



## Webhooks: Send a Text message via Mtarget API

Marketo allows the use of Webhooks to communicate with third party web services. Webhooks support the use of the GET or POST HTTP verbs to push or retrieve data from a specific URL.

Here is a guide explaining how to create a webhook that sends an SMS to marketo lead using Mtarget's platform

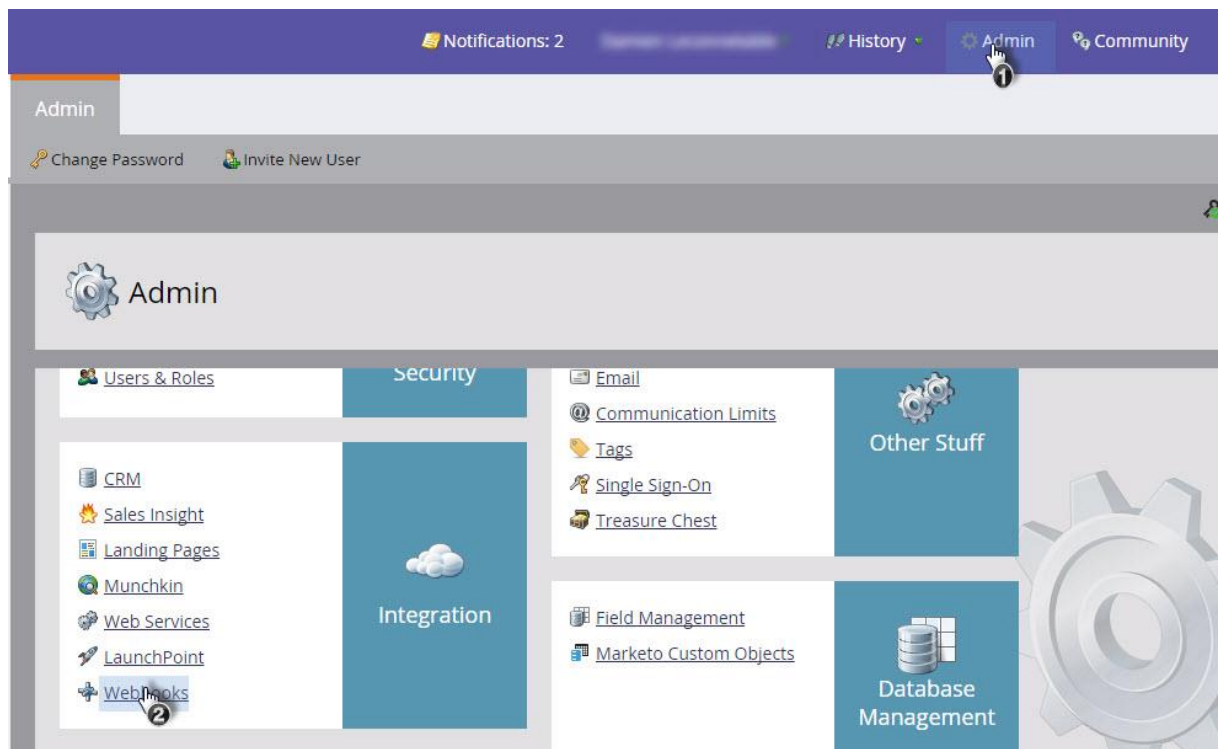
### Step 1:

Please contact us ( [support@mtarget.fr](mailto:support@mtarget.fr) ), to get your credentials

(username, password...)

### Step 2:

Under Admin, click on Webhooks.



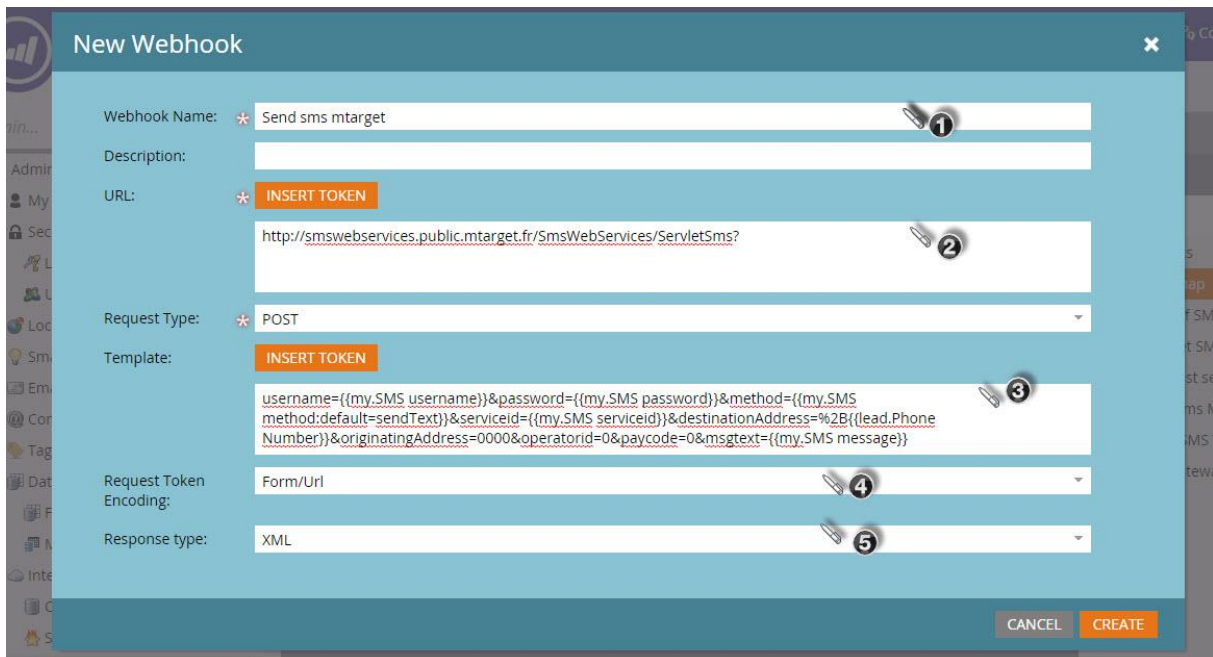
### Step 3:

Create a new webhook



### Step 4:

Fill-in the Webhook details as defined in the below screenshot, One of the powerful features webhook offers is that you can include Tokens ({{my.SMS username}}) as a part of the URL and/or Message for further customization.



Details:

- **URL** => <http://smswebservices.public.mtarget.fr/SmsWebServices/ServletSms?>
- **Template** => `username={{my.SMS username}}&password={{my.SMS password}}&method={{my.SMS method:default=sendText}}&serviceid={{my.SMS serviceid}}&destinationAddress=%2B{{lead.Phone Number}}&originatingAddress=0000&operatorid=0&paycode=0&msgtext={{my.SMS message}}`
- **Request Token Encoding** => Form/Url
- **Response type** => XML

## Step 5:

Before creating an activity you must set up the three tokens.

Testing - SMS GATEWAY Campaign Activity My Tokens Results

Marketing Activities... New Edit Token Delete Token

Marketing Activities

- Data Management
- Interesting Moments
- Lead Lifecycle
- Mtarget Program
- Nurturing
- Program Library Imports
- Scoring
- Testing - SMS GATEWAY**
  - Send sms to changed country
  - send sms welcome
  - Send sms welcome - Trigger
  - SMS Program

These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name	Value	Updated
Local (4 Tokens)			
	SMS password	xxxxxxx	
	{{my.SMS password}}	CANCEL SAVE	Dec 22, 2015 3:44 AM
	{{my.SMS serviceid}}		Dec 22, 2015 3:43 AM
	{{my.SMS username}}		Dec 22, 2015 3:44 AM

Search...

- Calendar File
- Date
- Email Script
- Number
- Rich Text
- Score
- SFDC Campaign
- Text**

## Final result:

Testing - SMS GATEWAY Campaign Activity My Tokens Results

Marketing Activities... New Edit Token Delete Token

Marketing Activities

- Data Management
- Interesting Moments
- Lead Lifecycle
- Mtarget Program
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- Testing - SMS GATEWAY**
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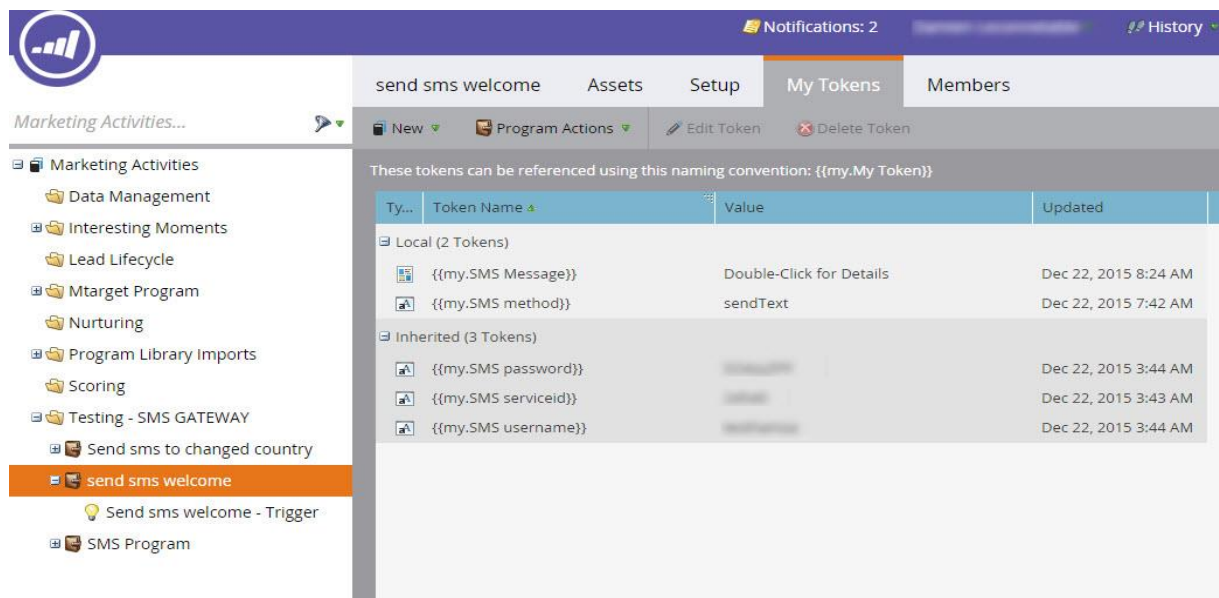
These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name	Value	Updated
Local (3 Tokens)			
	{{my.SMS password}}		Dec 22, 2015 3:44 AM
	{{my.SMS serviceid}}		Dec 22, 2015 3:43 AM
	{{my.SMS username}}		Dec 22, 2015 3:44 AM

## Step 6:

In the program's activity you create a token for the message (SMS body), and the second token for the method to send, by the way our API has 4 method to send a SMS.

- **sendText**: sending immediately an unit
- **sendTextDiffered**: sending to the deferred unit In this case the parameter "timetosend" is required (**timetosend=2015-12-30+07%3A13%3A01**).
- **sendTextExtended**: send the message with a customization sender In this case the parameter "extended" is required (**extended=REMOTEID=test**)
- **sendTextDifferedExtended** : sending to the deferred unit with a customization sender In this case the parameters "extended" and "timetosend" are required



The screenshot shows a software interface for managing marketing activities. The top navigation bar includes 'Notifications: 2' and 'History'. The main content area is titled 'My Tokens' and displays a table of tokens. The table has columns for 'Token Name', 'Value', and 'Updated'. The tokens are categorized into 'Local (2 Tokens)' and 'Inherited (3 Tokens)'. The 'Local' tokens are: '{{my.SMS Message}}' with value 'Double-Click for Details' and updated 'Dec 22, 2015 8:24 AM'; and '{{my.SMS method}}' with value 'sendText' and updated 'Dec 22, 2015 7:42 AM'. The 'Inherited' tokens are: '{{my.SMS password}}' with value 'password' and updated 'Dec 22, 2015 3:44 AM'; '{{my.SMS serviceid}}' with value 'serviceid' and updated 'Dec 22, 2015 3:43 AM'; and '{{my.SMS username}}' with value 'username' and updated 'Dec 22, 2015 3:44 AM'. The sidebar on the left shows a tree view of 'Marketing Activities' with 'send sms welcome' selected.

Type	Token Name	Value	Updated
Local (2 Tokens)			
	{{my.SMS Message}}	Double-Click for Details	Dec 22, 2015 8:24 AM
	{{my.SMS method}}	sendText	Dec 22, 2015 7:42 AM
Inherited (3 Tokens)			
	{{my.SMS password}}	password	Dec 22, 2015 3:44 AM
	{{my.SMS serviceid}}	serviceid	Dec 22, 2015 3:43 AM
	{{my.SMS username}}	username	Dec 22, 2015 3:44 AM

## Step 7:

In the final step all you need is to call that webhook and enjoy sending all your marketing messages.