



HUBSPOT INTEGRATION

Version 1.2

LATEST CHANGES

Version 1.0	07/12/2018	First version of the document
Version 1.1	04/05/2019	Added Campaign (optional) in Workflow Added Annex C: Verify if an SMS is sent in Workflow
Version 1.2	20/01/2020	Added introduction in functions

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PREVIOUS CONSIDERATIONS

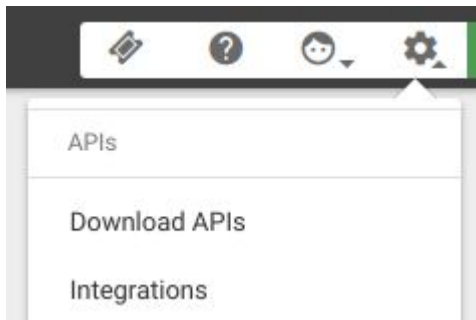
In order to ensure a correct integration, please bear in mind the following considerations:

- You must register on 360NRS, complete your tax profile and add balance to your account;
- Mobile phones **must be uploaded** using the international format. Otherwise, they can not be delivered correctly.
- The senders can be numeric or alphanumeric. For **numeric** senders the maximum length is **15 characters** and for **alphanumerics 11 characters**.
- A standard SMS has a maximum of 160 characters using the GSM7 codification. Special characters will be automatically replaced by the most similar character in the GSM7 codification. E.g. á is not supported by the GSM7 codification, so the system will automatically change it to for an **a**. You can find all GSM7 characters supported in the annex.
- Some characters included in the GSM7 count as 2 characters. You can also find the double characters in the annex.
- If the length of SMS is greater than the maximum, the system will concatenate the necessary SMS up to a maximum of 5 SMS. (the end user receives a single message)

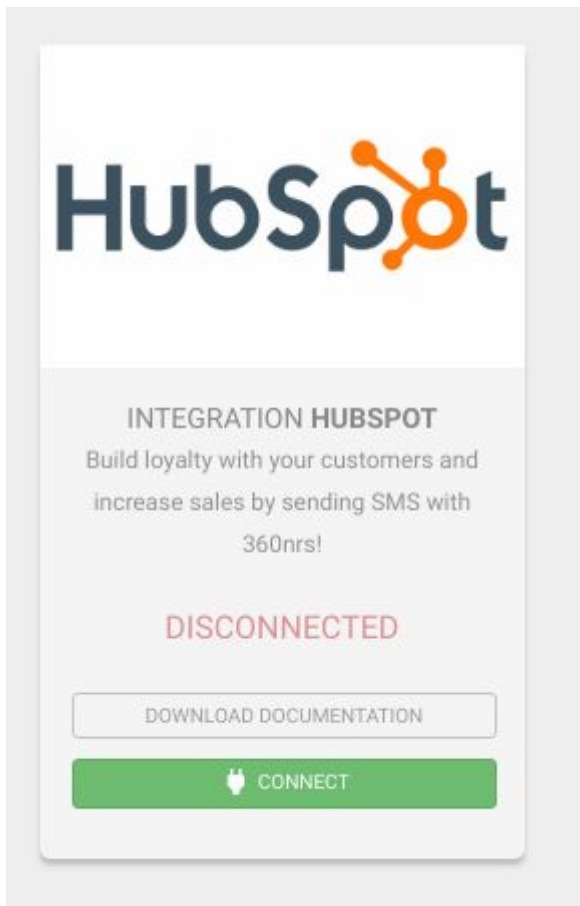
CONNECTION

In order to integrate 360NRS with Hubspot you must connect 360NRS to Hubspot.

To do this, go to the tools icon  on the upper bar and select **Integrations**.



Please select Hubspot:



By clicking on the CONNECT button



you will be redirected to Hubspot, where all your accounts will be displayed:

Choose an Account

NAME	DOMAIN	PRODUCTS
[Redacted]	[Redacted]	Sales Enterprise Service Enterprise Marketing Enterprise

Select the account you want to connect and accept the permissions:



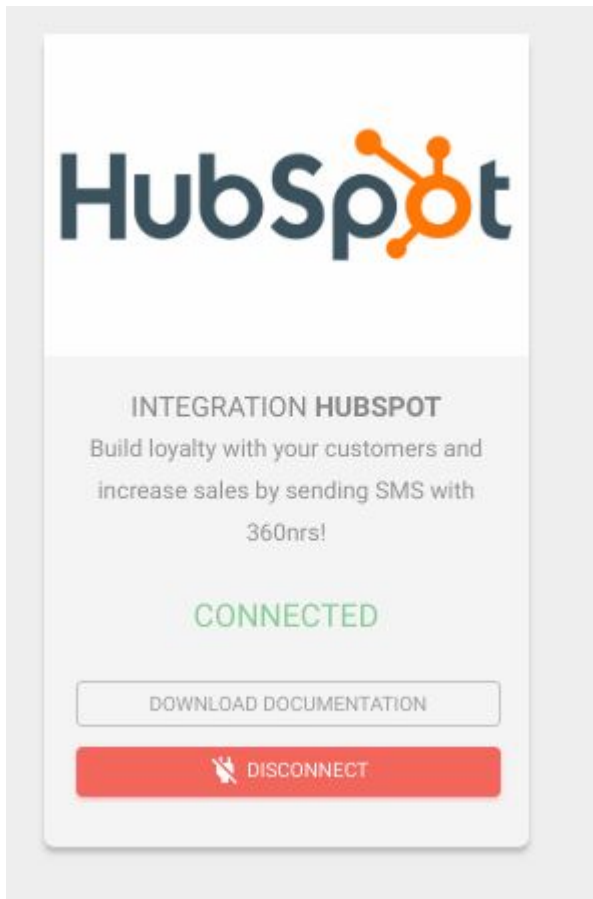
Request for Integration Permissions

360NRS wants access to:

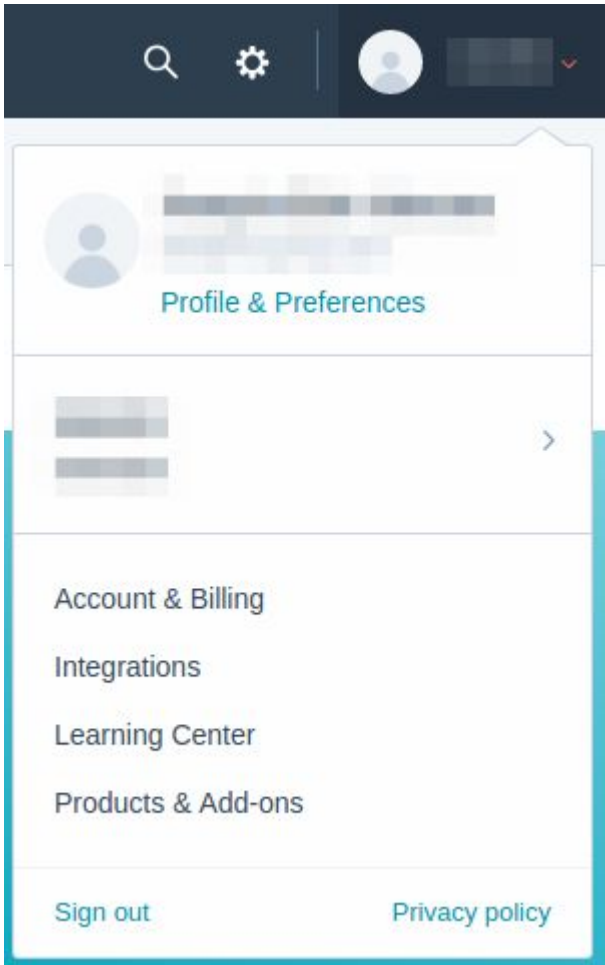
- User and Account Information**
This includes access to read information about the user and account
- Read from and write to my Workflows**
This includes workflows
- Create timeline events**
Provides the ability to add events to contact timelines
- Read from and write to my Contacts**
This includes prospects and lists

Grant access

After accepting the permissions you will be redirected back to 360NRS where, if everything went well, your account will now appear as connected.



Once connected to 360NRS, you can check if the connection to Hubspot has been successfully made. To do this, go to the **Integrations** menu, located inside your Profile tab on the upper right side of the screen.



Here you can check the applications integrated with Hubspot. If the integration does not appear here, please contact our support team at support@360nrs.com

Connected apps

Search for an app

Connect an app

360 nrs 360NRS More Disconnect

By clicking on the **More** button you can find other contact information and a link to this documentation:

More

- Contact support
- Documentation

FUNCTIONS

INTRODUCTION

In order for the system to send SMS to contacts, it is necessary that the phone number is **with prefix** is introduced in a contact property.

Normally, existing properties such as "Mobile phone number" or "Phone number" are used.

In addition to these properties, it is possible to create **mobile_phone_360nrs** and **mobile_prefix_360nrs** properties.

If **mobile_phone_360nrs** property is created the system will read the mobile phone of that property.

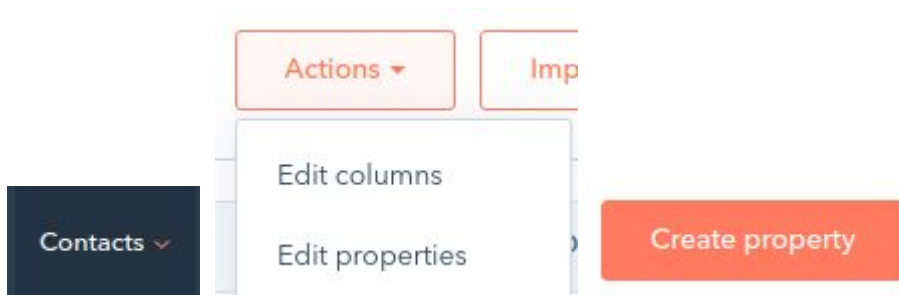
If the **mobile_prefix_360nrs** property is created the system will read the telephone prefix of that property.

The system attempts to obtain the contact's phone in the following order:

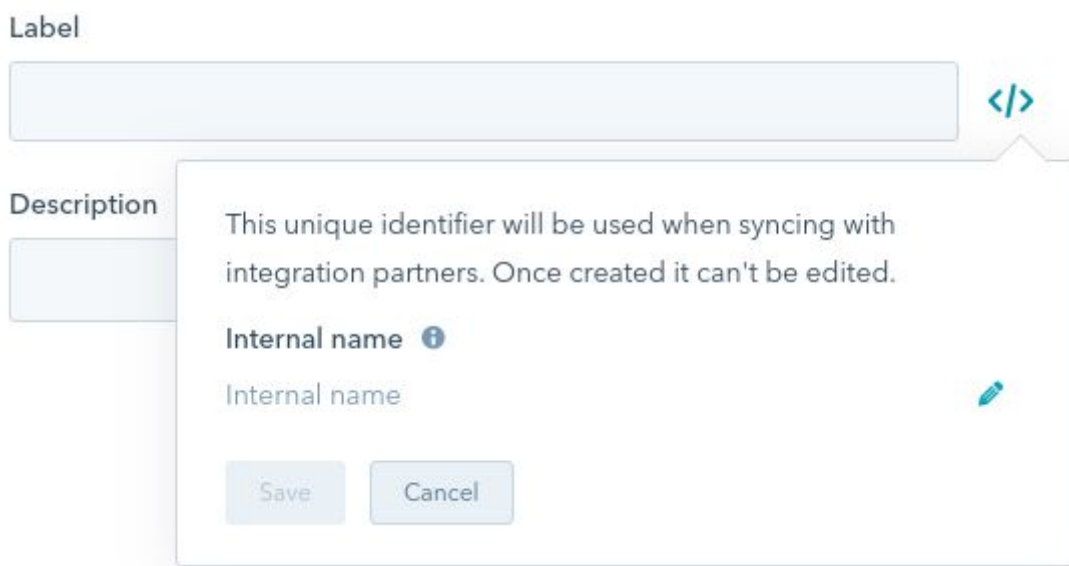
1. **mobile_phone_360nrs**
2. *mobilephone (mobile phone number)*
3. *phone (phone number)*

Then, if **mobile_prefix_360nrs** property is defined, the system will attempt to add the international prefix that has been defined in **mobile_prefix_360nrs** property as long as the phone no longer has a prefix.

To create a property, access the menu Contacts / Actions / Edit properties / Create property.

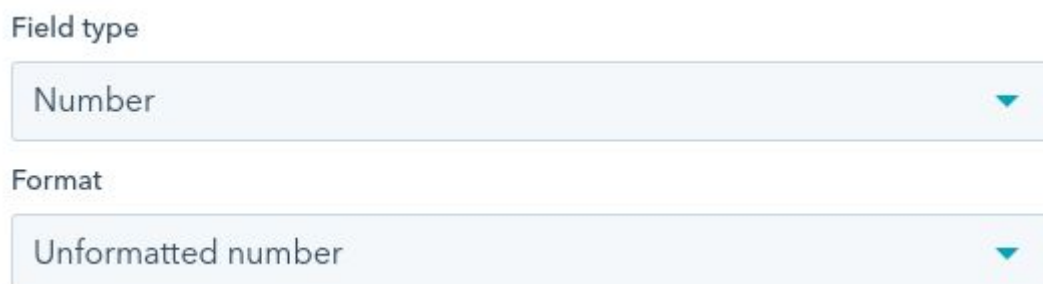


In the Label field, click on the icon on the right and enter the name **mobile_phone_360nrs** or **mobile_prefix_360nrs** in the internal name:




In the Label and Description fields you can put whatever you want.

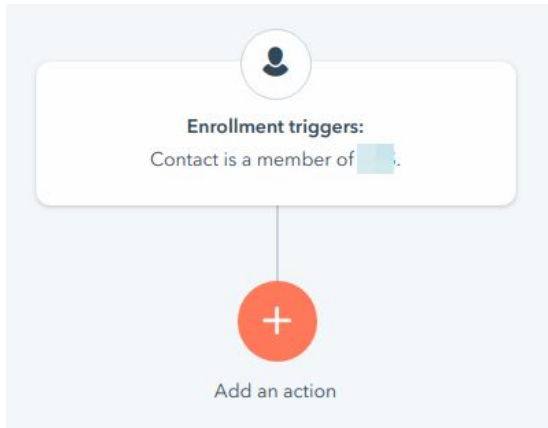
In the next step indicate that the property is Number and unformatted:



WORKFLOWS

You can add an SMS sending action through our 360NRS platform, whenever you need it.

In order to do so, you only have to click on  **Add an action.**



Within the actions available in the popup menu on the right side of the screen, you will find the **Integrations** section and also the option **Send SMS through 360NRS**.

Integraciones



By clicking on **Send SMS through 360NRS**, another pop-up menu will appear where you can enter your SMS **Sender** and **Message** of your SMS. You can also add a **campaign name** (optional).

Remember: Senders can be numeric or alphanumeric. For numeric senders the maximum length is 15 characters and for alphanumerics of 11 characters.

In the message you can include Hubspot custom fields.

You can use the search engine to find the custom fields you need.

Once your message is complete, click on the **Save** button below:

Sender *

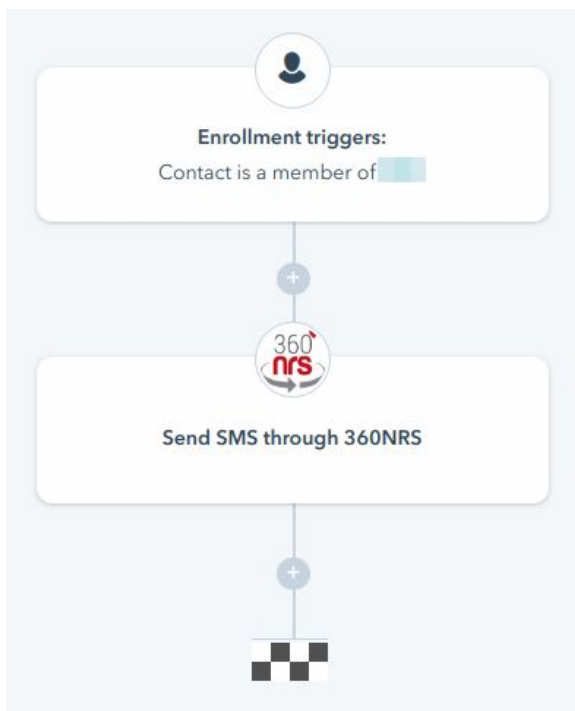
TEST

Message * Contact token ▾

Hi Contact: First name , how are you?

Save Cancel

The **Send SMS through 360NRS** action will be integrated into the Workflow:



When the Workflow is executed and reaches that action, the SMS will be sent.

TIMELINES

In this section you can check all the events integrated with Hubspot.

When you send SMS through 360NRS, the following events may occur:

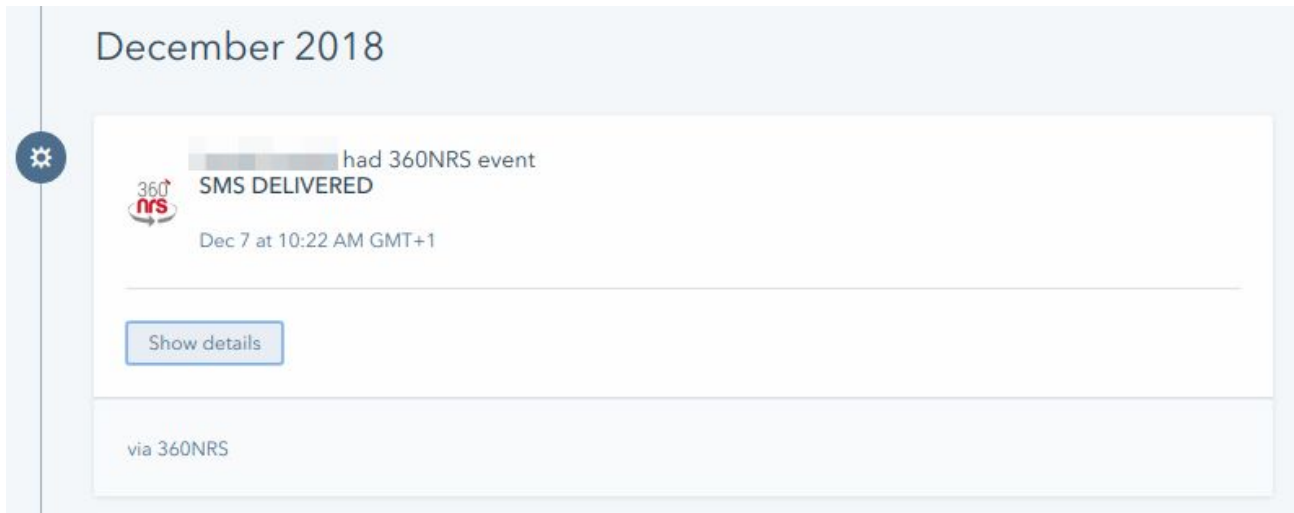
- SMS SENT
- SMS NOT SENT
- SMS DELIVERED
- SMS UNDELIVERED

A SMS can go from one status to another

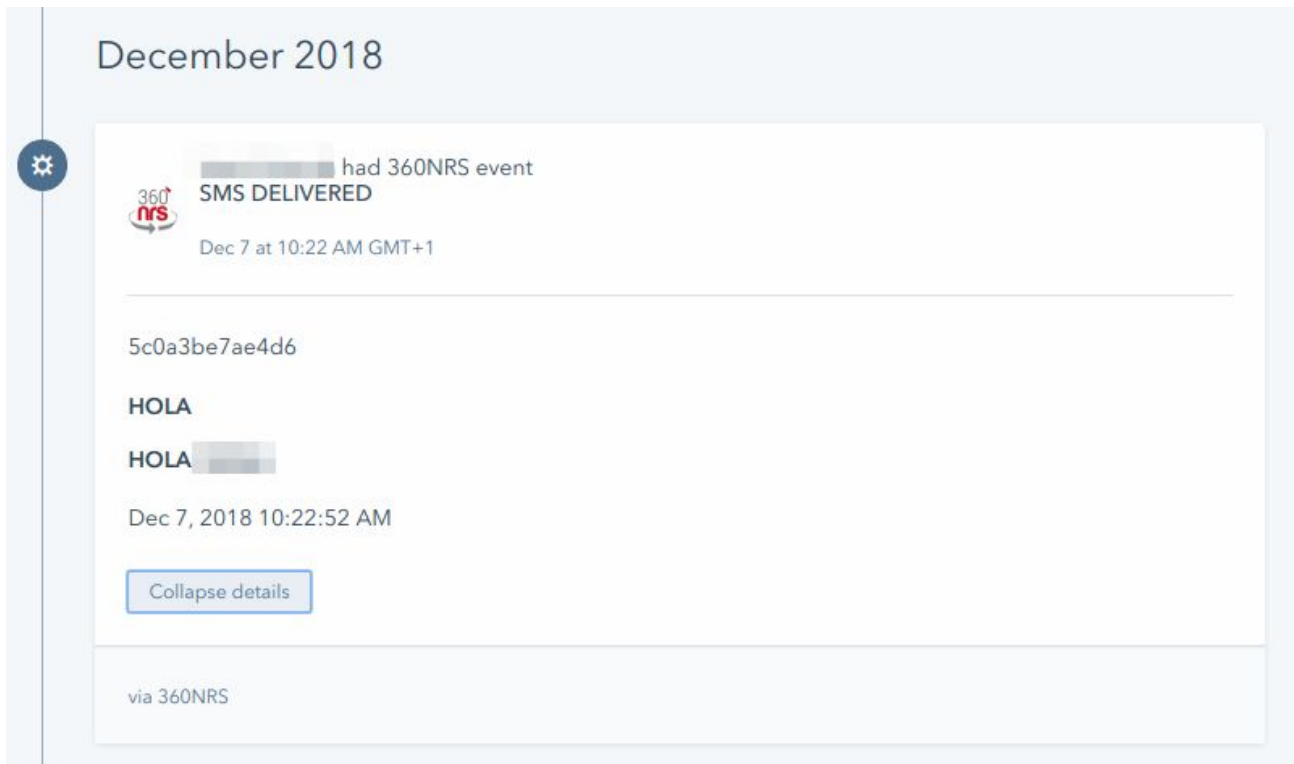
- SMS SENT > SMS DELIVRED
- SMS SENT > SMS UNDELIVERED
- SMS NOT SENT

This means that, for an SMS to be DELIVERED or UNDELIVERED, it must be previously SENT. Therefore, two events will appear in the Timeline.

Example of a Timeline, SMS DELIVERED:



You can get more information by clicking on the **Show details** button:



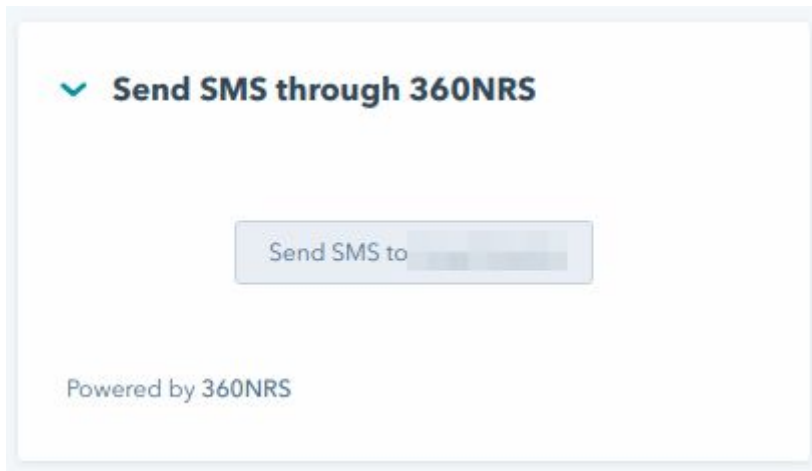
The ID shown just above the sender is the SMS ID used by 360NRS to identify your message. In case of any incidence please contact our support team (support@360nrs.com) and indicate that ID.

If a campaign name has been entered from the workflow, it will also appear in the timeline.

CRM EXTENSION

The CRM Extension option gives you the possibility of sending SMS messages through 360NRS directly from each of your contact's tab.

On the left side of the contact tab you can find the following block:



If you find it more comfortable, you can move this block according to your needs

By clicking on the **Send SMS to...** button you will be redirected to a new window where you can enter your SMS Sender and the text of your message.

In addition, you can also add the most important custom fields such as: name, surname, address, telephone, city and email.

Note: You can only customize the filled-in fields. The fields containing no information won't be displayed.

360NRS - Send SMS to [redacted] ✕

Sender *

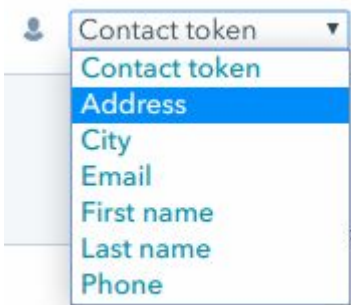
TEST

Message * 👤 Contact token ▼

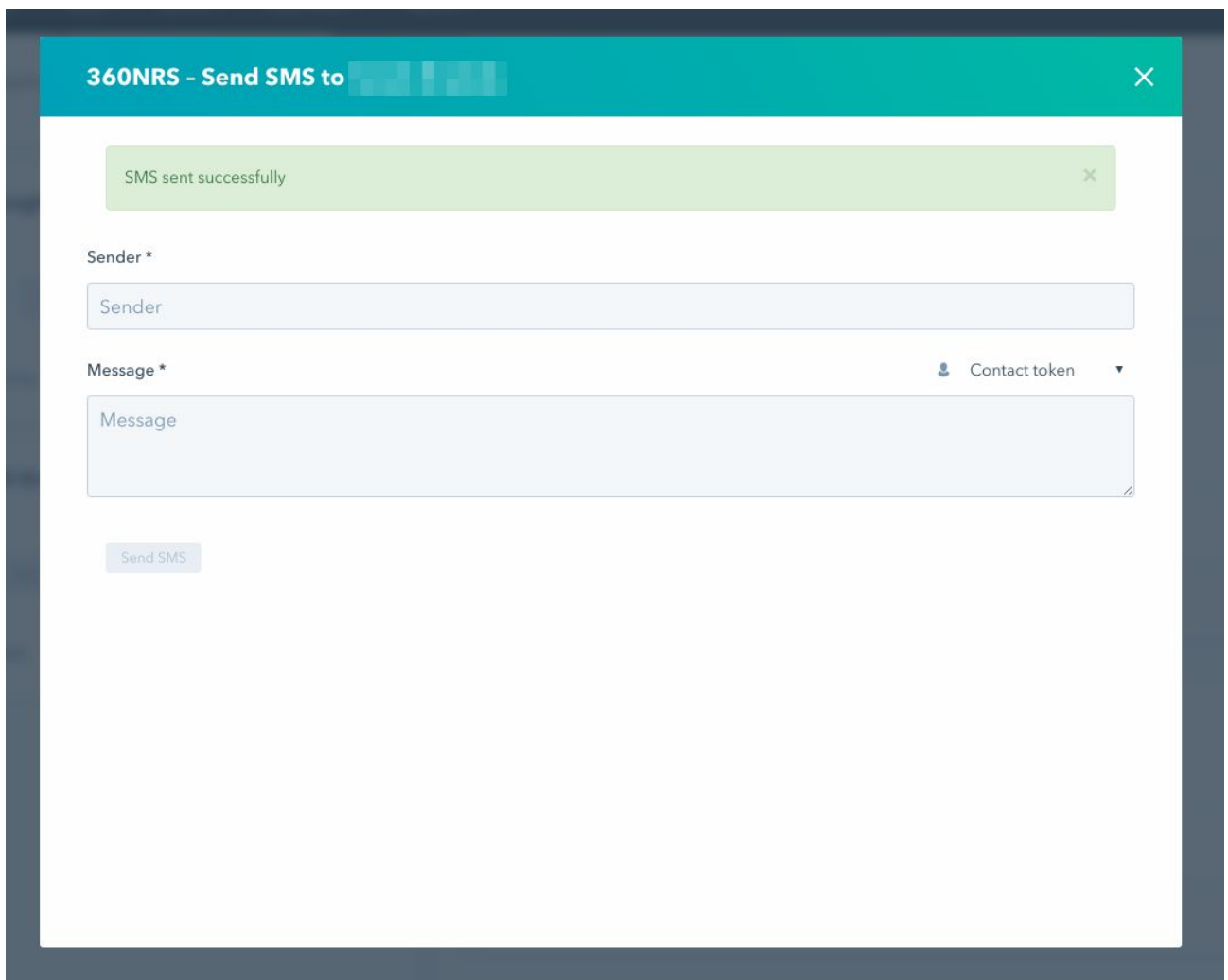
Hi [redacted], this is a test

Send SMS

These are the available custom fields:



By clicking on **Send SMS** the message will be sent to the current contact.

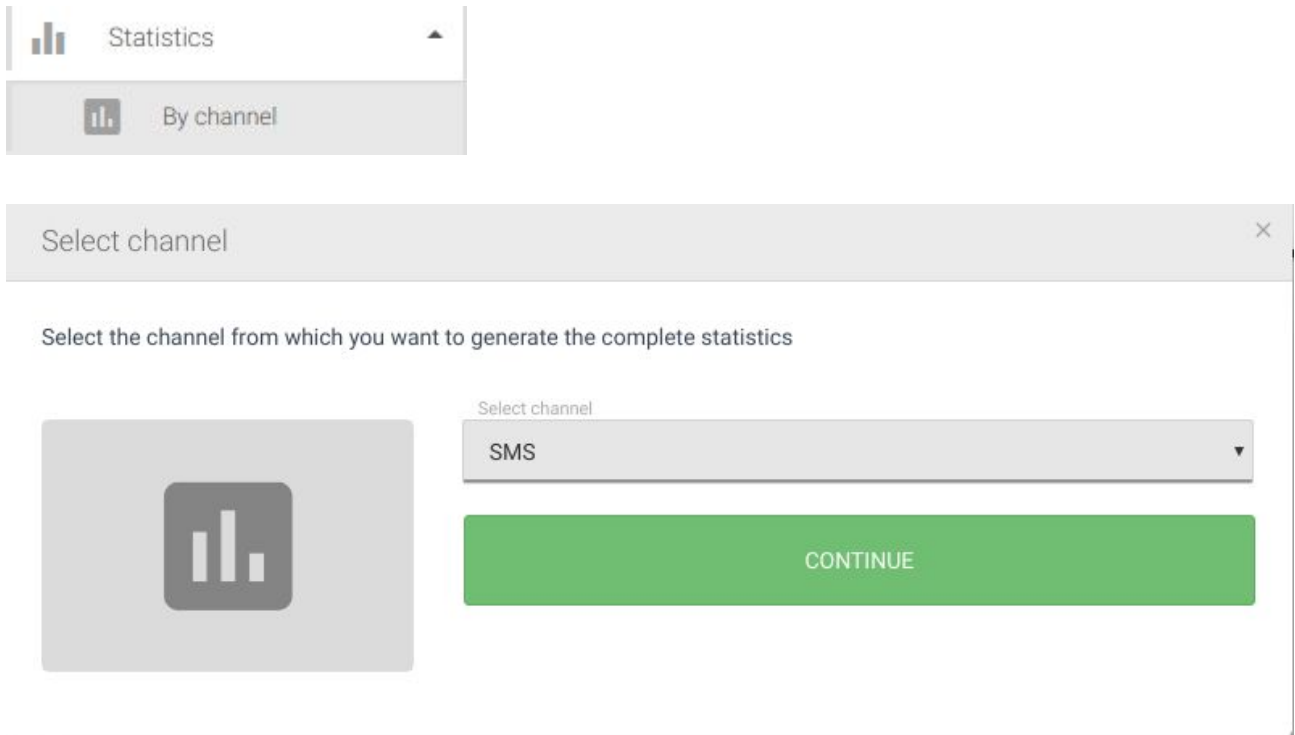


As in Workflows, every SMS event (**sent**, **not sent**, **delivered** and **undelivered**) will appear in the contact's Timeline.

360NRS SMS STATISTICS

If you want to check the full statistics of any of the campaigns you have sent using 360NRS, you can access the dashboard (dashboard.360nrs.com) and consult the statistics by the channel you are interested in.

In this case, to consult the SMS statistics, go to the left menu and click on **Statistics / By channel** and select the **SMS** channel:

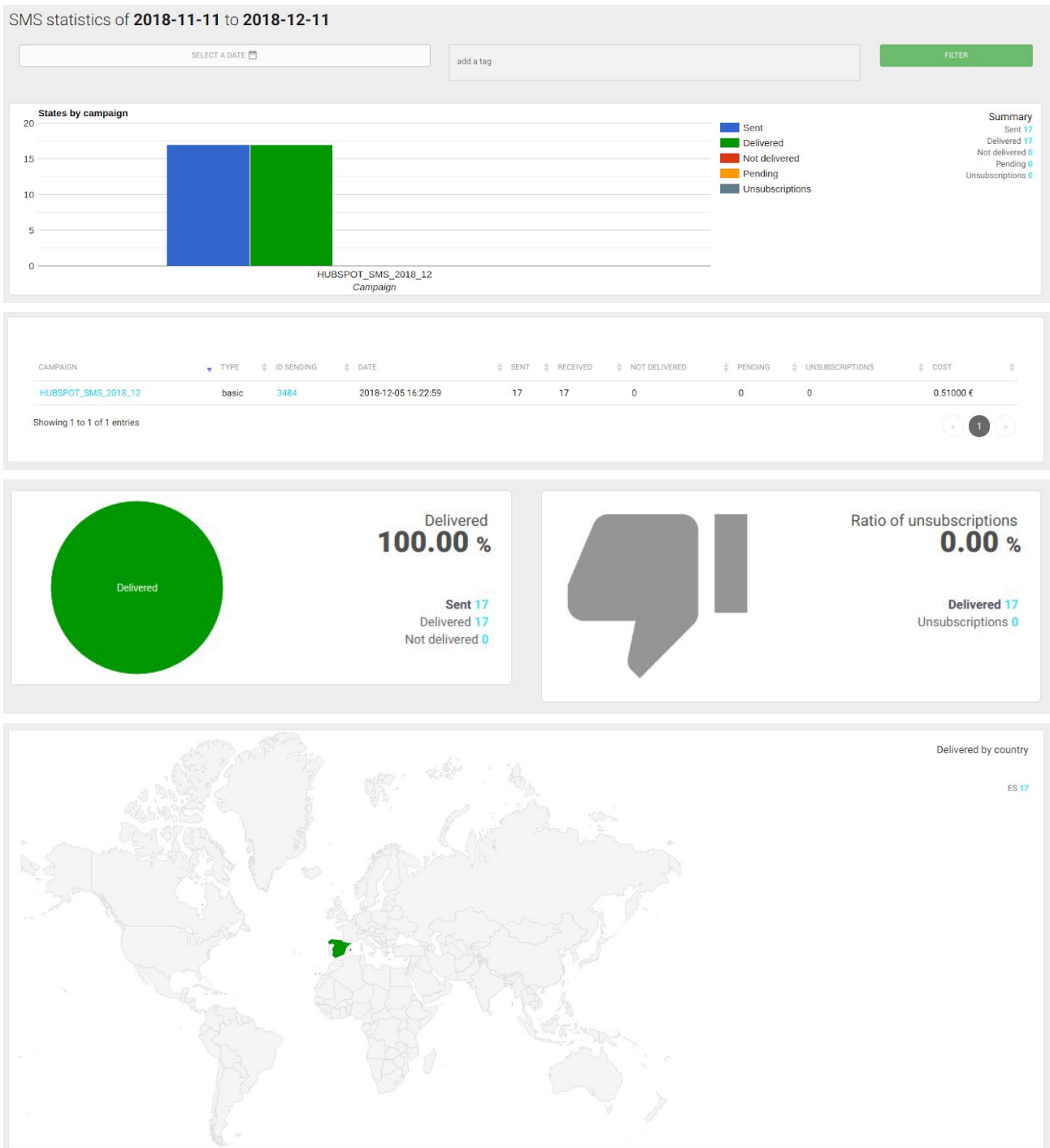


All the campaigns sent through Hubspot are grouped as follows:

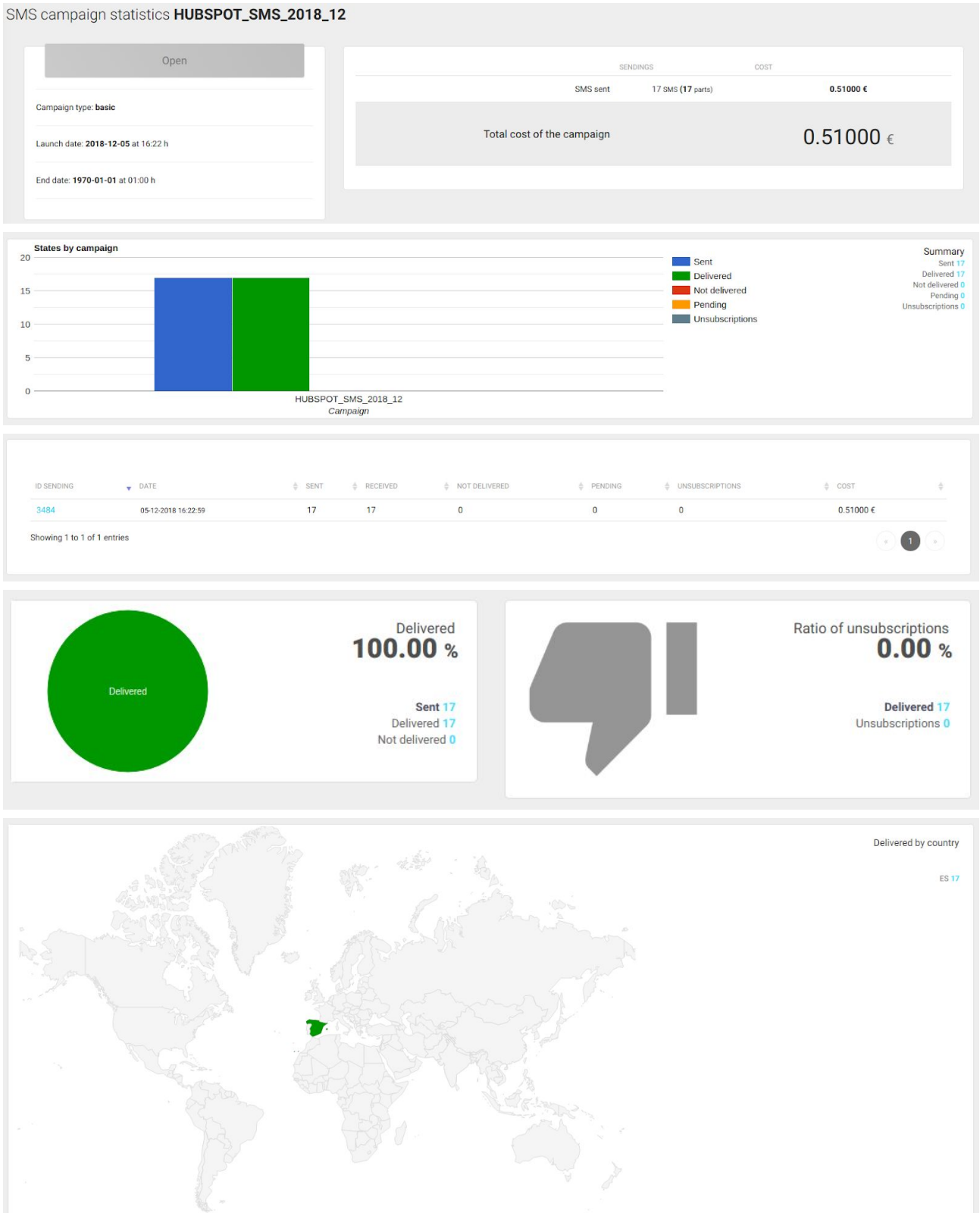
HUBSPOT_SMS_YEAR_MONTH

For example: HUBSPOT_SMS_2018_12

In 360NRS you can find the full statistics by channel (SMS) and download the information in CSV and PDF format:



By clicking on the campaign you can see even more details per campaign:



And by clicking on the ID number you will receive more information; in addition to the statistics, graphs, map, etc., you will be able to see all the different events for each contact:

CONTACT	MOBILE PHONE	EMAIL	LANDLINE	EVENT	DATE	COUNTRY	BROWSER	OS
[REDACTED]	[REDACTED]	[REDACTED]	Blank	sent	05-12-2018 16:23:02	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	sent	10-12-2018 13:02:20	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	delivered	10-12-2018 11:12:56	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	sent	11-12-2018 12:40:39	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	sent	10-12-2018 10:02:33	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	delivered	11-12-2018 08:16:12	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	delivered	07-12-2018 10:22:51	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	sent	07-12-2018 10:20:37	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	sent	10-12-2018 15:59:50	ES		
[REDACTED]	[REDACTED]	[REDACTED]	Blank	delivered	05-12-2018 16:23:03	ES		

Showing 1 to 10 of 34 entries

1 2 3 4

ANNEX A: GSM7 CHARACTERS SET

BASIC CHARACTERS CODE

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00	@	Δ	SP	0	i	P	¿	p
0x01	£	_	!	1	A	Q	a	q
0x02	\$	Φ	"	2	B	R	b	r
0x03	¥	Γ	#	3	C	S	c	s
0x04	è	Λ	α	4	D	T	d	t
0x05	é	Ω	%	5	E	U	e	u
0x06	ù	Π	&	6	F	V	f	v
0x07	ì	Ψ	'	7	G	W	g	w
0x08	ò	Σ	(8	H	X	h	x
0x09	ç	Θ)	9	I	Y	i	y
0x0A	LF	Ξ	*	:	J	Z	j	z
0x0B	Ø	ESC	+	;	K	Ä	k	ä
0x0C	ø	Æ	,	<	L	Ö	l	ö
0x0D	CR	æ	-	=	M	Ñ	m	ñ
0x0E	Å	β	.	>	N	Ü	n	ü
0x0F	å	É	/	?	O	§	o	à

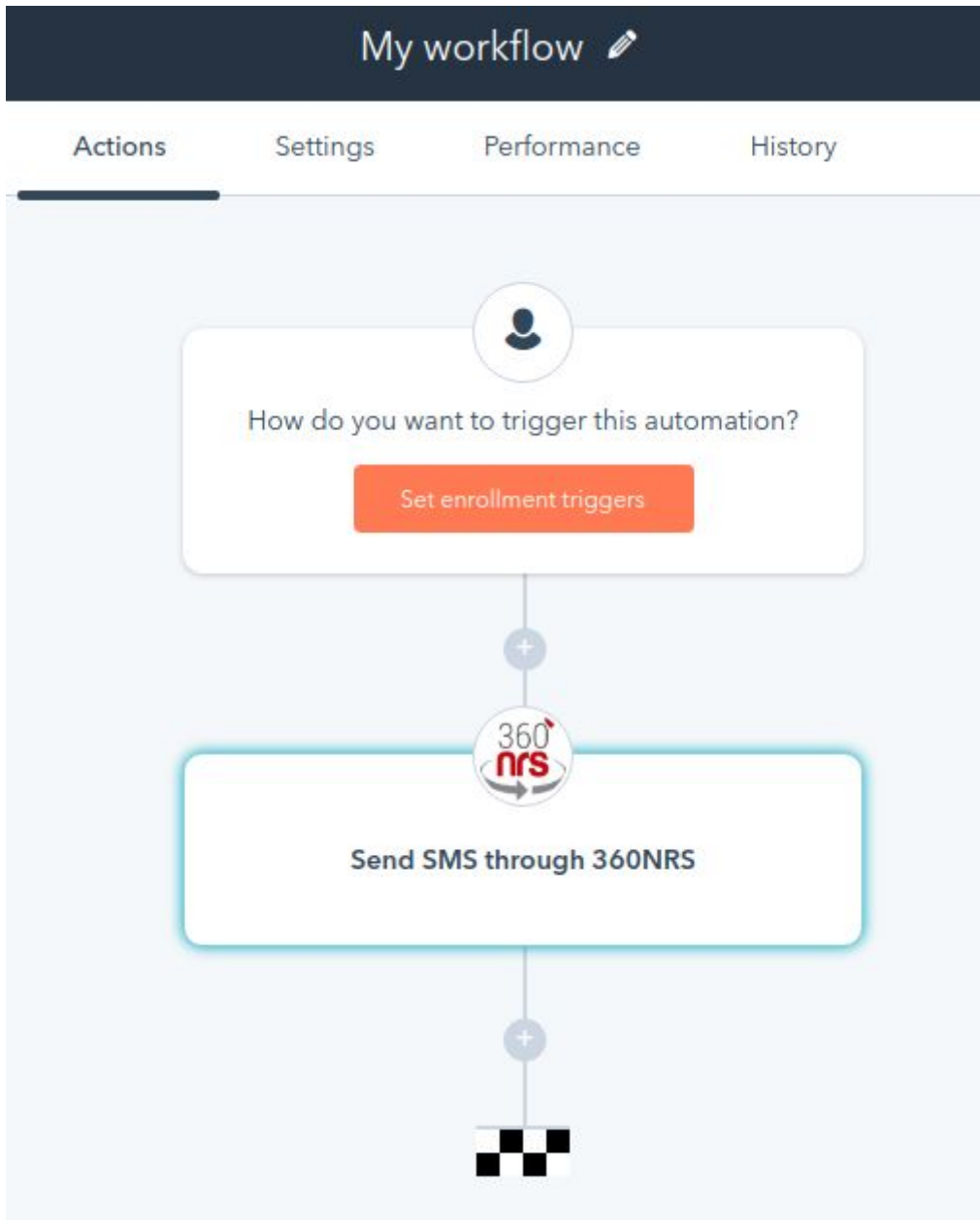
ANNEX B: GSM7 EXTENDED CHARACTERS SET

The following characters equate to two characters:

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00								
0x01								
0x02								
0x03								
0x04		^						
0x05							€	
0x06								
0x07								
0x08			{					
0x09			}					
0x0A	FF							
0x0B		SS2						
0x0C				[
0x0D	CR2			~				
0x0E]				
0x0F			\					

ANNEX C: VERIFY IF AN SMS IS SENT IN WORKFLOW

1. Add **“Send SMS through 360NRS”** in your Workflow:



2. Add the Sender, Message and a **unique Campaign name**. You can use something like the full date:

< Send SMS through 360NRS **X**

Sender *

WORKFLOW

Message * **Contact token** ▾

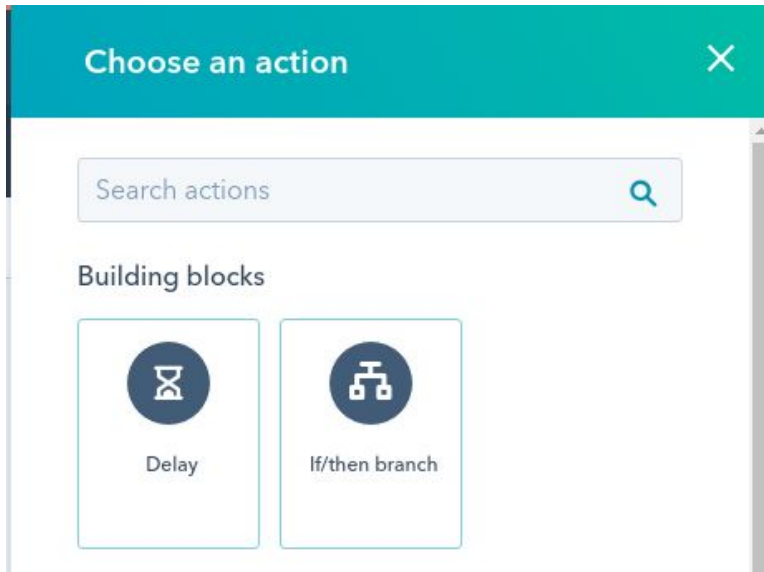
This is a test

Campaign (optional)

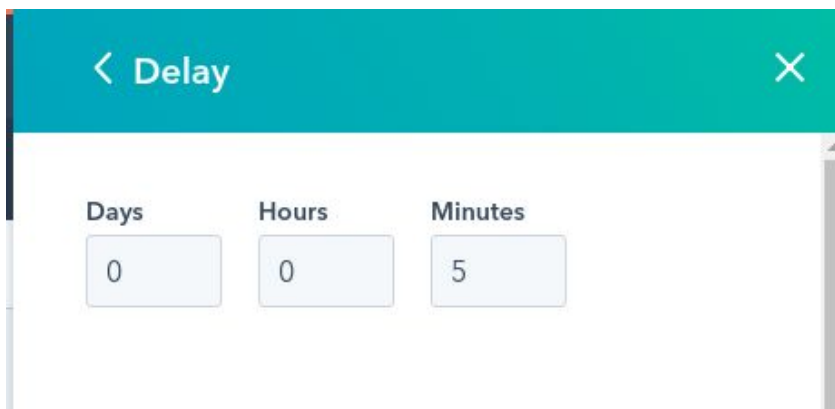
C201906040853

3. Add a pause:

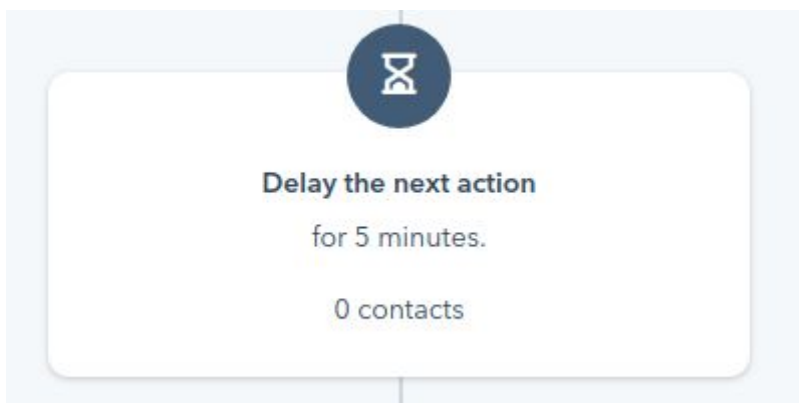
Add the block **Delay**:



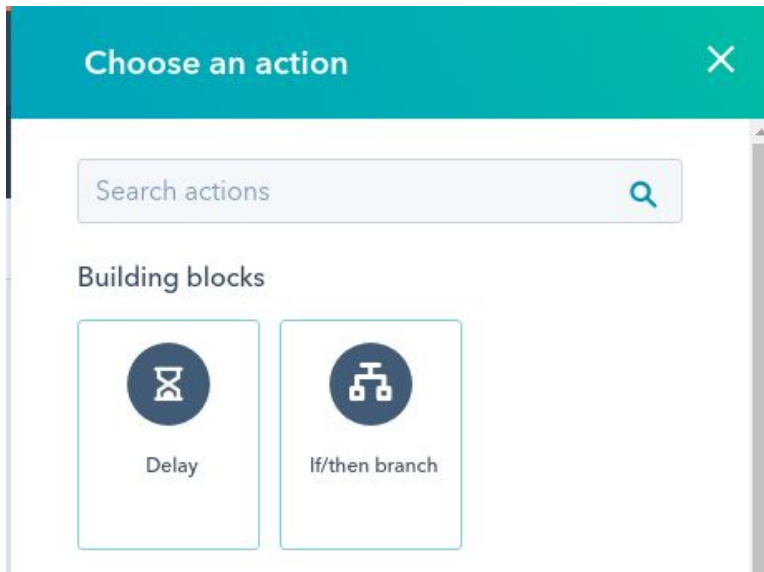
Introduce the delay time:



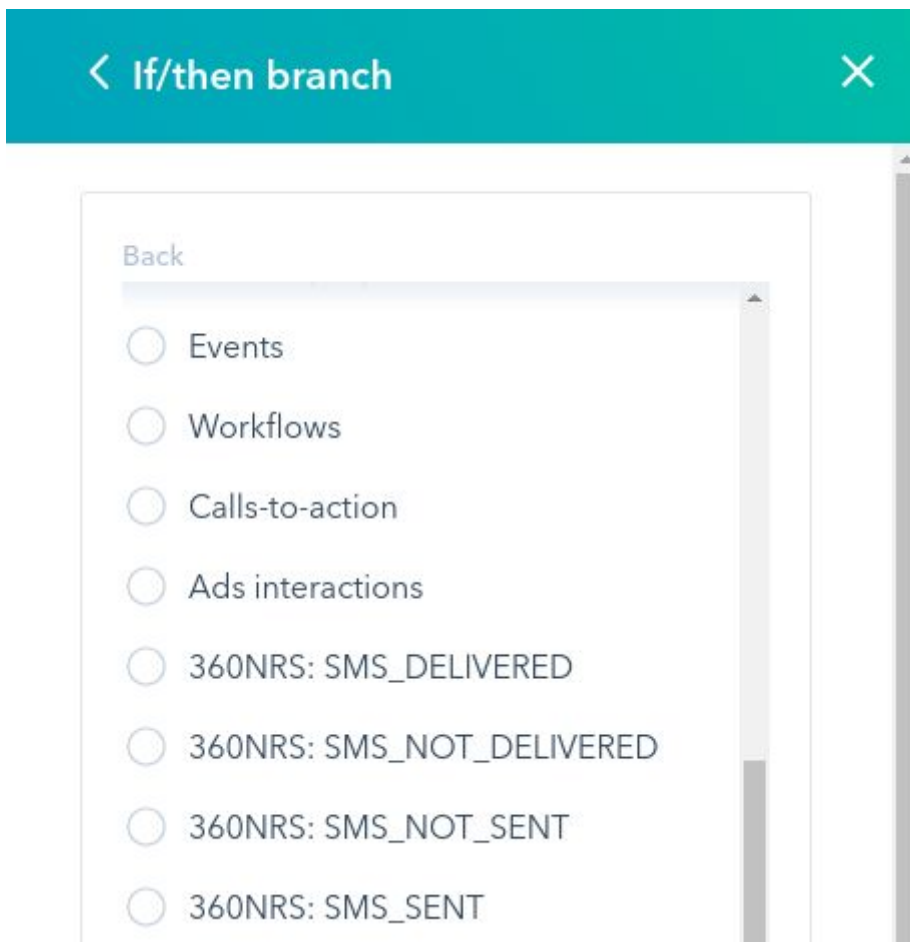
The more time you add the more exact will be the final status of the message.



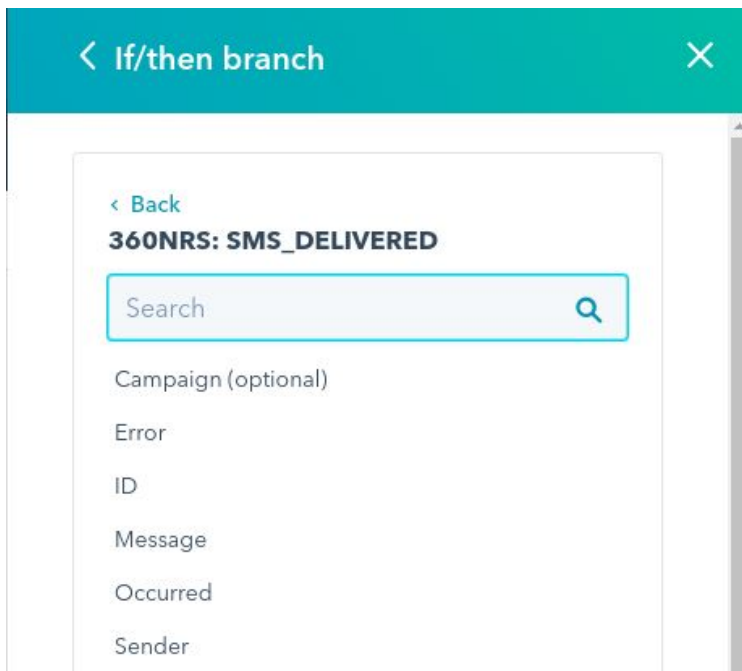
4. Add the block **If/then branch**:



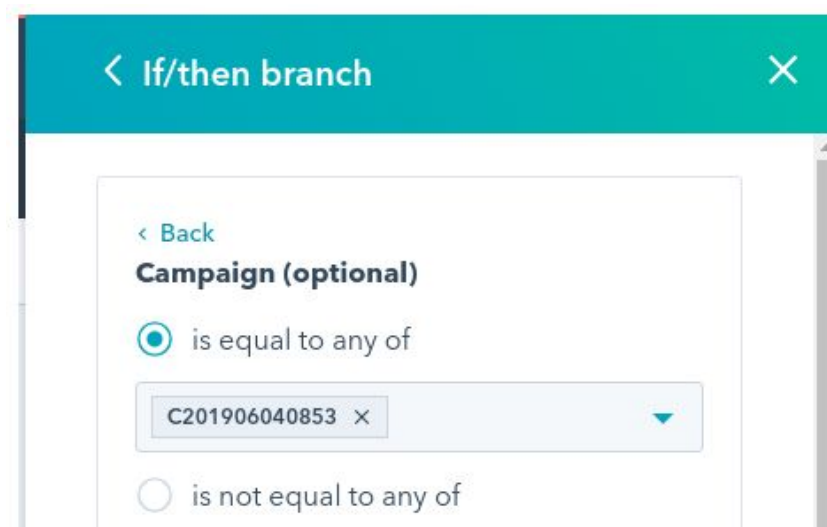
Choose the event **360NRS: SMS_DELIVERED**:



Choose the property **Campaign (optional)**:



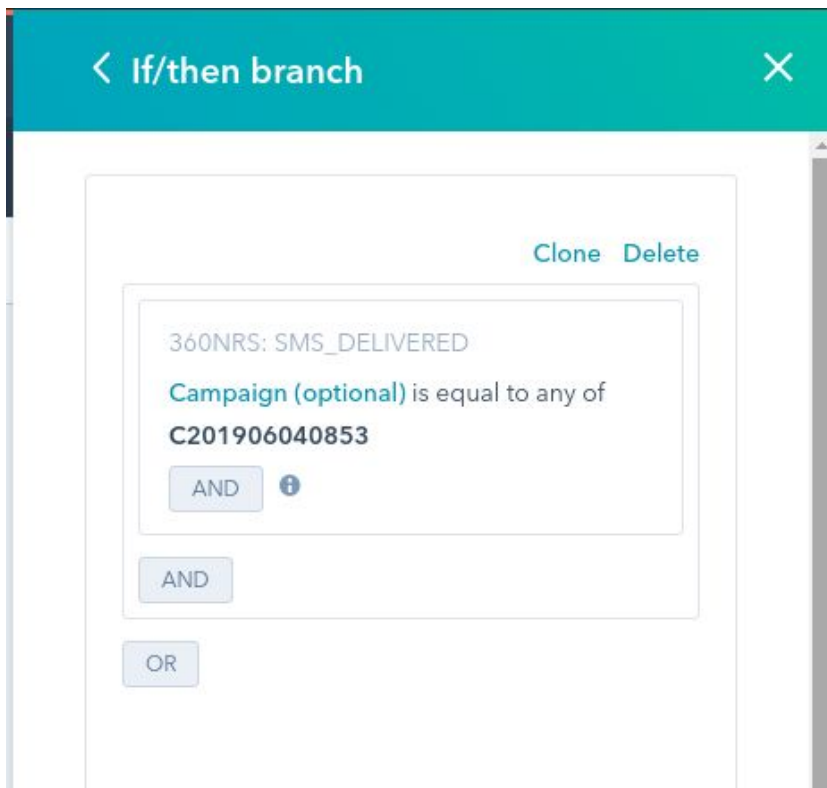
Introduce the condition “**is equal to any of**” and then introduce the **Campaign name** that you introduced in the step 2:



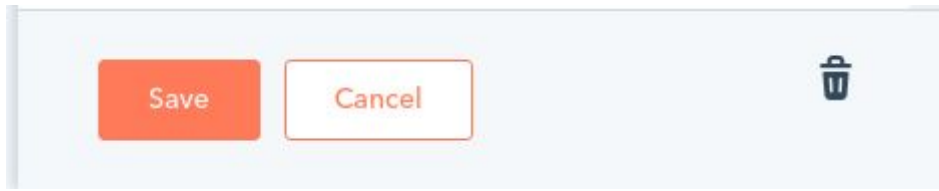
Press the button “**Apply filter**”:



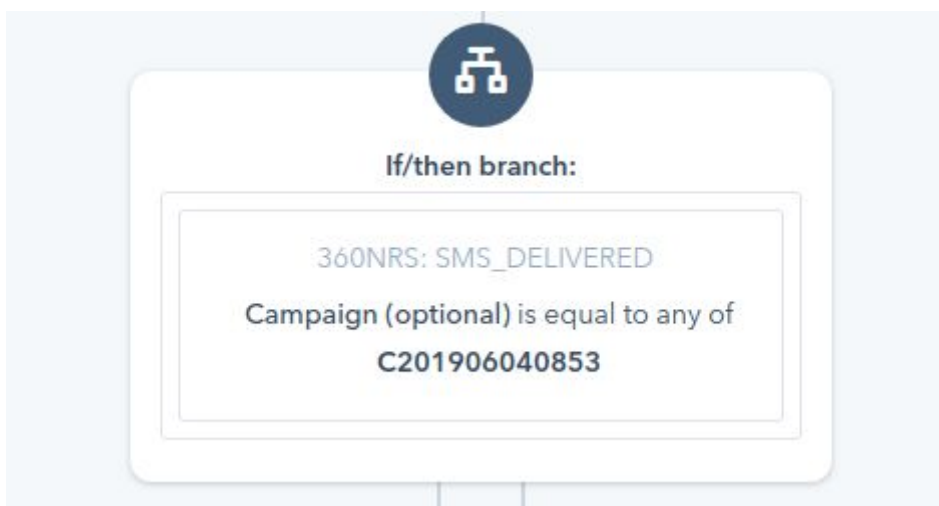
You should get something like the following:



Press the “**Save**” button:



The condition will have been added to the workflow:



Add the actions that you wish for the “Yes” and the “No”:



The complete Workflow should be shown as follows:

