Create a transactional API SMS/MMS campaign

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Transactional API email campaigns are automated, personalized campaigns that usually follow customer interaction with your company or website.

To learn how to create a transactional email campaign, seeCreate a transactional API email campaign.

Prerequisites

User Role	View	Edit
Client Admin	Yes	Yes
Communicate Campaign Author	Yes	Yes
Viewer	Yes	No

- A technical resource at your company must be available to integrate with the API.
- Review how to prepare for transactional campaigns and send that information to the technical team who will set up the API.

Create a transactional SMS/MMS campaign

1. Navigate to **Campaigns** > **Automated Campaigns**.
2. Click **New** > **Campaign**.
3. Click **SMS/MMS** > **Next**.
4. Click **Transactional** > **Next**.
5. Choose the transaction type and click **Create**. The Settings screen appears.

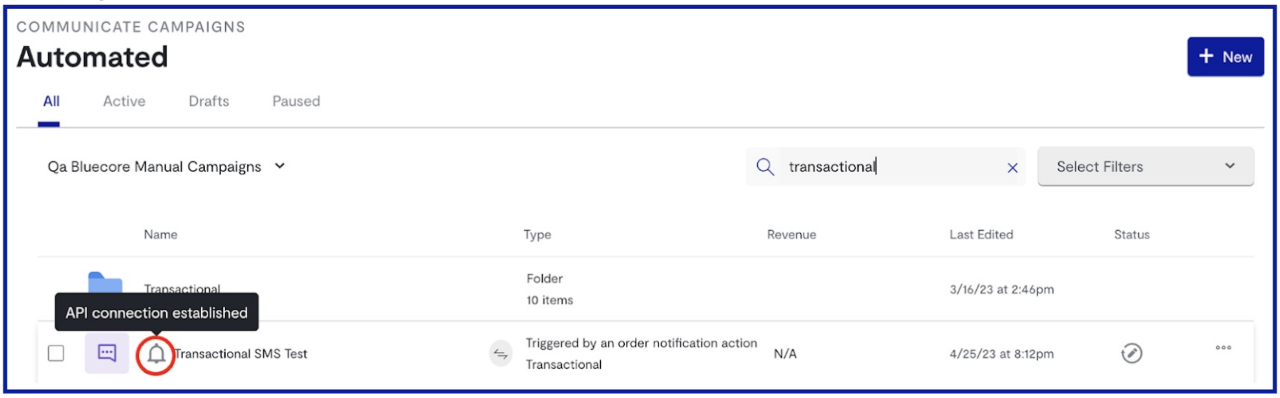
API requirements

Once you're finished entering in the information on your campaign, send the Campaign ID to your technical team.

The campaign ID is the number located after your Namespace in the URL, outlined in the screenshot.

Once your technical team sends a successful API call for that campaign, you can proceed to creating the message in the Message section.

When the connection is established, a bell icon displays on your campaign in the Communicate Campaigns list.



Message

Once your technical team has established an API connection, you will see the transactional attributes that can be populated in the message.

Customer attributes can’t be added to transactional SMS/MMS campaigns unless it’s being sent via API. If you need to reference customer information, ask your technical team to send that data via API so you can reference it in the message.

Automatically populated transactional attributes can’t be moved, but you can delete and then insert them in your message by completing the following:

1. Click in the message field where you want the transactional attribute to be.
2. Click on **Insert Transactional Attributes**. The Insert Transactional Attribute dialog box appears.
3. Select the attribute you want from the dropdown, and click**Insert**. The transactional attribute appears where your cursor displays.