



# MAGENTO EXTENSION

*Version 1.0*

# LATEST CHANGES

Version 1.0    11/12/2019    First version of the document

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# INSTALLATION

To install the 360NRS extension, access **Find partners & extensions**.

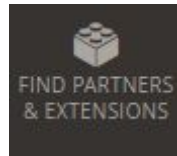


Illustration - Find partners & extensions menu

Click on **Visit the Magento market** at the bottom of the page.



## Magento Marketplace

Extensions and Themes are an essential component of the Magento Ecosystem. Please visit the Magento Marketplace to see the latest innovations that developers have created to enhance your Magento Store.

[Visit Magento Marketplaces](#)

Illustration - Marketplace

In the search bar write "360nrs" and press enter.



Marketplace

Extensions ▾

Themes

Partners

360nrs



Illustration - Marketplace


360nrs



**360NRS S...**  
in Extensions, ...  
**\$0.00**


Illustration - Search results

Then it sends us to a screen with all the extension information and a button to add to the cart.

**360NRS SMS** M2

★★★★★ 0 (0)

by [Net Real Solutions S.L.U.](#)



Edition  
Open Source (CE) ▼

Your store version  
2.3 (Open Source (CE)) ▼

**TOTAL:** **\$0.00**


Add to Cart

Compatibility

Magento PlatformOpen Source (CE)

Add to Cart

Illustration - Add to cart



1 Item in Cart

Cart Subtotal :  
**\$0.00**

Proceed to Checkout

Illustration - Proceed to checkout

# CONFIGURATION

## CONFIGURE EXTENSION

After installing, it will appear in the extension in the menu. We click on "Configure extension" to link it to our 360NRS account.

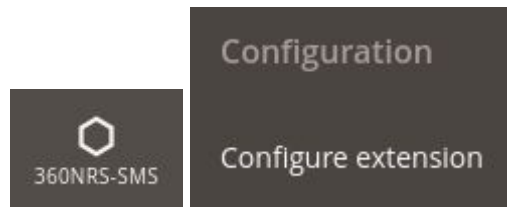


Illustration - Configuration menu

360NRS account configuration screen will appear, where you will have to enter your user and api key.

The image shows a light gray configuration screen. It has three main sections. The first section is labeled 'Api Key' with a '[store view]' link below it; it contains a text input field with a masked key '.....' and a note: 'Access to My profile section in 360NRS dashboard to get your API key'. The second section is labeled 'Custom sender' with a '[store view]' link; it contains a text input field with 'MAGENTO' and a note: 'Default sender for SMS events. Max 15 characters.'. The third section is labeled 'Admin mobile phone' with a '[store view]' link; it contains a text input field with '346' followed by a masked number and a note: 'Your mobile phone number with international prefix so you can receive events that happen to your customers.'.

Illustration - Initial setup screen - 360NRS account

Field	Description	Required
API key	API key for the 360NRS platform	Yes
Custom sender	Sender's text, formed of 15 numbers or 11 alphanumeric characters.	No
Admin mobile phone	Phone that will receive the SMS for the administration events	No

Table - Configuration Fields

# ACCOUNT

To check the balance, add balance or view invoices, access the Account menu.

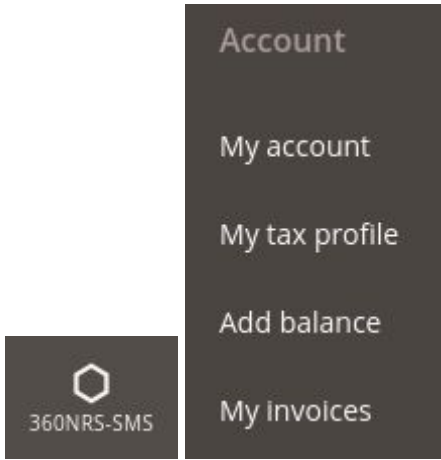


Illustration - Account menu

## MY ACCOUNT

In the **My Account** section you can review the following 360nrs user data, the username, the balance, if you have the validated tax profile, the email and the country.

### My account

My account data

User	demo360
Balance	27.2449 EUR
Validated tax profile	Yes
Email	nvanegas@nrs-group.com
Country	Colombia




 admin ▾

Illustration - My account

## MY TAX PROFILE

To be able to add balance in the account it is necessary to fill in the tax profile information.

### Account

   admin ▾

My tax profile

To be able to add balance in your account it is necessary to fill in the tax profile

Profile	<input type="text" value="demo360"/>
Country	<input type="text" value="Spain"/>
Tax Regime	<input type="text" value="INDIVIDUAL"/>
Full name	<input type="text"/>
Identification number	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
Post Code	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>
	<input data-bbox="1066 1249 1125 1294" type="button" value="+"/>
<input type="button" value="Save"/>	

Illustration - Add tax profile

## ADD BALANCE

To send SMS with the 360nrs extension you need to have a balance in your account.

Once your profile is validated, when accessing the add balance menu the following page will appear:



## Account

Add balance

Payment by Credit Card

Enter the amount you wish to buy:

50

EUR

continue





Illustration - Add balance

When clicking on continue, a confirmation screen appears showing the total value with VAT and rate.

## Account

Add balance

Payment by Credit Card

Please, check the details of this purchase:

Description	Quantity	Amount	TOTAL
Credits - payment for service	1	50,00 EUR	50,00 EUR
		21 % IVA	10,50 EUR
		3.5 % RATE	2,12 EUR
		<b>TOTAL</b>	<b>62,62 EUR</b>

Confirm






Illustration - Confirm balance top-up

By clicking confirm, send us to the payment screen:

[www.360nrs.com](http://www.360nrs.com)


Seleccione su idioma Castellano

**1**  
 Seleccione  
 método de pago

**2**  
 Comprobación  
 autenticación

**3**  
 Solicitando  
 Autorización

**4**  
 Resultado  
 Transacción

### Datos de la operación

Importe:	<b>62,62 €</b>
Comercio:	NET REAL SOLUTIONS SL (ESPAÑA)
Terminal:	14346340-1
Pedido:	191212120340
Fecha:	12/12/2019 12:03
Descripción producto:	The credit card charge will appear as NET REAL SOLUTIONS.

### Pagar con Tarjeta

N° Tarjeta:

Caducidad:  mm  aa

Cód. Seguridad:  ?

Cancelar
Pagar









Illustration - Payment

When entering payment information, if everything goes well, a successful payment message appears where you can view and download the invoice:

## Account

Payment by Credit Card

Payment by Credit Card 

The payment has been made correctly

Serie:

Amount:



View invoice 
Download PDF 

Illustration - Successful payment

# MY INVOICES

In the section **My invoices** you can see a list of all invoices, view and download in PDF.

Account

My invoices

admin

Invoice ID	Date	Type	Payment method	Details	Amount	Actions
	12 Dec 2019	Invoice	Credit card	Credits - pay as you go Status: paid		<div>View invoice</div> <div>Download PDF</div>
	03 Dec 2019	Invoice	Credit card	Credits - pay as you go Status: paid		<div>View invoice</div> <div>Download PDF</div>
	02 Dec 2019	Invoice	Credit card	Credits - pay as you go Status: paid		<div>View invoice</div> <div>Download PDF</div>

Illustration - Invoice list

# CONTACTS

The 360NRS extension allows you to send SMS to a defined contact group with criteria.

It also allows you to synchronize your Magento contacts with 360NRS so that you can make other types of campaigns to your Magento contacts on the 360NRS platform.

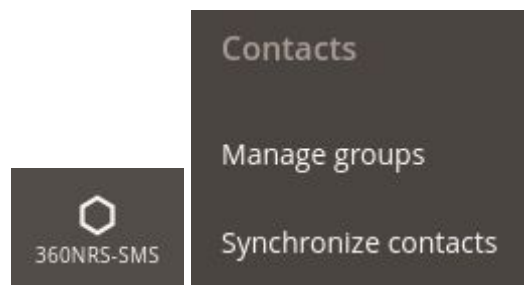


Illustration - Contacts menu

## MANAGE GROUPS

In order to send SMS messages from the Magento extension, it is necessary to have a group to send to.

From the **Manage Groups** menu you can create a new group:

### Manage groups



My groups

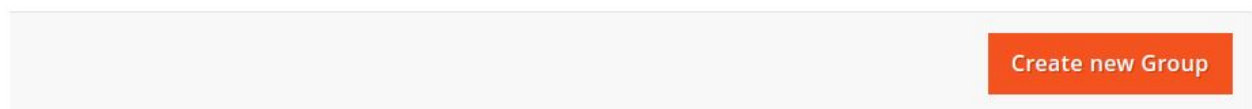


Illustration - Manage group

Clicking **Create new group** sets the group criteria.

# Manage groups

Create new Group

Name \*

MY\_GROUP

Add conditions \*

Criteria

Select an Option

Conditions \*

Countries Spain

Number of customers

3

Save

Illustration - Create group

**One or more** conditions can be added. The number of **matches** found will appear in the number of customers.

Each of the fields is explained below:

Field	Description	Required
Name	Group name	Yes
Add conditions	<div>The following criteria can be specified:</div> <ul style="list-style-type: none"><li>• <b>Gender:</b> Male or female.</li><li>• <b>Age:</b> Less than, equal to or greater than a number.</li><li>• <b>Country:</b> Same as the country of a selector.</li><li>• <b>Province / State:</b> Same as the province / state of a selector.</li><li>• <b>Language:</b> Same as the language of a selector.</li><li>• <b>Subscribed to the newsletter:</b> Yes or No.</li><li>• <b>Number of orders:</b> Less than, equal to or greater than a number.</li><li>• <b>Total spent:</b> Less than, equal to or greater than a number.</li><li>• <b>Half amount per order:</b> Less than, equal to or greater than a number.</li><li>• <b>Days since the last order:</b> Number of days less than, equal to or greater than a number.</li><li>• <b>Days since the last visit:</b> Number of days less than, equal to or greater than a number.</li><li>• <b>Register date:</b> Between two dates.</li><li>• <b>Orders:</b><ul style="list-style-type: none"><li>○ Between dates</li><li>○ Between amounts</li><li>○ From a country</li><li>○ From a state</li></ul></li></ul>	Yes

	<ul style="list-style-type: none"> <li>○ From a category</li> <li>○ From a product</li> <li>○ From a category</li> <li>● <b>Product:</b> Same as the product of a selector.</li> <li>● <b>Category:</b> Same as the category of a selector.</li> </ul>	
Conditions	Conditions applied	Yes

Table - Group configuration fields

Once configured, a list will be displayed with the groups where it can be edited and deleted.

## Manage groups

🔍 🔔 👤 admin ▾

My groups

✓ The group has been removed successfully

Create new Group

Name	Conditions	Customers	Created	Actions
MY_GROUP	Countries: Spain	3	2019-12-12 14:29:10	<a href="#">Edit</a> <a href="#">Delete</a>
Name	Conditions	Customers	Created	Actions

Showing 1 to 1 of 1 entries

Previous 1 Next

Illustration - Groups

In the second step of the SMS sending wizard, one of the groups must be selected.

## SYNCHRONIZE CONTACTS

From the Magento extension it is possible to synchronize contacts and then use them in 360NRS campaigns (outside of Magento).

## Synchronize contacts

Synchronize your contacts from Magento to 360NRS

### Optional fields

You can add the optional fields you want to synchronize. Select the Magento field and click Add. You can change the name that field will have in 360NRS.

Field 360NRS	Magento database table	Magento database field
Select		

Add

### Required fields

These fields will be synchronized by default.

Field 360NRS	Magento database table	Magento database field
Email	customer_entity	Email
Phone	customer_address_entity	telephone
Country	directory_country	iso2_code

Save

Illustration - Configure synchronization

The email, telephone and country fields are required by 360nrs for synchronization, however it is possible to add optional fields such as name, surname, creation date, etc. and they will also sync with 360nrs within the **MAGENTO** group.

## Synchronize contacts

Synchronize your contacts from Magento to 360NRS

### Optional fields

You can add the optional fields you want to synchronize. Select the Magento field and click Add. You can change the name that field will have in 360NRS.

Field 360NRS	Magento database table	Magento database field	
firstname	customer_entity	firstname	X
lastname	customer_entity	lastname	X

lastname

Add

### Required fields

These fields will be synchronized by default.

Field 360NRS	Magento database table	Magento database field
Email	customer_entity	Email
Phone	customer_address_entity	telephone
Country	directory_country	iso2_code

Save

Illustration - Configure synchronization (optional fields)

Once the save button is pressed, a page will be displayed with the **Synchronize now** button:

Synchronize Now

Illustration - Synchronize now

Pressing the **Synchronize now** button will begin the synchronization process. This process will be done in the background, which means that you can change the page while it is being performed.

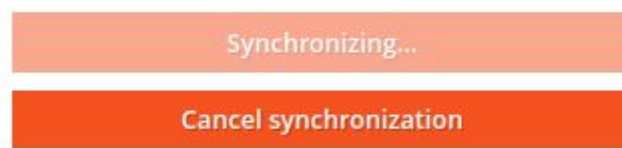


Illustration - Synchronizing

## Synchronize contacts

Synchronize your contacts from Magento to 360NRS

🔍 🔔 👤 admin ▾

### Synchronize contacts

☐ Confirm that this contact or contact list has the express consent to receive communications from me and that, if requested by the NRS Group, I can provide proof of this consent

Synchronize Now

Synchronize your contacts. You can see the summary on the right side. You can change the page, the synchronization takes place in the background.

	TOTAL	Percentage
Processed	3	100%
Totals	3	100%
Empty	0	0%
Existing	2	67%
Errors	0	0%
Emails	3	100%
Mobile Phones	2	67%

📅 Last update

2019-11-28 12:07:17

[Configure Synchronization](#)

Illustration - Successful synchronization

You can re-synchronize or change the synchronization settings at any time.



# CAMPAIGNS

To send SMS, send other types of campaigns, view sent campaigns or view statistics, you must access the **Campaigns** menu.

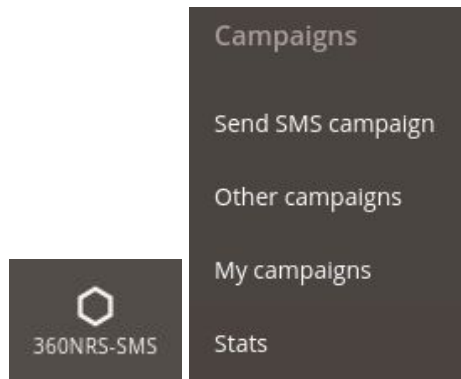


Illustration - Campaigns menu

## SEND SMS

From this wizard it is possible to send an SMS to a group of contacts.

### Step 1: Campaign name

In step 1 you enter the name of the campaign.

#### Send SMS

🔍 🔔 👤 admin ▾

Send an SMS campaign to a group of contacts

You need to have a group of contacts created [Do you want to create a group now?](#)

1

2

3

4

Campaign nameSelect groupConfigure your messageAdvanced options

Campaign name

Campaign name \*

Next

Illustration - Send SMS: Campaign name

## Step 2: Group selection

In step 2, the contact group to which the sending is going to be selected is selected.

### Send SMS

🔍 🔔 👤 admin ▾

Send an SMS campaign to a group of contacts

You need to have a group of contacts created [Do you want to create a group now?](#)

The screenshot shows a four-step progress bar at the top: 1. Campaign name, 2. Select group (highlighted with a red circle), 3. Configure your message, and 4. Advanced options. Below the progress bar, the title 'Select group' is centered. On the left, the label 'Group \*' is followed by a dropdown menu showing 'MY\_GROUP'. Below the dropdown, there is a link that says 'Create a group of customers with conditions and filters.' and a button labeled '+ Create group'. At the bottom left is a 'Previous' button, and at the bottom right is a red 'Next' button.

Illustration - Send SMS: Group selection

### Step 3: Message configuration

In step 3 the sender is entered, the encoding is selected and the SMS message is entered.

#### Send SMS

Send an SMS campaign to a group of contacts

You need to have a group of contacts created [Do you want to create a group now?](#)

1 Campaign name 2 Select group 3 Configure your message 4 Advanced options

Configure your message

Sender \*

Encoding \* Standard (GSM7)   
Select the type of SMS encoding. GSM-7 is the standard, allows 160 characters per SMS, but does not accept all characters. UTF-16 accepts all characters, but you can only send 70 per SMS.

Message \* 

Select an Option   
You can add custom fields in your message

Select an Option   
You can add urls in your message.

You can add emojis in your message. Available for UTF-16 encoding

Characters Used 0/160 (1 SMS)

Previous Next

Illustration - Send SMS: Message configuration

Each field is explained below:

Field	Description	Required
Sender	Sender Text, will consist of 15 numbers or 11 alphanumeric characters.	Yes
Encoding	Possible values are <b>gsm</b> and <b>utf-16</b> . The "gsm" value for normal sendings with GSM7 encoding and 160 characters per message and the "utf-16 for UCS2 (UTF16) encoding and 70 characters per message.	Yes
Message	Message text In this field you can add Custom Variables, urls created previously, for more information see URL Management menu, finally you can add emojis, the latter available for UTF-16 encoding.	Yes

Table - Send SMS: Message configuration

## Paso 4: Advanced options

In step 4, the sending scheduling date (optional) is selected, the expiration date of the sending (optional) is selected or it is indicated whether the SMS will be certified (optional).

### Send SMS

🔍 🔔 👤 admin ▾

Send an SMS campaign to a group of contacts

You need to have a group of contacts created [Do you want to create a group now?](#)

1

Campaign name

2

Select group

3

Configure your message

4

Advanced options

Advanced options

Scheduled

☐ Select the data and time when you want to send the messages. Leave this field empty if you want to send the message now.

Expiration

☐ Select the date from which you do not want your message to be delivered under any circumstances.

Certified SMS

☐ The Certified SMS is a text message sent to a mobile phone and, in turn, generates a digitally signed certificate that is valid as evidence.

Previous

Send

Illustration - Send SMS: Advanced options

Each field is explained below:

Field	Description	Required
Scheduled date	Date on which the sending will be made. You must specify a time zone.	No
Expiry date	Date on which the sending will expire. You must specify a time zone. Any SMS that tries to arrive later than that date will be rejected.	No
Certified SMS	Indicates whether the SMS is certified or not. Certifying an SMS has an additional cost. If the SMS is certified it is possible to download the certificates in the My certificates section.	No

Table - Send SMS: Advanced options

## Summary

At the end of everything you can see a summary of the shipping data. If everything is correct by pressing the **Confirm** button, the sending will be made. If any data is not correct when you press **Cancel** you can change any of the steps.

### Summary



Recipients	Spain: 3 Phones <b>TOTAL: 3</b>
Campaign	MAGENTO_TEST123456 ▼
Group	MY_GROUP ▼
Sender	MAGENTO
Encoding	Standard (GSM7) ▼
Message	Hi, {FIRSTNAME}
Schedule	
Expiration	Never
Certified SMS	No

Cancel

Confirm

Illustration - Send SMS: Summary

When confirming, the message will be sent and will be shown in the campaign list, where you can check its status and go to its statistics.

## OTHER CAMPAIGNS

In addition to SMS campaigns from within Magento, it is possible to carry out other campaigns from the 360NRS platform:

- Basic campaigns
  - SMS campaigns
  - Mailing campaigns
  - Landing page campaigns (SMS with a link that opens as a landing)
  - Text2Speech campaigns (phone call that reproduces a voice message)
  - Push App campaigns (notification that appears in an App)
  - Push Web campaigns (notification that appears on a Web)
- Campaigns of mailing Test A / B
- Automatic campaigns
- Trigger campaigns

In order to create these types of campaigns it is necessary to have synchronized contacts first.

**Basic campaign:** Normal sending of SMS, email, Landing page, Text2speech, Push App or Push Web to a group of contacts.

**Campaigns of mailing Test A / B:** Send an email or another depending on some parameters and then compare the results of the statistics and see which version has worked best.

**Automatic campaigns:** Send automatically when an action occurs, for example, when it is a customer's birthday.

**Trigger campaigns:** Send a result send another send. For example, send a Text2Speech, if you do not pick up the phone, send an email, if you do not open the email within 2 hours, a SMS will be sent.

## Other campaigns



admin ▾

Create your 360NRS campaigns synchronizing your Magento contacts

To create your campaigns in 360NRS you must have your contacts synchronized, [Do you want to synchronize now?](#)



Last synchronization 2019-11-28 12:07:17

### Basic Campaign

Create a campaign by any marketing channel: SMS, MAILING, LANDING PAGE, PUSH APP, PUSH WEB, VOICE MESSAGES

Create campaign now

### Mailing campaign with Test A/B

You have the possibility to test the mailing campaign that has the best performance by doing A / B tests (up to 5 variants to compare, measure and analyze) with a small group of users.

Create campaign now

### Automatic Campaign

Create predefined campaigns based on the condition of one or more custom field(s) and 360NRS will synchronize your Magento database just before launching the campaign

Create campaign now

### Trigger campaign

Create automated campaigns from a single variable allowing the launch. of successive multichannel campaigns chained: SMS, Mailing, Push App and Voice Calls.

Create campaign now

Illustration - Other campaigns

Clicking on the **Create campaign button** now for any type of campaign will redirect to the 360NRS platform directly logged in to do that type of campaign from the 360NRS platform.

# MY CAMPAIGNS

List of SMS campaigns carried out. It is possible to view the complete statistics by pressing the **Statistics** button.

My campaigns

admin

SMS campaigns

✓ The message has been sent

ID	Campaign	Type	Chanel	Send date	Last update	Status	Actions
74140	MAGENTO_TEST123456	Basic	SMS	2019-12-12   16:45:55 (GMT+00:00)	2019-12-12   16:45:56 (GMT+00:00)	Finished	Stats

Showing 1 to 10 of 13 entries

Previous

1

2

Next

Illustration - My campaigns



# STATS

From the 360NRS extension it is possible to view the complete statistics of each of the campaigns.

Statistics can be displayed by **channel** and by **campaign**.

**Statistics by channel:** statistics of all SMS campaigns between two specific dates.

These statistics show:

- Graphs of all campaigns between those dates indicating sent, delivered, not delivered, pending, unsubscriptions and cost.
- List of all sendings indicating sent, delivered, not delivered, pending, unsubscriptions and cost.
- Graphs of delivery ratio and unsubscribe ratio.

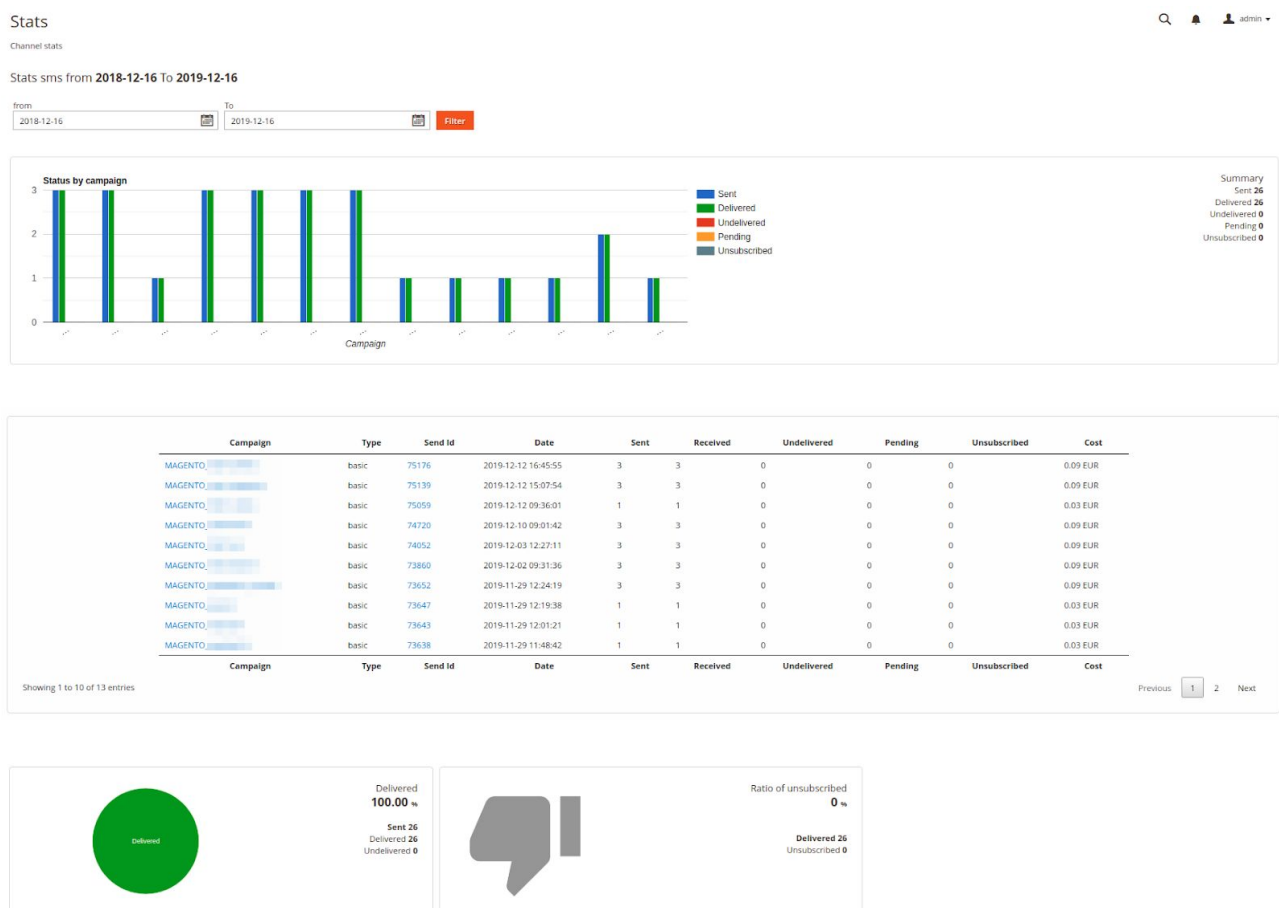


Illustration - Stats by channel

**Statistics by campaign:** Shows the information of a specific campaign.

These statistics show:

- Campaign Cost
- Campaign graphics indicating sent, delivered, not delivered, pending, low and cost.
- List of shipments of that campaign indicating sent, delivered, not delivered, pending, low and cost.
- Graphics of delivery ratio and casualty ratio.



Illustration - Stats by campaign

# EVENTS

Events involve the sending of SMS when transactions are made in the store.

To set them up, go to the 360NRS menu and click on **“Manage events”**.

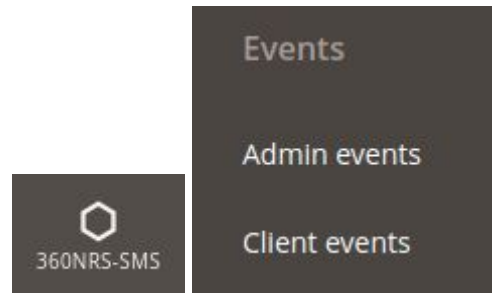


Illustration - Events menu

Two types of events can be set up in the 360NRS-SMS extension (Customer and Admin).

## ADMIN EVENTS

These events are SMS that will be sent to the store administrator when a transaction takes place.

To create admin events, you must set up a phone (see Set-up). Otherwise, you will not be able to create an event.

### Admin events



Create and manage your own events in a simple way.

With the event manager you can send SMS to your clients or to you as an administrator when an action is performed in your Magento store.

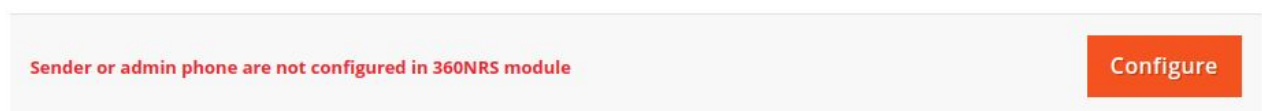


Illustration - Admin events - phone not set up

Pressing **Create new admin event** will display the configuration page.

## Admin events

🔍 🔔 👤 admin ▾

Create and manage your own events in a simple way.

With the event manager you can send SMS to your clients or to you as an administrator when an action is performed in your Magento store.

Create new admin event

Ilustración - Eventos Administrador

The event set-up screen will appear.

## Create new admin event

🔍 🔔 👤 admin ▾

Create events for your customers to receive SMS when they occur

← Back Clean Save and continue editing Save

Active ☒ Yes

You can activate or deactivate this event.

Event \*

Select the event you want to manage. When this event occurs, an SMS will be sent with the text that you indicate below

Encoding \*

Select the type of SMS encoding. GSM-7 is the standard, allows 160 characters per SMS, but does not accept all characters. UTF-16 accepts all characters, but you can only send 70 per SMS.

Message \*

Characters Used 0/160 (1 SMS)0/160 (1 SMS)

Custom fields

You can add custom fields in your message. You must select the Event first

Custom URLs

You can add custom URLs into your message

Emoji

You can add emojis in your message. Available for UTF-16 encoding

Illustration - Create admin event

In this section, you can enter or modify the details below:

Field	Description	Required
Active	Event status	Yes
Event	Type of Event. There are nine possible customer events: <ul style="list-style-type: none"> <li>• <b>Order complete:</b> Event that sends SMS to the customer when they buy an item in the store.</li> <li>• <b>Order cancelled:</b> Event that sends SMS to the customer when they cancel an order.</li> <li>• <b>Order sent:</b> Event that sends SMS to the customer once their items have been shipped.</li> <li>• <b>Payment accepted:</b> Event that sends SMS to the customer once the payment has been processed.</li> <li>• <b>Abandoned shopping cart:</b> Event that sends SMS to the customer when they fail to complete their purchase. SMS are sent after the indicated time. In case no value is specified, 6 hours will be the default time.</li> </ul>	Yes
Coding	The possible values are "gsm" and "utf-16". The value "gsm" for normal SMS with GSM7 codification and 160 characters per message, and the value "utf-16" for UCS2 (UTF16) codification and 70 characters per message.	Yes
Message	The message body. In this field, you can add customised variables according to the event you are going to set up. These variables are replaced by the corresponding fields. For more information, see the Customised Fields Table. You can also add previously created urls, for more information see URL Management menu, finally you can add emojis, the latter available for UTF-16 encoding	Yes
Cart abandoned (in hours)	The time lapse to consider the shopping cart as abandoned. In case no value is specified, 6 hours will be the default time. This field only applies to the Abandoned Shopping Cart event.	No

Table - Admin event fields

Custom fields, custom urls and emojis can be added to the message.

After saving, a list of set-up events will appear, which can be updated or deleted.

<input type="checkbox"/>	Name	Description	Status	Action
<input type="checkbox"/>	Order completed	Order completed	Active	Select ▼
<input type="checkbox"/>	Payment Accepted	Payment Accepted	Active	Select ▼

Illustration - Admin events list

## CUSTOMER EVENTS

These events are sent to the customer when they make a transaction in the store.

### Client events

   admin ▾

Create and manage your own events in a simple way.

With the event manager you can send SMS to your clients or to you as an administrator when an action is performed in your Magento store.

Create new client event

	Name	Description	Status	Action
<input type="checkbox"/>	New Order	New Order	Active	<a href="#">Select ▾</a>

Illustration - Customer events

Pressing **Create new client event** will display the configuration page.

## Create new client event

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Create events for your customers to receive SMS when they occur

← Back   Clean   Save and continue editing   **Save**

Active ☒ Yes

You can activate or deactivate this event.

Event \*

Select the event you want to manage. When this event occurs, an SMS will be sent with the text that you indicate below

Encoding \*

Select the type of SMS encoding. GSM-7 is the standard, allows 160 characters per SMS, but does not accept all characters. UTF-16 accepts all characters, but you can only send 70 per SMS.

Message \*

Characters Used 0/160 (1 SMS)

Custom fields

You can add custom fields in your message. You must select the Event first

Custom URLs

You can add custom URLs into your message

Emoji

You can add emojis in your message. Available for UTF-16 encoding

Illustration - Create customer event

In this section, you can enter or modify the details below:

Field	Description	Required
Active	Event status	Yes
Event	Type of Event. There are nine possible customer events: <ul style="list-style-type: none"><li>• <b>Order completed:</b> Event that sends SMS to the customer when they buy an item in the store.</li><li>• <b>Order cancelled:</b> Event that sends SMS to the customer when they cancel an order.</li><li>• <b>Order sent:</b> Event that sends SMS to the customer once their items have been delivered.</li><li>• <b>Payment accepted:</b> Event that sends SMS to the customer once the payment has been processed.</li><li>• <b>Abandoned shopping cart:</b> Event that sends SMS to the customer when they fail to complete their purchase. SMS are sent after the time indicated in the set-up. In case no value is specified, 6 hours will be the default time.</li></ul>	Yes

	<ul style="list-style-type: none"> <li>• <b>Birthday wishes:</b> Event that sends SMS to the customer on their birthday.</li> </ul>	
Coding	The possible values are <b>gsm</b> and <b>utf-16</b> . The value “gsm” for normal SMS with GSM7 codification and 160 characters per message, and the value “utf-16” for UCS2 (UTF16) codification and 70 characters per message.	Yes
Message	The message body. In this field, you can add customised variables according to the event you are going to set up. These variables are replaced by the corresponding fields. For more information, see the Customised Fields Table. You can also add previously created urls, for more information see URL Management menu, finally you can add emojis, the latter available for UTF-16 encoding	Yes
Cart abandoned (in hours)	The time lapse to consider the shopping cart as abandoned. In case no value is specified, 6 hours will be the default time. This field only applies to the Abandoned Shopping Cart event	No

Table - Customer event fields

Custom fields, custom urls and emojis can be added to the message.

After saving, a list of set-up events will appear, which can be updated or deleted.

<input type="checkbox"/>	Name	Description	Status	Action
<input type="checkbox"/>	Order Complete	Order Complete	Active	Select ▼
<input type="checkbox"/>	Birthday congratulation	Birthday congratulation	Active	Select ▼

Illustration - List of customer events



# OTHERS

To manage the URLs, certificates and prices of SMS you have to access the menu **Others**.

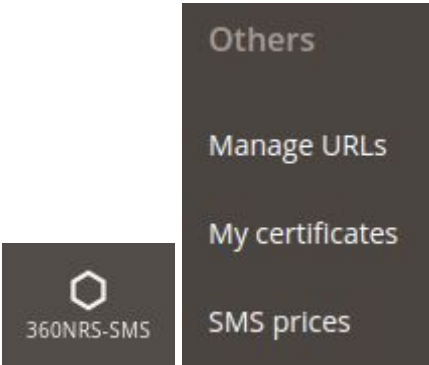


Illustration - Menú otros

## MANAGE URLS

From this section you can manage custom URLs that will be shortened to be added to the SMS.

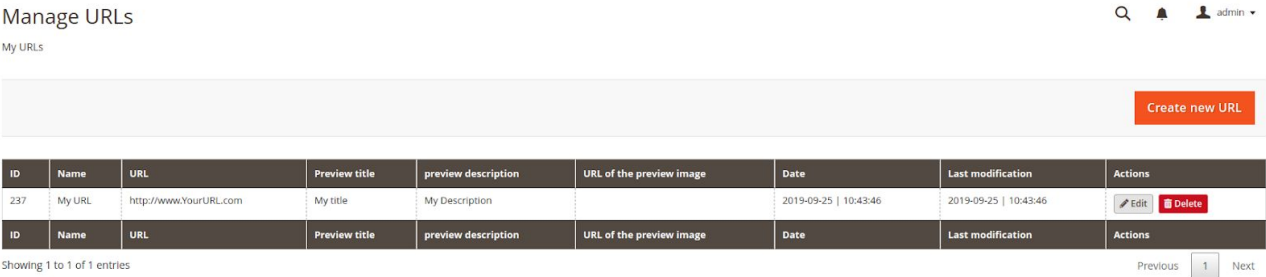


Illustration - Manage URLs

When you press the **Create new URL** button, the following form will appear:

Name \*

Link URL \*

The URL must start with http:// or https://

Title of the preview

Description of the preview

URL of the preview image

The URL must start with http:// or https://

Save

Illustration - Create new URL

Each of the fields is explained below:

Field	Description	Required
Name	URL name to identify it	Yes
Link URL	Full URL	Yes
Title of the preview	For native android devices it is possible to add a title to appear as a preview title	No
Description of the preview	For native android devices it is possible to add a description to appear as a preview description	No
URL of the preview image	For native android devices it is possible to add an image to appear as a preview image	No

Table - URLs fields

## MY CERTIFICATES

When the “Certified SMS” box is checked in an SMS campaign, a PDF certificate will be created each time that SMS reaches a contact.

This section contains a list of certificates and can be downloaded in PDF.

### My certificates

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Download certificates

Date	Phone	Sender	Country	Certified date	Status	Download Certificate
2019-11-07   07:53:25 (GMT+00:00)	34-██████	testCert	 Spain	2019-11-07   07:53:32 (GMT+00:00)	Delivered	Download PDF 📄
2019-10-07   09:42:16 (GMT+00:00)	34-██████	Remitenite	 Spain	2019-10-08   10:05:31 (GMT+00:00)	Delivered	Download PDF 📄
2019-10-07   09:42:16 (GMT+00:00)	34-██████	Remitenite	 Spain	2019-10-07   09:42:20 (GMT+00:00)	Delivered	Download PDF 📄

Illustration - My certificates

## SMS PRICES

In this section you can see the list of SMS prices by country.

### SMS prices

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SMS prices by country

Country	Price from
 Andorra	0.06 €/sms *
 United Arab Emirates	0.0137 €/sms *
 Afghanistan	0.075 €/sms *
 Antigua and Barbuda	0.061 €/sms *
 Albania	0.041 €/sms *

Illustration - SMS prices