



SALES MANAGO

Version 1.0

LATEST CHANGES

Version 1.0 10/10/2019 Creation of the document

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INTRODUCTION

SalesManago is a marketing automation system that allows the sending of SMS via 360NRS.

ACCOUNT CONFIGURATION FOR 360NRS

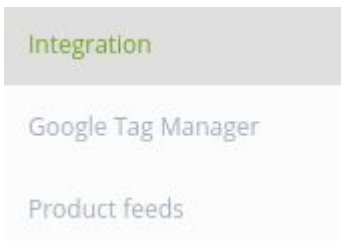
To configure 360NRS as an SMS sending method, you must access the **configuration** menu within the SalesManago panel.



Top menu **Integration:**



Side menu **Integration:**



At the bottom of the SMS Gateway tab, 360NRS (*NRS*) must be configured as an SMS sending provider:

Settings

API Access Facebook Mailing system **SMS Gateway** APPmanago Google Analytics

Choose SMS Gateway

Activate

Use only alphanumeric characters in messages sent through this SMS gateway ?

Username

Password

From ?

Coding ?

Campaign name ?

Default phone number prefix (e.g. "+48", added to number when it has 9 or fewer characters)

The meaning of each field is explained below:

Username: 360nrs user.

Password: API password of 360nrs.

From: Default sender that will appear in the SMS.

Coding: SMS coding. Default GSM (GSM7). *See ANNEX for more information.*

Campaign name: Name of the campaign in 360NRS, essential to be able to see statistics from the 360NRS platform at <https://dashboard.360nrs.com>

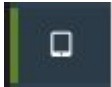
Default prefix: Default prefix that the system will use if the phone does not have an international prefix.

SMS TEMPLATES

It is possible to define the SMS text to use as a template.

To create SMS templates you must go to the **SMS messages** option.

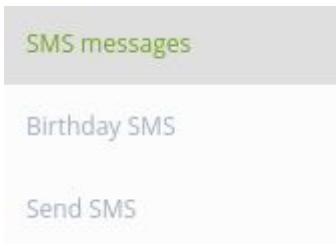
From the **Mobile Marketing** menu:



Top menu **SMS messages**:



Side menu **SMS messages**:



Add new template

Please enter details of new email template below

Name:

Group:

Additional options:

this template is shared

Content:

Characters typed: **0**

Use alphanumeric characters 

Enter a name and the text of the SMS and can be used as a template in sending SMS.

SMS SENDING

To send an SMS to one or more contacts of the CRM you must go to the option **Send SMS**.

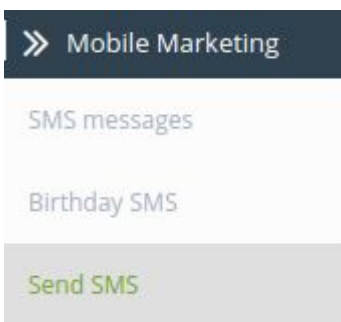
From the **Mobile Marketing** menu:



Top menu **SMS messages**:



Side menu **SMS messages**:



Select 360nrs (*NRS*) as SMS Gateway

Send text message (SMS)

Please enter details of new text message below

Choose SMS Gateway

NRS ▼

Fill in the rest of the options

Send text message (SMS)

Please enter details of new text message below

Choose SMS Gateway

NRS

Name:

From:

Empty

Template:

Search

Addressee (enter contact name, email or tag):

Exclude Addressee (enter contact name, email or tag):

use custom filtering

Content:

Characters typed: 0 

Send on date:

2019-10-11 08:08

The meaning of each field is explained below:

Name: Name of the campaign.

From: Sender. It can be empty, the default sender or other.

Template (optional): Shipment template

Recipients: One or more recipients. You can search by name, email or tag.

Exclude recipients (optional): Recipients to exclude (if the previous field is searched by tag)

Content: SMS text

Ship date: Ship date (must be after the current date).

Filters: It is possible to apply filters for recipients:

- use custom filtering
 - details filtering
 - scoring filtering
 - e-mails filtering
 - tags filtering
 - tags scoring filtering
 - phone number: available not available
 - Date of birth: available not available
 - date filtering
 - domain filtering
 - age filtering
 - external events filtering
 - name: available not available

Some examples of filters could be: that you have a phone number, that more than 2 emails have been sent to you, that you clicked on less than 5 emails, that the contact was created between one date and another, that the contact has between 18 and 20 years, etc.

SENDING SMS BIRTHDAY MESSAGES

To send a **birthday SMS** to one or more CRM contacts, you must go to the SMS birthday option.

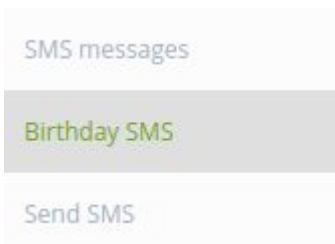
From the **Mobile Marketing** menu:



Top menu **SMS messages**:



Side menu **Birthday SMS messages**:



Select 360nrs (*NRS*) as SMS Gateway

Send text message (SMS)

Please enter details of new text message below

Choose SMS Gateway

NRS ▼

Fill in the rest of the options:

Add birthday sms

Please enter details of new birthday sms below

Choose SMS Gateway:

NRS

Name:

From:

Set sending date details:

Time:

08:24

Send before birthday: (set number of days)

0

send on a first day of month

Addressee (enter contact name, email or tag):



Exclude Addressee (enter contact name, email or tag):



use custom filtering

Content:

Characters typed: 0

The fields to be filled are practically the same as for normal SMS sending, except that instead of selecting a specific date, a time is selected and you can specify if you want to send the same day of the birthday, a day before or several days before. This means that the date of shipment will depend on the day of the contact's birthday.

SENT SMS

It is possible to list the sent SMS.

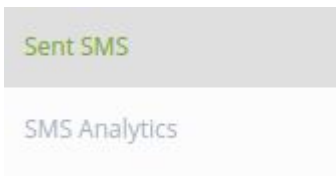
From the **Mobile Marketing** menu:



Top menu **SENT SMS** :



Side menu **SENT SMS** :



A list of sent SMS is displayed:

SMS List

	Date Sent	Client	Email	Phone	Subject	Delivered	Replied
+	10/10 19:04:53	Da...ve	d...@...com	+346...	TEST	no	no
+	10/10 19:01:13	Is...jda	l...@...com	+34...	TEST	no	no

SMS ANALYTICS

It is possible to list the sent SMS grouped together.

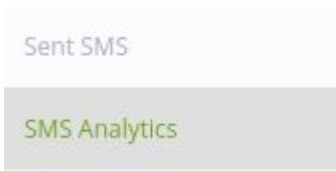
From the **Mobile Marketing** menu:



Top menu **SENT SMS:**



Side menu **SMS Analytics:**



A list of the sent SMS grouped is shown:

	Date	Sender	Name	# contacts	# sent	# Delivered	# Undelivered	# Replied				
1	10/11 10:03	[redacted].com	test	2	Who?	2	0	Who?	2	Who?	0	Delete
2	10/10 19:00	[redacted].com	TEST	2	Who?	2	0	Who?	2	Who?	0	Delete

WORKFLOWS

It is possible to send SMS via 360NRS as a Workflow action.

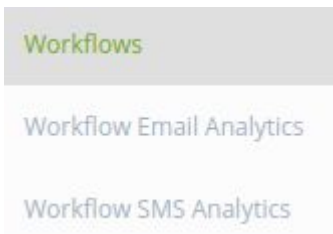
From the **Automation** menu:



Top Menu **Workflows**:



Side menu **Workflows**:



With the Workflow tool it is possible to perform actions when events occur.







Within the actions, it is possible to send an SMS through 360NRS.

To create a Workflows it is mandatory that there be at least one event and one action. Sending an SMS to a contact through 360NRS is an **action**.

To use the action of sending SMS to a contact, you must drag the **Send SMS action** to the contact in the menu of items on the right side.

Categories ✕

consist of elements with which you build a campaign

-  Events
-  Conditions
-  Actions
-  A/B/X test
-  Wait
-  End

Among the **Actions** is to the **Send SMS** to contact action:



Click on the action settings icon:  and configure the SMS to send:

Send SMS to the contact



SMS new message

Gateway NRS

From SalesManago

After 0 hour(s)

Text

Workflow TEST

Characters typed: 13

Use alphanumeric characters ?

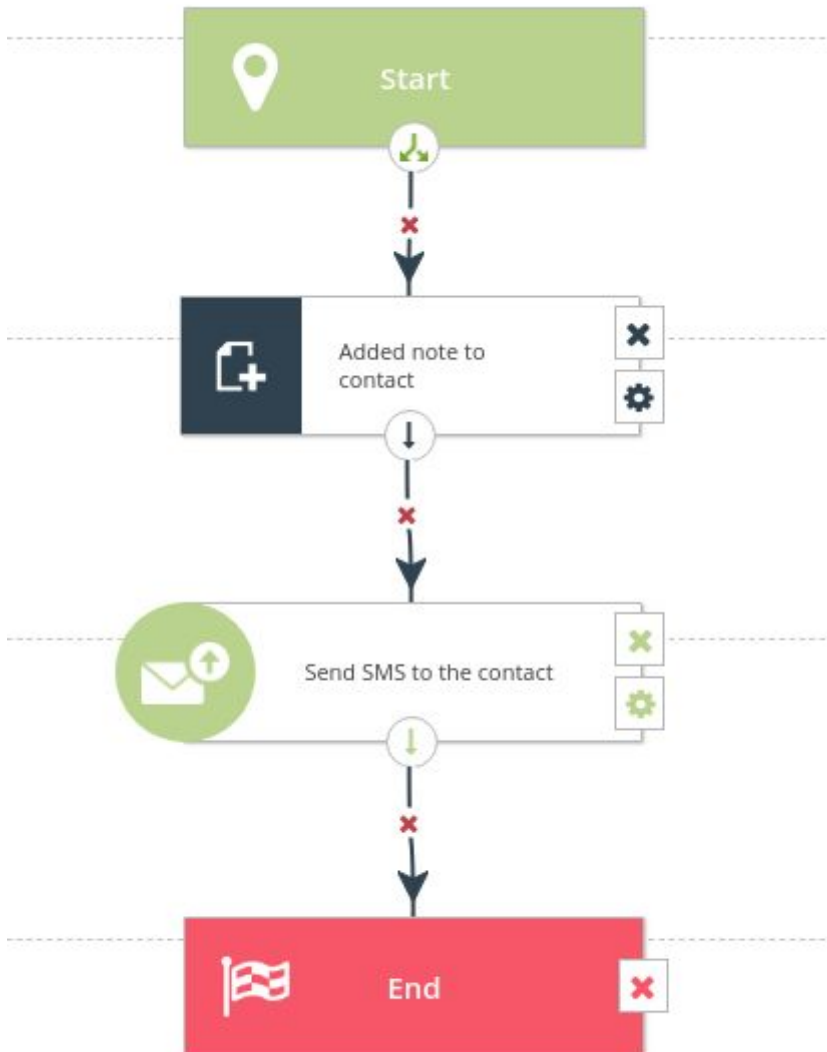
360NRS (*NRS*) must be selected as Gateway. Enter the sender and the SMS text. It is also possible to send immediately when the event occurs or send it later.

Once the Workflow is ready, it must be activated:

Active

When the event is triggered, the action will be executed and the SMS will arrive.

Workflow example that sends an SMS when a note is added to a contact:



WORKFLOWS ANALYTICS

It is possible to see the SMS analytics that are sent through Workflows.

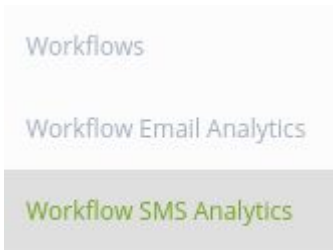
From the **Automation** menu:



Top Menu **Workflows**:



Side Menu **SMS Analytics of Workflows**:



It is possible to see the analytics of the SMS sent through Workflow:

	Date	Sender	Name	# contacts	# sent	# Delivered	# Undelivered	# Replied	
1	10/11 09:56	ic[redacted].com	Workflow TEST	1	Who? 0	0	Who? 0	0	Delete
2	10/11 09:54	l[redacted].com	Workflow TEST	1	Who? 0	0	Who? 0	0	Delete
3	10/11 09:45	[redacted].com	Workflow TEST	1	Who? 1	0	Who? 1	0	Delete

ANNEX A: GSM7 CHARACTER SET

BASIC CHARACTER CODE

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00	@	Δ	SP	0	j	P	ı	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 CHARACTER SET EXTENSION

THESE CHARACTERS OCCUPY TWO POSITIONS

	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			\					