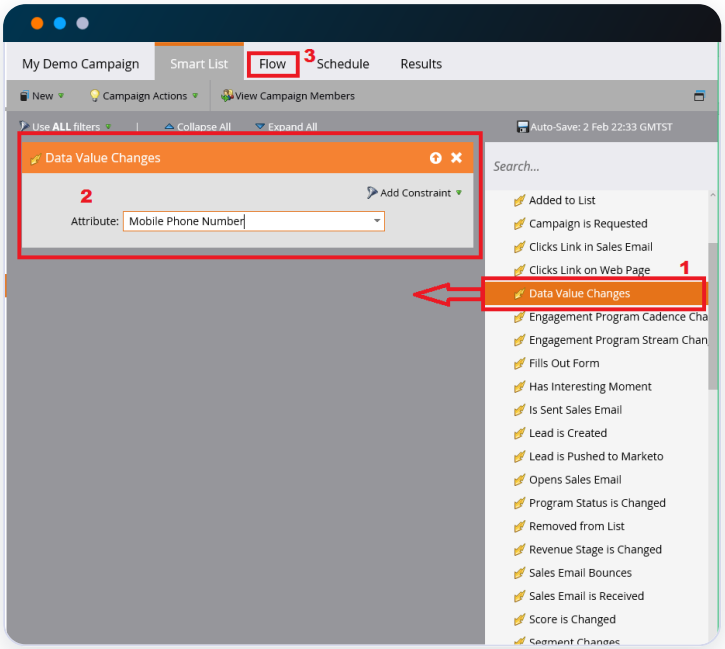


2 Enter some basic descriptive information, select the **Folder** from the drop-down list and click **Create**. Then select the **Smart List** option.

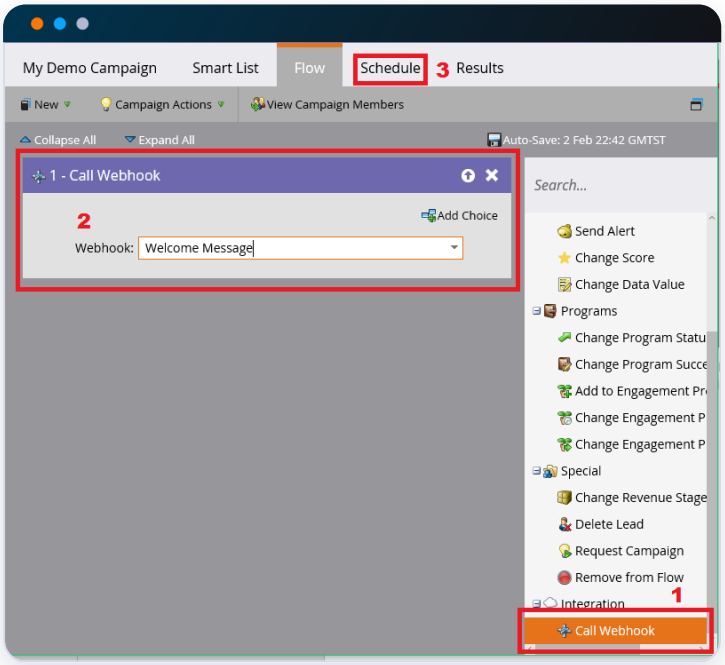




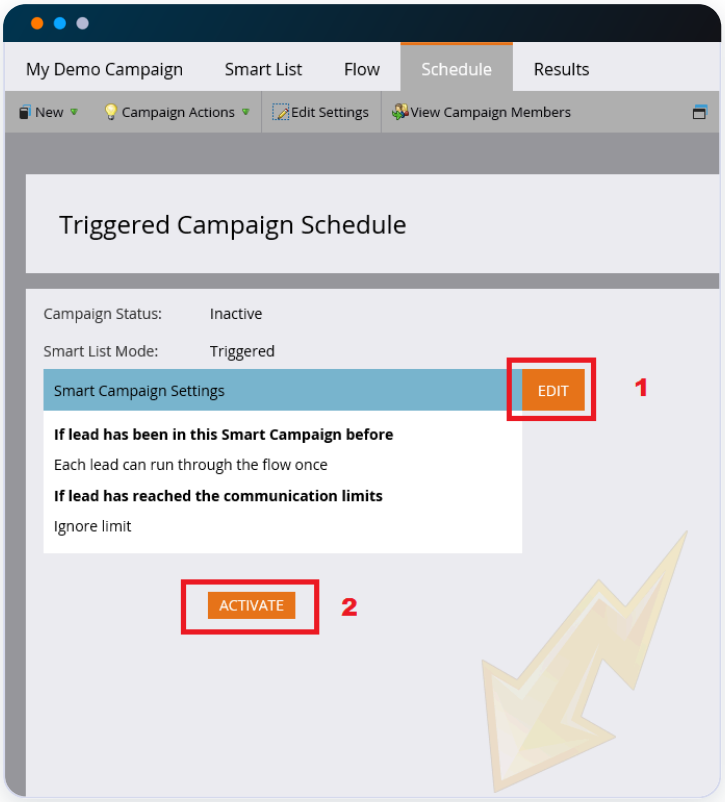
3 **Create the Smart List.** Drag **Data Value Changes** from the list on the right into the main work area, then select **Mobile Phone Number** from the **Attribute** list. Click the **Flow** tab to continue.

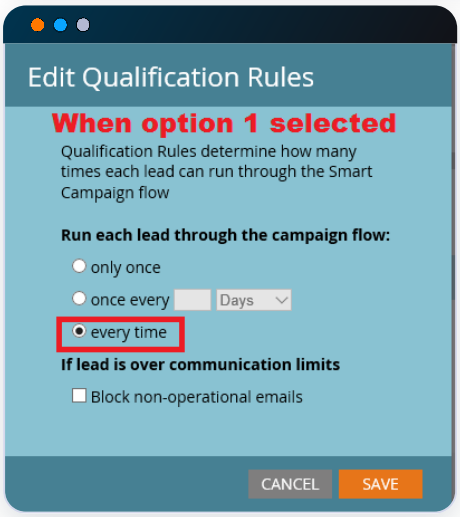


4 **Configure the Flow.** Drag **Call Webhook** into the main work area, choose the Webhook you created in STEP 2 from the **Webhook** drop-down, then click the **Schedule** tab.



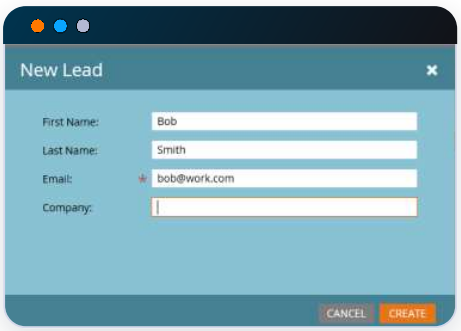
5 **Schedule the trigger.** By default a lead is only included in the campaign once. Because you're testing and are likely to send several messages, you can optionally change the qualification rule from **only once** to **every time**. The campaign won't work until you click **Activate**.

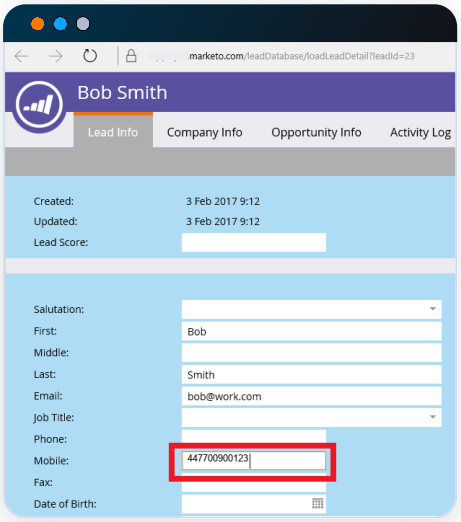




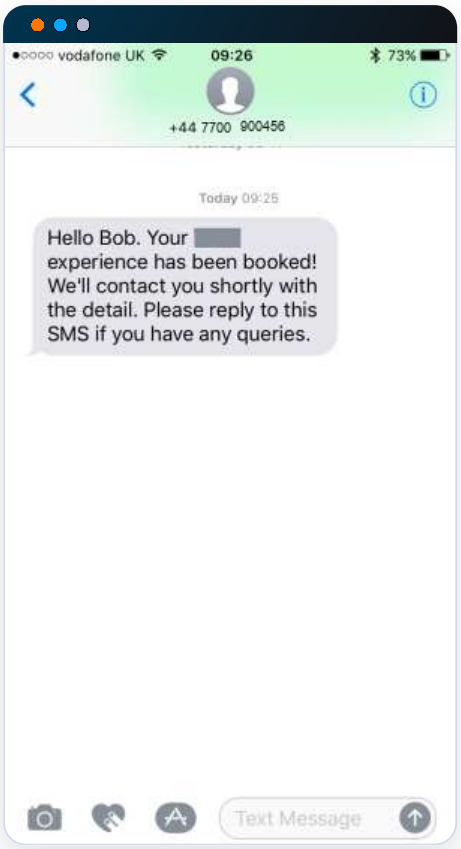
Basic Testing

1. Create a new Lead, then edit it and add a mobile number to the **Mobile:** field.





2 The Lead is saved when you move to the next field. This triggers the webhook, which sends the message to the mobile phone.



05 Diagnostics and Further Development

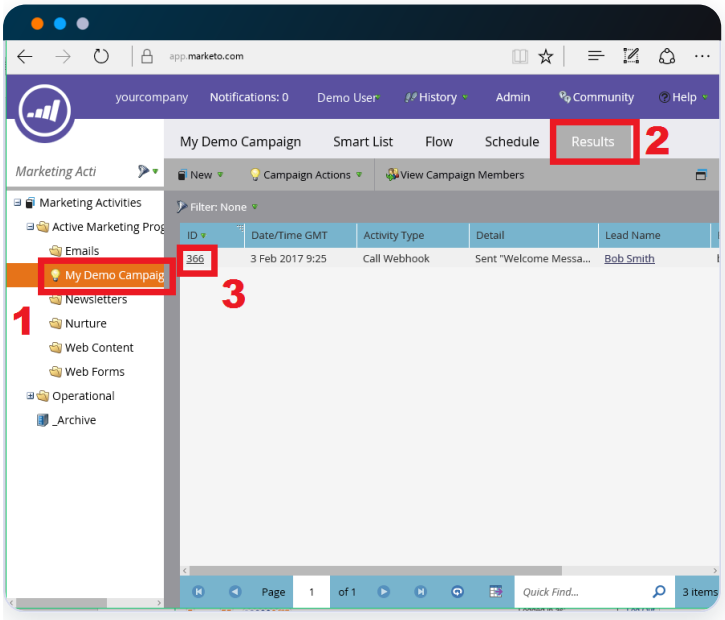
If the SMS isn't delivered when the webhook is triggered, there are a few things to check.

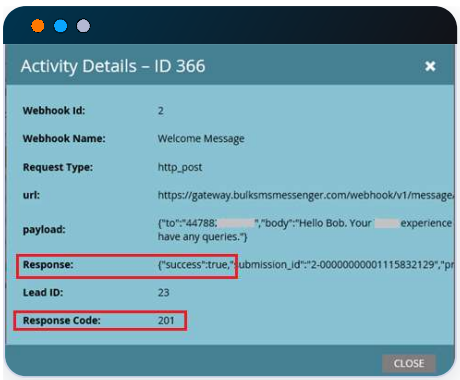
Check the basics

- You have a valid BulkSMS account with credits.
- The webhook URL contains your integration's `<user_key>`, and the Template's `authentication` contains the correct (case sensitive) username and password or API token.
- The mobile number is valid and begins with a country code, e.g. 4412345678 (for the UK) or 112345678 (for the US). A number that still starts with 0 is rejected unless a country code is set—add `&country_code=44` to the URL or set **Default Country Code** on the integration's Settings page.
- The campaign has been Activated.
- Qualification Rules are set to 'Every time' – see Schedule the trigger.

Check the Marketo configuration

Look at the campaign **Results** screen. If there is no activity, the Webhook is not being triggered. If there is activity, view the detail: **Activity Details** shows whether the message was sent, with any success or error messages and codes.





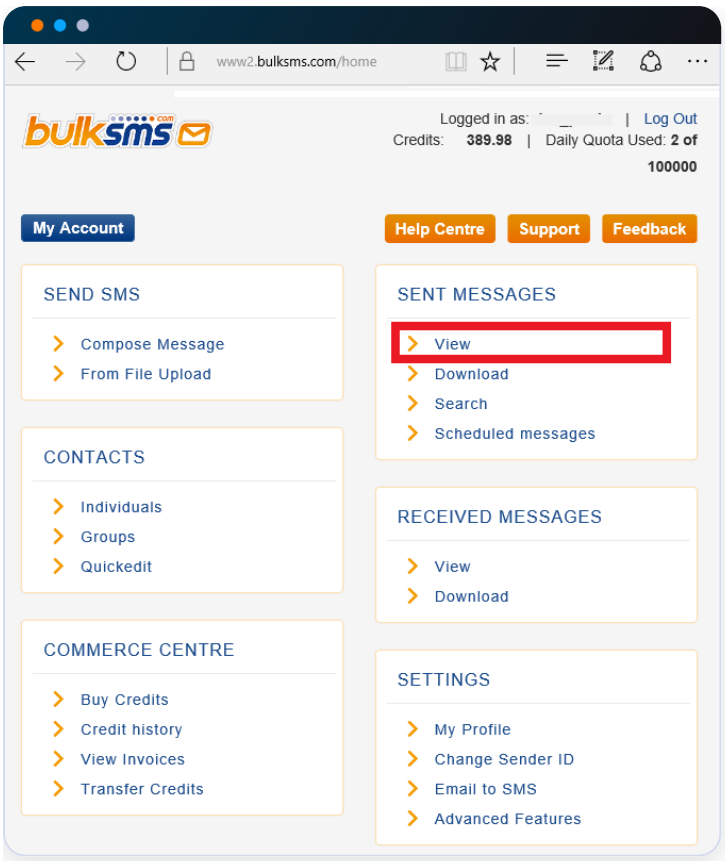
TYPICAL RESPONSE CODES

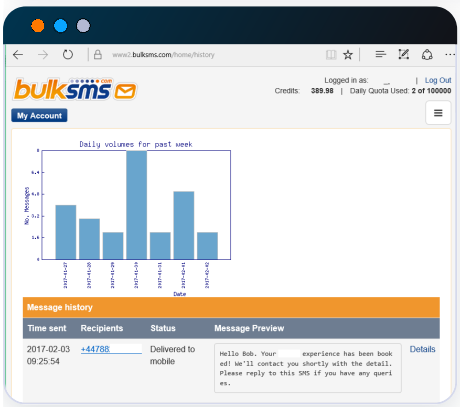
The only valid response is 201 (Created). Any other code is an error, and the response includes a description in `additional_content`. Contact support@bulksms.com if you need assistance.

CODE	MEANING	REASON
400	Bad Request	Something in the request is invalid—for example a missing `Content-type: application/json` header, or a number starting with 0 and no country code.
401	Unauthorized	The user key, username/password or API token is wrong, or the token belongs to a different BulkSMS account than the integration.
403	Forbidden	The request indicated an action that is not allowed.
422	Unprocessable Entity	The request entity is invalid
429	Throttled	Too many requests (see RFC 6585: http://tools.ietf.org/search/rfc6585)
500	Internal Server Error	Something unrelated to the request is broken
503	Service Unavailable	The server is refusing to handle your request. You would normally only see this status as part of a throttled response, but it may appear in other cases.

Check the BulkSMS configuration

If the response code is 201, the message was accepted by BulkSMS. Log in to your BulkSMS account and click **View** in the **SENT MESSAGES** area. Sent messages are listed on the Message history page with a descriptive delivery status to help diagnose delivery issues.





Further Development

The steps in this guide get you started with a basic messaging sample, which can be extended for much more sophisticated use cases. Messages are 2-way: recipients can reply, and replies are available in your BulkSMS Inbox using any of our products—the web site, our API, the Desktop Messengers for Windows or Apple Mac, or the iOS App. Visit www.bulksms.com/products for more information. To have reply messages and delivery status updates sent back to Marketo in real time, continue with STEP 5.

06 STEP 4 – Bulk Campaign Webhook

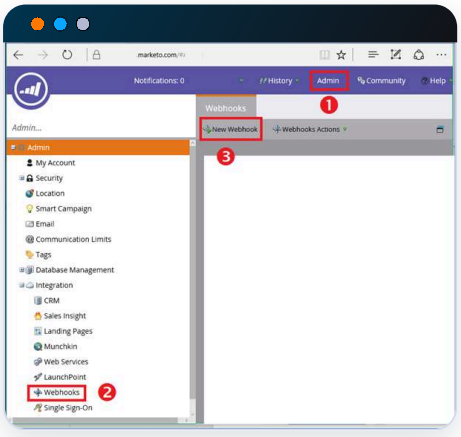
Create a Webhook for a Bulk Campaign (optional). Bulk Campaigns send personalized messages to up to 30,000 leads in a single submission.

Bulk campaigns are useful when you want to send to large numbers of contacts at one time, especially if your message is time critical and you are receiving delivery reports and you have restrictions on your daily REST API quota. Instead of the ID of a lead, you specify the ID of the list or program; the BulkSMS system does the hard work, and status reports and replies are pushed back to your Marketo instance automatically.

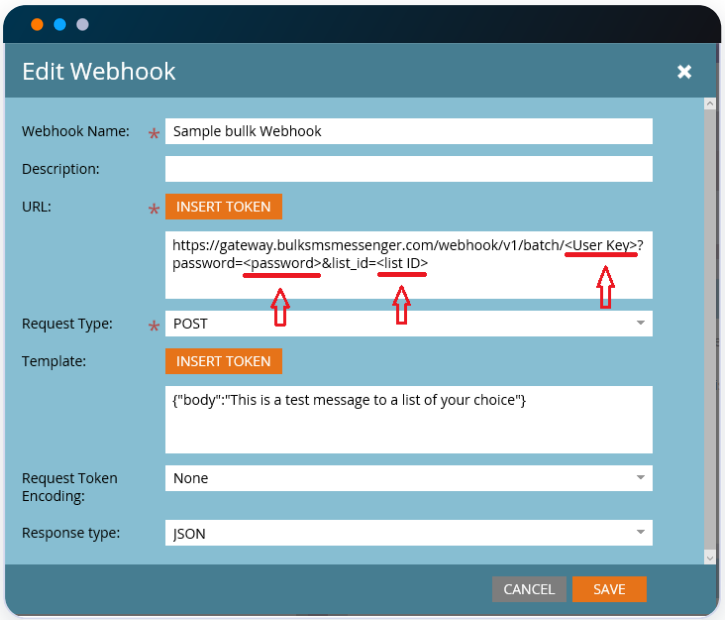
! Bulk campaigns read your leads through the Marketo API, so the Marketo connection details in STEP 5 are required. Without them the webhook is rejected with “Marketo Launchpoint client ID / secret pair has not been specified.”

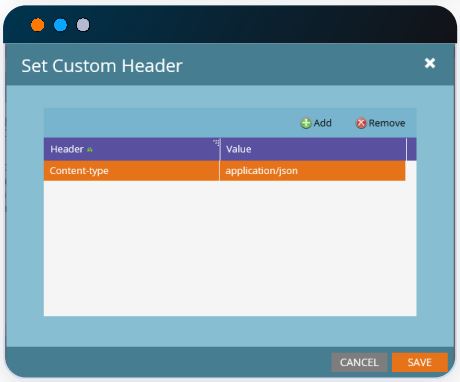
You can also send bulk messages to a list or program from the **Bulk Messages** page of your integration in the Integration Gateway. Please contact support@bulksms.com if you’re unsure or need more information.

1. In Marketo, go to **Admin**, **Integration**, **Webhooks**, and create a **New Webhook**. Enter the URL and Template below, with **Request Type** `POST`.



2 Enter the Webhook details as shown, then add the custom header **Header:** `Content-type`, **Value:** `application/json`.





URL

```
https://www.bulksms.com/integration-gateway/webhook/v1/batch/<user_key>?password=
<bulksms_password>&list_id={{list.ID}}&deduplication_id=<number>
```

Replace `<user_key>` with your integration's key and `<bulksms_password>` with your BulkSMS password. Do not include the < angle brackets >. Use `program_id=` instead of `list_id=` to send to a program—the names have an underscore (`listid` is not recognised). `deduplication_id` is required: a whole number from 1 to 2,147,483,648, changed for each new send (see Appendix A).

Template

```
{"body":"Hello [[lead.First Name:default=edit me]]. This is a test message to a list of your choice"}
```

Modify the message as required. Bulk message tokens use [[square braces]] and no `"to"` is needed.

07 STEP 5 – Update Leads via Callbacks

Push BulkSMS reply messages and delivery status updates back to the Marketo lead the SMS was sent to. Optional for trigger campaigns (STEP 2), but required for bulk campaigns (STEP 4).

- **Delivery Status Updates** – the delivery status of each SMS is written to a custom field on the lead, as proof that the message was delivered or with the reason it failed.
- **Reply (Mobile Originated) Messages** – a reply SMS is written to a custom field on the lead.

You can then create other triggers to perform another action in response to these updates.

Marketo Configuration

Create Marketo API credentials so that BulkSMS can make authenticated calls to your instance. You will need the **Client ID**, **Client Secret**, **REST endpoint** and **REST identity endpoint**.

Marketo REST API OPEN →

How to create a Marketo API user and find your client ID, secret and endpoints.

Enter them on your integration's **Settings** page in the Integration Gateway under **Connection Details**—**Client ID**, **Client Secret**, **REST API Endpoint** and **REST Identity Endpoint**—and click **Test Connection**. Then, under **Activity Updates**, tick **Enabled**, choose the **Sent Messages**, **Status Updates** and **Reply Messages** options, and click **Save Settings**. Saving sets up the reply and status report callbacks on your BulkSMS account for you.

i Setting a **Status Updates** or **Reply Messages** option to disabled also switches off that callback, so those updates stop reaching Marketo.

Create Custom Fields on the Lead object

Create these custom fields on the Lead object. API names are case sensitive. Every update writes `sms_programid` as well as the status or reply, so create all three.

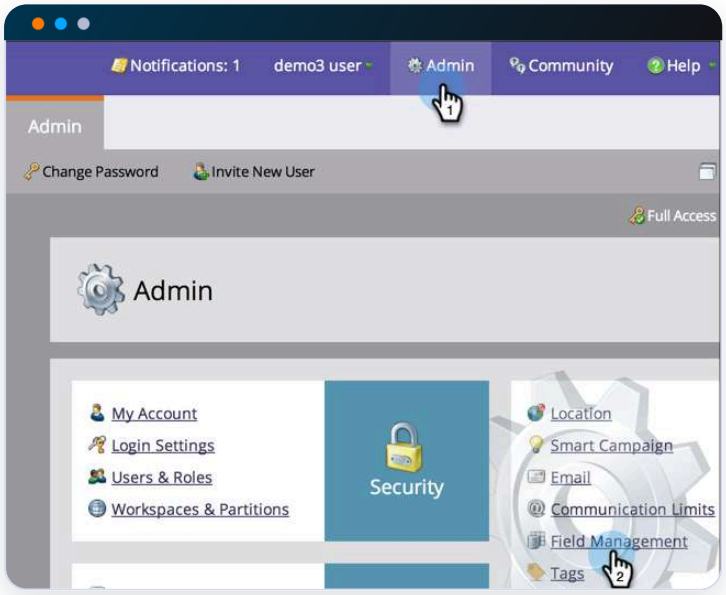
FIELD NAME	API NAME
SMS Delivery Status	`sms_delivery_status`
SMS Reply	`sms_reply`
SMS Program Id	`sms_programid`

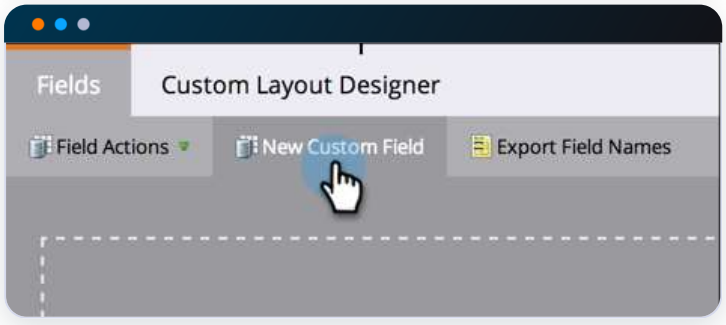
Create a custom field in Marketo

Marketo's blog post—steps 1 to 5 are relevant and are summarised below.

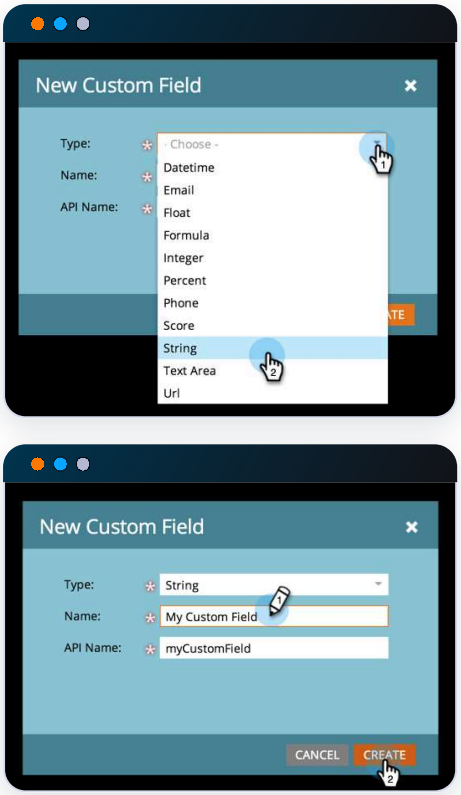
OPEN →

1 Under **Admin**, click **Field Management**, then click **New Custom Field**.



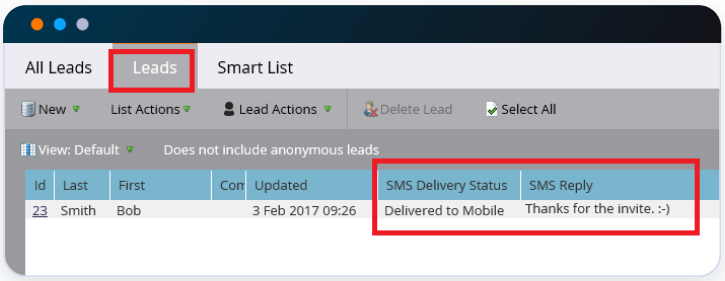


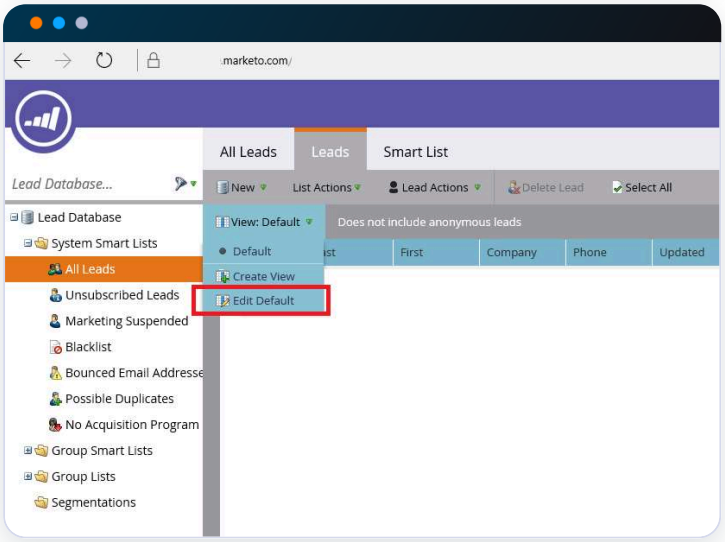
2 Choose the field **Type** (this changes how it is rendered in Smart Lists and Forms) and enter the **Name** as it should appear in Marketo—e.g. 'SMS Delivery Status' from the table above. Repeat for the other fields.



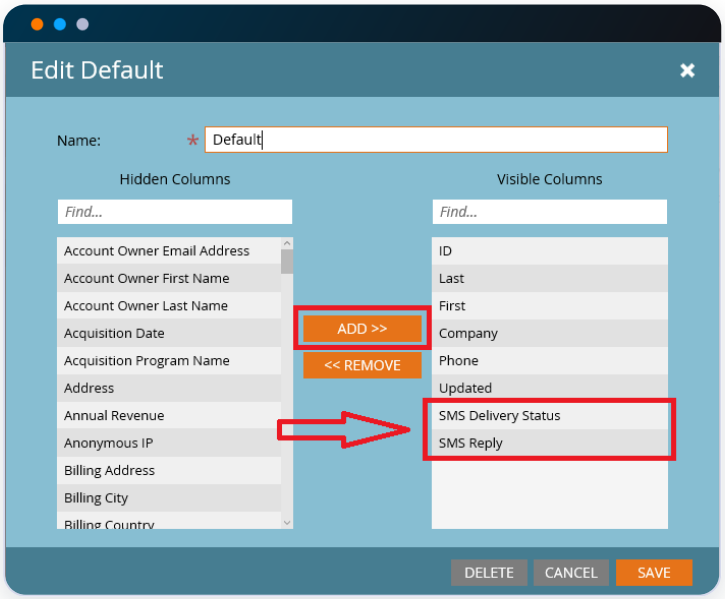
Show the new fields in the Leads view

1. Add the fields to the Leads view so you can see the delivery status and any reply at a glance. Edit the Default view, or create a new View.





2. Move the fields you want from **Hidden Columns** to **Visible Columns**.



08 Appendix A: API Reference

BulkSMS Marketo Gateway API Reference.

Marketo Webhook REST URIs

The general webhook URL has the following structure:

```
https://<endpoint>/<api_function>/<user_key>?<parameters>
```

> Your integration's **Webhook-Info** page shows the trigger URL for your account, including your `<user_key>`.

ENDPOINT

https://www.bulksms.com/integration-gateway

Example: `https://www.bulksms.com/integration-gateway/webhook/v1/message/1A2B3C4D-5E6F-4A7B-8C9D-0E1F2A3B4C5D?lead_id=123`

Function: /webhook/v1/message/

Purpose: sends an individual (triggered) SMS message from Marketo. These are referred to as trigger campaign messages within Marketo.

```
POST https://<endpoint>/webhook/v1/message/<user_key>?lead_id={{lead.ID}}
```

QUERY PARAMETER	REQUIRED	COMMENTS
`lead_id`	Yes	ID of the lead the message is being sent to (`leadid` is also accepted)
`sender_address`	Optional	Approved sender ID (see Sender Address Specification)
`country_code`	Optional	Added to numbers without a country code. Defaults to the integration's Default Country Code.
`marketing_code`	Optional	Marketing Code recorded with the message (set on the Webhook-Info page)
`program_id`	Optional	Marketo program ID, stored with the message

BODY

```
{"to":"{{lead.Mobile Phone Number}}","body":"Hello there {{lead.First Name}}",
 "authentication":{"id":"<your-id>","secret":"<your-secret>"}}
```

`to`, `body` and `authentication` are required. The `password` query parameter of earlier versions is ignored.

LIMITS AND COMMENTS

No limits on outgoing messages, but status report updates and mobile originated messages are restricted in quantity by the daily Marketo REST API quota. There might also be time restrictions: messages might be delayed for large batches because Marketo might need to share limited resources between many competing requests.

The `lead_id` is required so that status reports and replies can update the same lead that was specified in the outgoing message. Status reports and MO messages are pushed back to Marketo in real-time. While the outgoing message doesn't use any Marketo REST API calls (a limited resource), status report updates and replies do. This function is easy to implement but has limited bulk capacity, mainly because Marketo posts messages individually.

Function: /webhook/v1/batch/

Purpose: used to send bulk SMS messages from Marketo.

```
POST https://<endpoint>/webhook/v1/batch/<user_key>?password=****&list_id=<int>|program_id=
<int>&deduplication_id=<int32>&predicted_lead_count=<int>
```

QUERY PARAMETER	REQUIRED	COMMENTS
`password`	Yes	BulkSMS account password
`list_id`	One of *	ID of the list this message must be sent to
`program_id`	One of *	ID of the program this message must be sent to
`deduplication_id`	Yes	Prevents duplicates from being sent. A whole number from 1 to 2,147,483,648.
`predicted_lead_count`	Optional	Prevents accidental wrong group messages: the send is aborted if the number of leads found doesn't match
`sender_address`	Optional	Approved sender ID (see Sender Address Specification)

BODY

```
{"body":"Hello there [[lead.First Name]]"}
```

The body does not require the “to” parameter, and /batch tokens are enclosed in [[square braces]]. A structured `"from"` object can be added—see Sender Address Specification.

LIMITS AND COMMENTS

30,000 messages in a single submission. This function sends bulk personalized messages to the leads in the specified List or Program. Use `predicted_lead_count` to prevent accidentally sending the message to the wrong group.

Duplicate mobile numbers are eliminated by accepting the first, then skipping subsequent leads with the same mobile number. The order for extraction is undetermined. Replies are pushed back to Marketo in real-time; status reports are accumulated and pushed back periodically. Multipart replies are viewable in the Marketo lead Activity Log.

Resubmissions will require a new `deduplication_id` if any of the body details or other parameters are changed.

Trigger (/message) campaigns call the webhook once for each message recipient, but bulk (/batch) campaigns should only call the webhook once for the entire campaign, regardless of the number of members in the program or list. This is because /batch campaigns use the program or list ID provided to extract the lead members for a single bulk submission. There is a maximum of 30,000 members per submission.

09 Sender Address Specification

The sender address determines what is displayed in the FROM portion of an SMS message. “Sender address” in this documentation and “sender ID” in other documentation are one and the same thing; the term sender address aligns with the underlying API terminology.

Sender address usage

Messages can be replied to by default, so the FROM portion will contain a reply mobile number. This number would generally be one from a pool of BulkSMS.com owned local numbers. Replies are routed back to the Inbox of your BulkSMS.com account, and after full integration can also be pushed back to Marketo.

Custom sender address

The reply number can be overwritten with a custom sender address, which could be a short-code, a different reply number or other alpha numeric text, such as a brand or campaign name. The sender address is limited to 11 characters and shouldn’t contain any punctuation, spaces or special characters.

BulkSMS.com controls the sender address to help prevent fraud and encourage responsible messaging. You can only use a custom sender address that has been approved for your BulkSMS.com account. Apply for approval by following the links after logging in to your BulkSMS account, or from the contact page https://www.bulksms.com/contact/.

! If you use a sender address in your Marketo webhook that has not been authorized for your account, the message will be sent from a BulkSMS branded address, such as ‘bulksms.com’. Be sure to test first before sending bulk messages!

Using the custom sender address

Specify the sender address as a query parameter in the Marketo Webhook URL, in both /message (trigger) and /batch (bulk) messages:

```
sender_address=<your custom sender address>     e.g. sender_address=CocaCola
```

Full usage:

```
https://<endpoint>/webhook/v1/message/<user_key>?lead_id={{lead.ID}}&sender_address=TheDentist
```

A value that starts with + or is all digits is sent as a phone number (INTERNATIONAL); anything else as text (ALPHANUMERIC). Leave it out, or use `REPLIABLE`, for a repliable number. The sender address is not URL decoded, and is limited to basic alpha numeric text.

Structured "from" object (bulk messages)

In /batch messages, more complex sender details can be given as a `"from"` object in the webhook payload, following the JSON API specification at http://developer.bulksms.com/json/v1/. A `sender_address` query parameter takes precedence. Trigger (/message) webhooks use only the `sender_address` parameter.

```
{
    "from": {"type":"ALPHANUMERIC","address":"BobBuilder"},
    "body": "Hello World!"
}
```

NOTES FROM THE API SPECIFICATION

The value is ignored if your account profile does not allow you to specify the sender.

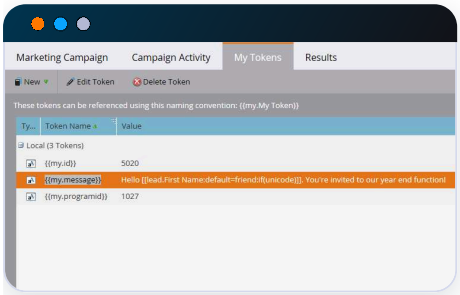
"type" – `"INTERNATIONAL"` `"ALPHANUMERIC"` `"SHORTCODE"` `"REPLIABLE"`. Specify REPLIABLE if you want BulkSMS to collect replies on your behalf. If the recipient is in a country where BulkSMS does not have a local reply number, the reply may cost more than sending a local SMS in that country. If you operate a service from a shortcode in a locale that allows it, specify SHORTCODE.

"address" – validation depends on the type. INTERNATIONAL can start with +, has a maximum length of 15 digits, and has to be longer than 6 digits. ALPHANUMERIC has a maximum length of 11 characters. SHORTCODE has a maximum length of 6 digits. REPLIABLE should not specify a value here.

10 Tokens and Smart Tokens

[[Tokens]] within {{Tokens}}

Tokens used in /batch messages are specified within [[double square braces]]. These tokens can be used in Marketo 'My Tokens', so the message detail can be kept outside the webhook and a single webhook can be used across multiple campaigns.



Smart Tokens

[[Tokens]] can also contain attributes that change their behaviour at submission time. For example, to stop a message getting too long you can give a token a maximum length, so that longer content is replaced by a default value. There is a similar attribute for Unicode characters. Tokens can contain:

`:default=` `:if(>n)` `:if(unicode)`

> `:default=edit me` (Marketo's own placeholder) is treated as an empty default.

TOKEN FIELD (NO ATTRIBUTES)

`"Hello [[lead.First Name]]. How are you?"`

LEAD.FIRST NAME	MESSAGE
Bob	"Hello Bob. How are you?"

:DEFAULT= – THE VALUE TO USE IF THERE IS NO MERGE CONTENT

`"Hello [[lead.First Name:default=friend]]. How are you?"`

LEAD.FIRST NAME	MESSAGE
Bob	"Hello Bob. How are you?"
(empty)	"Hello friend. How are you?"

:IF(>N) – USE THE DEFAULT IF THE VALUE IS LONGER THAN N CHARACTERS

`“Hello [[lead.First Name:default=friend:if(>5)]]. How are you?”`

LEAD.FIRST NAME	MESSAGE
Bob	“Hello Bob. How are you?”
(empty)	“Hello friend. How are you?”
Peter	“Hello Peter. How are you?”
Annabel	“Hello friend. How are you?”
Bob 美	“Hello Bob 美. How are you?” (this message is now Unicode)

:IF(UNICODE) – USE THE DEFAULT IF THE VALUE CONTAINS UNICODE CHARACTERS

`“Hello [[lead.First Name:default=friend:if(unicode)]]. How are you?”`

LEAD.FIRST NAME	MESSAGE
Bob	“Hello Bob. How are you?”
(empty)	“Hello friend. How are you?”
Peter	“Hello Peter. How are you?”
Annabel	“Hello Annabel. How are you?”
Bob 美	“Hello friend. How are you?”

:IF(UNICODE):IF(>N) – USE THE DEFAULT IF EITHER CONDITION IS MET

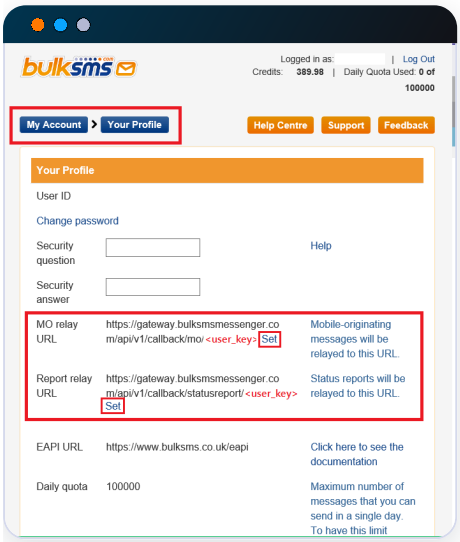
`“Hello [[lead.First Name:default=friend:if(unicode):if(>5)]]. How are you?”`

LEAD.FIRST NAME	MESSAGE
Bob	“Hello Bob. How are you?”
(empty)	“Hello friend. How are you?”
Peter	“Hello Peter. How are you?”
Annabel	“Hello friend. How are you?”
Bob 美	“Hello friend. How are you?”

11 BulkSMS HTTP Push Configuration

When you save the integration's Settings with Activity Updates enabled (STEP 5), the Integration Gateway sets up reply and status report callbacks on your BulkSMS account automatically. The manual relay settings from the original version of this guide are kept below for reference.

These relay URLs are set on the BulkSMS **Your Profile** page, one for each account. Log in at www.bulksms.com and select **Your Profile**.



FIELD	RELAY URL
MO Relay	`https://www.bulksms.com/integration-gateway/api/v1/callback/mo/<user_key>`
Report Relay	`https://www.bulksms.com/integration-gateway/api/v1/callback/statusreport/<user_key>`

Sample configuration: https://www.bulksms.com/integration-gateway/api/v1/callback/mo/1A2B3C4D-5E6F-4A7B-8C9D-0E1F2A3B4C5D

Marketo Lead Updates

Status reports and MO messages (replies) update custom fields of the originating lead—`sms_delivery_status`, `sms_reply` and `sms_programid`. Create them as described in STEP 5. API names are case sensitive. **Take note:** the `sms_programid` API name differs from other uses of `program_id` (which contain an underscore).

12 Appendix B: Other BulkSMS Products

- Desktop Messenger for Windows, Apple Mac
- Salesforce Messenger
- JSON REST API
- Web Interface
- iOS App
- E-mail to SMS

You can use any or all of our products from the same BulkSMS account, or create multiple accounts for different use cases or internal departments. You can also easily transfer credits between accounts or have a primary (parent) account that sponsors multiple sub accounts.

Many of our clients use multiple products to cover all their SMS messaging needs.

The Desktop Messengers are very user friendly and they are particularly useful for ad-hoc messaging. The Desktop Messenger for Windows is the ideal tool for sending to large or huge groups, and can link to or reference external ODBC data-sources, such as SQL Server, Excel, MS Access, My Sql and many proprietary products that share data via ODBC.

The iOS App runs on most modern iPhone and iPads. It allows you to send to online groups that can contain as much as 10,000 contacts per group.

BulkSMS products

More information on all BulkSMS products.

OPEN →

BulkSMS JSON REST API

The API specification referred to in the Sender Address Specification.

OPEN →

Questions

We're here to help you every step of the way.

Please email **support@bulksms.com**. We will generally respond within the hour, but may take longer during busy periods or after hours. Alternatively, visit the **Contact page** on our website for other contact options.

Please be sure to mention **your username** and that you are using the **Integration Gateway for a Marketo integration**.

EMAIL SUPPORT CONTACT PAGE

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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