

MoceanAPI for Marketing: Send SMS, Voice and OTT messages

Cloud Tutorial

MoceanAPI for Marketing: Send SMS, Voice and OTT messages allows users to use custom Journey Builder Activities that utilize MoceanAPI services. There are four Journey Builder Activities, Send SMS, Voice Message, Check SMS Status and Status Code Split.

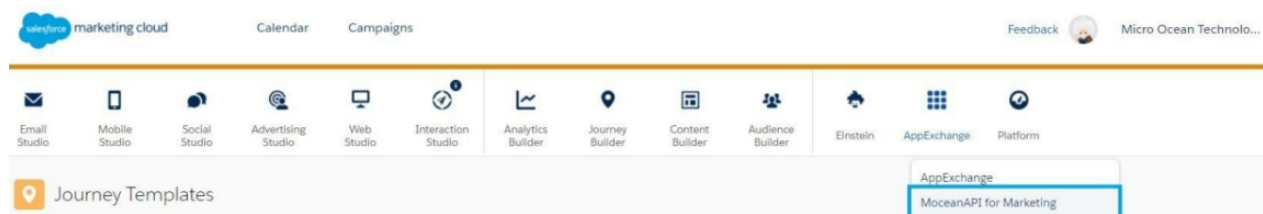
For the Send SMS and Voice Message activity, all recipient's mobile numbers must contain country code.

Before you begin, please make sure you already have a MoceanAPI account, or sign up for a Mocean account [here](#).

Account Configuration

Before using the Journey Builder Activities, account configuration is required with steps below:

1. Log in to your Marketing Cloud Account and navigate to AppExchange > MoceanAPI for Marketing: Send SMS, Voice and OTT messages.



2. At the Account Configuration page, configure the following:
 - a. API Key (Required) - Can be found at <https://dashboard.moceanapi.com/>
 - b. API Secret (Required) - Can be found at <https://dashboard.moceanapi.com/>
 - c. Message From (Required) - Sender of the SMS when the message is received at a mobile phone.
 - d. Country (Optional) - Select a default country to check for country code of recipient's mobile number during SMS sending, if recipient's number has invalid

format for selected country, no SMS will be sent.

e. SMS Template Data Extension Key (Optional) - SMS templates will be loaded from Data Extension for selection in Send SMS activity.

The screenshot shows the 'Account Configuration' page of the MoceanAPI for Marketing interface. The page has a top navigation bar with 'Account Configuration', 'Keyword Configuration', and 'SMS History' tabs. The 'Account Configuration' tab is active. The page displays the following fields and information:

- Credit Balance:** EUR 4.8706
- * API Key:** A text input field containing a masked value (black dots).
- Your Mocean account API key:** A descriptive label for the API key field.
- * API Secret:** A text input field containing a masked value (black dots).
- Your Mocean account API secret:** A descriptive label for the API secret field.
- * Message From:** A text input field containing 'Sender1'.
- Sender of the SMS when the message is received at a mobile phone:** A descriptive label for the message from field.
- Country:** A dropdown menu with 'Select Country' as the current selection.
- Optional: Select a default country to check for country code of recipient's mobile number during message sending, if recipient's number has invalid format for selected country, no message will be sent.** A descriptive label for the country selection.
- SMS Template Data Extension Key:** A text input field containing '1D577F0F-FD91-476F-9C43-E15E5EEDB882'.
- Optional: SMS templates will be loaded from Data Extension for selection in Send SMS and Voice Message activity.** A descriptive label for the data extension key field.
- Export Log:** A button labeled 'Export'.
- Save:** A blue button at the bottom right of the form.

3. Click "Save".

The external key of a data extension can be found at "Properties", the data extension of SMS template must contain the following attributes:

1. TemplateName - The name of the SMS template
2. TemplateValue - The content of the SMS template

Test_Template

Properties

Records

EXTERNAL KEY 

614EDAB8-EC48-4FCB-84AC-C0D532B2F875

CREATED

12/28/2021 11:26 PM

MODIFIED

01/20/2022 4:50 PM

LOCATION

Data Extensions [Change Location](#)

TYPE

Standard

Keyword Configuration

You can rent one or more virtual numbers from Mocean, and configure keywords provided to you to set up an opt-in or opt-out event. A data extension must be provided for contacts storing. The external key of a data extension can be found at “Properties”.

The screenshot shows the 'Keyword Configuration' tab in the MoceanAPI interface. It features a table with two rows: 'OPTIN' and 'OPTOUT'. Each row has a 'Keyword' column, a 'Data Extension External Key' column, and a 'Thank You Message' column. The 'OPTIN' row has the keyword 'OPTIN', the external key 'AKLAF509-A5ER-G778-DAFE-MC8FGGE6B42', and the message 'You have been subscribed.' The 'OPTOUT' row has the keyword 'OPTOUT', the external key 'C290LOIF-A5ER-G778-QA0P-YUDA353D36H', and the message 'You have been opt-out.' A 'Save' button is located at the bottom right of the form.

Keyword	Data Extension External Key	Thank You Message
OPTIN	AKLAF509-A5ER-G778-DAFE-MC8FGGE6B42	You have been subscribed.
OPTOUT	C290LOIF-A5ER-G778-QA0P-YUDA353D36H	You have been opt-out.

When a contact replies with your keyword, the contact’s mobile number will be saved to the bound data extension. If a thank you message is configured, the contact will receive a confirmation SMS that they have opt-in/opt-out.

The bound data extension must contain the following attribute:

1. Phone - The name of the SMS template

The screenshot shows the 'Create New Data Extension' dialog box with three tabs: 'Properties', 'Data Retention Policy', and 'Attributes'. The 'Attributes' tab is active, showing a table with columns: 'Primary Key', 'Name', 'Data Type', 'Required', 'Length', and 'Default Value'. There are two rows in the table. The first row has a checkbox for 'Primary Key', the name 'Phone', a dropdown for 'Data Type' set to 'Phone', a checkbox for 'Required', a text input for 'Length' with the value '50', and a text input for 'Default Value'. The second row has a checkbox for 'Primary Key', an empty name input, a dropdown for 'Data Type' set to 'Text', a checkbox for 'Required', a text input for 'Length' with the value '50', and a text input for 'Default Value'.

Primary Key	Name	Data Type	Required	Length	Default Value
☐	Phone	Phone	☐	50	
☐		Text	☐	50	

*To ensure the smooth operation of this function, reauthorize the app by logging in your SFMC

account and navigate to AppExchange > MoceanAPI for Marketing: Send SMS, Voice and OTT messages at least once every two months.

SMS History

All past SMS transactions can be viewed from the SMS History Transaction page. Search records are limited to two weeks.

MoceanAPI for Marketing...

Feedback

Micro Ocean Technolo...

Account Configuration

Keyword Configuration

SMS History

Search Criteria

From Date

01/04/2022

To Date

15/04/2022

+ Advanced Search

* Search records are limited to 2 weeks.

Search

Clear

Show

10

entries

Datetime	Sender ID	Recipient	Activity Type	Journey ID	Journey Name / Version	Response	Status	Message
4/14/2022, 3:02:36 PM	Sender		Voice Message	286745d2-1273-464e-8cde-66c70fa2f0cd	Voice Message Campaign / V15	Message sent	Success	Hi User1 welcome to Voice Message API Thank you
4/14/2022, 3:02:35 PM	Sender		Voice Message	286745d2-1273-464e-8cde-66c70fa2f0cd	Voice Message Campaign / V15	Message sent	Success	Hi User2 welcome to Voice Message API Thank you
4/14/2022, 2:50:29 PM	Sender		Send SMS	2a622afe-b880-46c3-a761-9ce910bafc37	Send SMS Campaign / V14	Message sent	Success	Hi User1 welcome to Send SMS API, reply with OPTIN to subscribe
4/14/2022, 2:50:29 PM	Sender		Send SMS	2a622afe-b880-46c3-a761-9ce910bafc37	Send SMS Campaign / V14	Invalid format for mobile number	Failed	Hi User2 welcome to Send SMS API
4/14/2022, 2:50:29 PM	Sender		Thank You Message	N/A	N/A	Message sent	Success	You have been subscribed.

Recording List

The recordings from record action of voice messages can be downloaded here. Recordings expire after 15 days.

Account Configuration

Keyword Configuration

SMS History

Recording List

Search Criteria

From Date

11 / 07 / 2024

To Date

26 / 07 / 2024

+ Advanced Search

* Recordings expire after 15 days.

Search

Clear

Show

10

entries

Created Date	Call UUID	Recipient	
7/24/2024, 10:55:24 AM	2cb62eba-4968-11ef-9947-173d6d1ef726	60103333933	
7/20/2024, 12:27:23 PM	ae7eb66-429d-11ef-9947-173d6d1ef726	60103333933	
7/20/2024, 12:13:19 PM	37e91526-429d-11ef-9947-173d6d1ef726	60103333933	
7/15/2024, 2:43:03 PM	37e91526-429d-11ef-9947-173d6d1ef729	60103333933	

Showing 1 to 4 of 4 entries

Previous

1

Next

Send SMS Activity

Send SMS activity sends a SMS to recipients from records of a selected data extension as the entry source. The data extension must be sendable.

Steps to configure the activity as follow:

1. Select a mobile number attribute from entry source, the data from the attribute will be the recipient of the SMS, only attribute with type “Phone” is valid for selection.
2. Optionally, select a country code attribute, if the recipient's mobile number does not match the format of the country code defined, no SMS will be sent. This setting overrides the default country code set in Account Configuration.
3. Enter the SMS message, choosing a template will overwrite the Message field with the template content. Placeholders for the entry source attribute can be inserted on select, it will be substituted with data from the entry source when the activity executes.
4. Click “Done” to save activity.

Activity Key
REST-1

* Select mobile number attribute from Entry Source
mobilePhone

Select country code attribute from Entry Source ⓘ
countryCode

* Message
Choose a template: Loading SMS Templates...
Hi {{Name}}

Insert Entry Source Attribute

DATA EXTENSION
DATA EXTENSION NAME
CUSTOMER_CONTACT
RECORD COUNT
4

Schedule
START
On Activation
REPEAT
Never

Send SMS 1 day Exit on day 1

Cancel Done

The outcome data of the activity includes as follow:

1. errorMsg - The error message if SMS request was not sent successfully, empty if SMS request sent successfully
2. msgid - The ID of the SMS request sent successfully, empty if SMS request not sent

successfully

3. smsResponse - The results of the SMS request, outcome will be "Success" or "Fail"
4. statusCode - The status code of the SMS request

*Status code 0 indicates that the SMS request was sent successfully, whereas the remaining status code indicates an error or failure. For a more detailed list of the status codes, refer to [SMS API \(Send SMS\)](#)'s SMS Status Code list.

Voice Message Activity

Voice message activity makes an outbound call with a set of actions, the call flow will be carried out when the call is answered by the recipients from records of a selected data extension as the entry source. The data extension must be sendable.

Steps to configure the activity as follow:

1. Select a mobile number attribute from entry source, the data from the attribute will be the recipient of the message, only attribute with type “Phone” is valid for selection. 2. Optionally, select a country code attribute, if the recipient's mobile number does not match the format of the country code defined, no message will be sent. This setting overrides the default country code set in Account Configuration.
2. Optionally, select a country code attribute, if the recipient's mobile number does not match the format of the country code defined, no message will be sent. This setting overrides the default country code set in Account Configuration.
3. Configure a set of actions to be carried out during the call flow. Click “Add Action” to add more actions to the set. Two actions can be performed during the call:
 - a. Say - Send a synthesized speech to a conversation
 - b. Sleep - The wait time to proceed to the next event
 - c. Play - Play an audio file to the conversation
 - d. Collect - Collect the digit input from recipient for further processing
 - e. Dial - To connect a connectable endpoint like a phone number
 - f. Record - Record the voice call after the record function

Activity Key
REST-1

* Select mobile number attribute from Entry Source
Mobile Number

Select country code attribute from Entry Source
Country Code

* Actions

Sleep 1000ms Edit

Say Testing Voice API {{Name}} Edit Delete

Play https://file-examples.com/storage/fe7e31ec4b64ff77da87142/2017/11/file_example_MP3_700KB.mp3 Edit Delete

Cancel Done

DATA EXTENSION
DATA EXTENSION NAME
Test_Contacts_2
RECORD COUNT
1
View Event Results

Schedule
START
On Activation
REPEAT
Never

Voice Message 1 minute Exit c

Say

1. To configure a “Say” action, select the language of the message to be synthesized.
2. Enter the message, choosing a template will overwrite the Message field with the template content. Placeholders for the entry source attribute can be inserted on select, it will be substituted with data from the entry source when the activity executes.

Sleep

1. To configure a “Sleep” action, select the duration to wait (in ms) before executing the next action in line. Minimum is 1000ms.

* Duration (ms)

1000

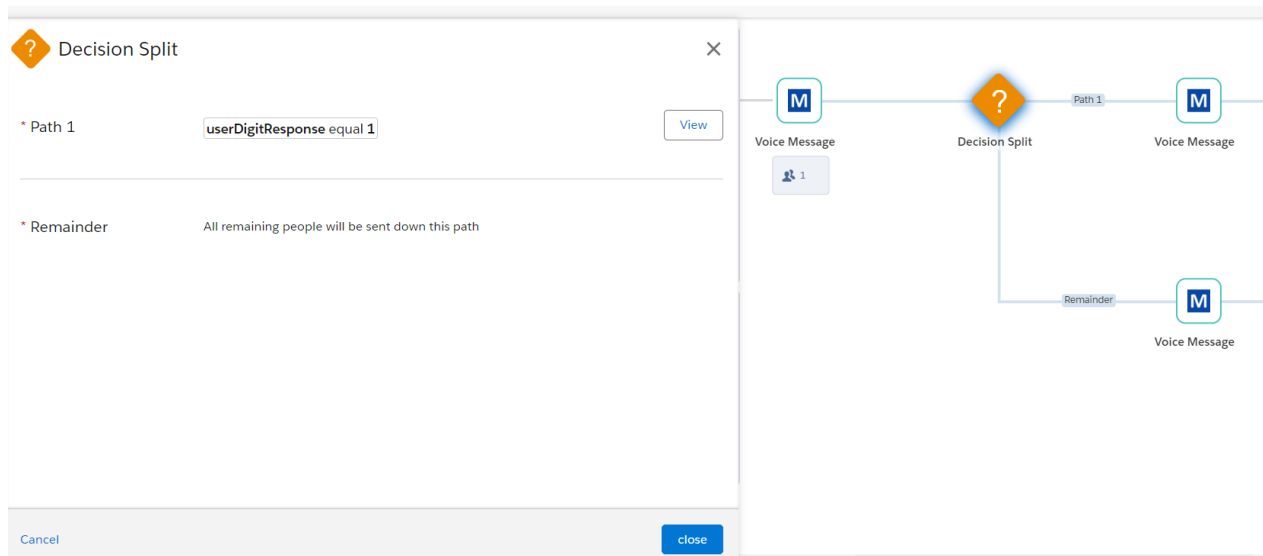
Play

1. To configure a “Play” action, enter the URL to your audio file, make sure your file is accessible to the public



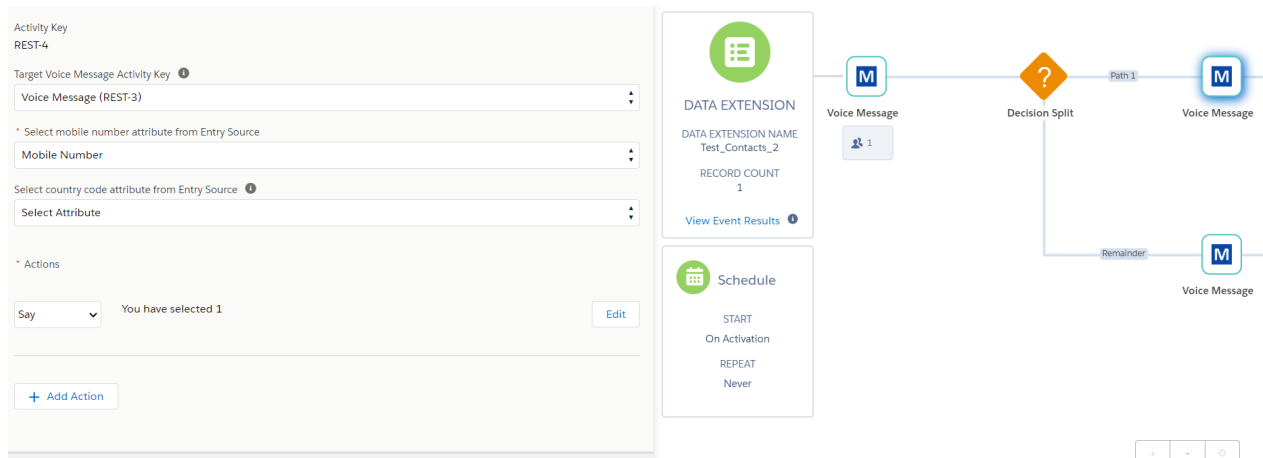
Collect

1. To configure a “Collect” action, enter the minimum and maximum digits expected, optionally you can configure a terminator (eg. #) to end the input before maximum digits is collected
2. Enter the timeout of the collect action, if no input is done by the user before timeout, an empty value will be returned
3. Each Voice Message activity can only have one collect action, and the collect action will always be the last in line, to continue the voice message after a collect action, you are required to add a new Voice Message Activity
4. You can create a Decision Split based on the digit collected from user as shown below



5. The subsequent voice message activity must have “Target Voice Message Activity Key” configured with the preceding voice message activity to continue the voice message,

else a new voice message will be initiated instead



Dial

1. To configure a “Dial” action, enter the destination phone number to dial, with country code include

Record

1. No additional configuration is required for “Record” action

The outcome data of the activity includes as follow:

1. errorMsg - The error message if Voice Message request was not sent successfully, empty if Voice Message request sent successfully
2. callUUID - The call uuid of the Voice Message
3. sessionUUID - The session uuid of the Voice Message
4. smsResponse - The results of the Voice Message request, outcome will be “Success” or “Fail”

- 5. statusCode - The status code of the Voice Message request
- 6. userDigitResponse - Digit from user input during collect action

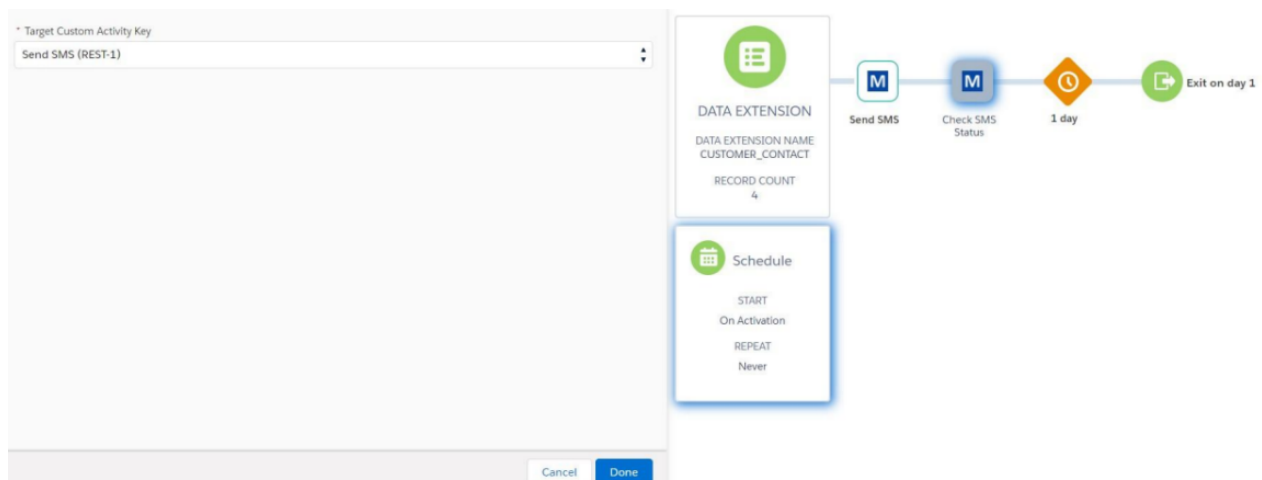
*Status code 0 indicates that the message request was sent successfully, whereas the remaining status code indicates an error or failure. For a more detailed list of the status codes, refer to [Voice API \(Make an outbound call\)](#)'s Voice User Error Code list.

Check SMS Status Activity

Check SMS Status activity returns the status of the outbound SMS from the selected Send SMS activity.

Steps to configure the activity as follow:

1. Configure a valid Send SMS activity.
2. Place the Check SMS Status activity after the targeted Send SMS activity.
3. Select the activity key of the target (activity key is displayed at the top row of all Send SMS activity).
4. Click “Done” to save activity.



The outcome data of the activity includes as follow:

1. creditDeducted - Total credit deducted for the sent SMS from the selected Send SMS activity
2. errorMsg - The error message if Check SMS Status request was not sent successfully, empty if Check SMS Status request sent successfully
3. msgid - The ID of the SMS from the selected Send SMS activity
4. msgStatus - The status of the SMS from the selected Send SMS activity

5. statusCode - The response code of the Check SMS Status request

*If the selected Send SMS activity's SMS request was not successful, this activity will return an empty value for all outcome data above.

*Message status 1 indicates a successful transaction, whereas the remaining message status indicates an error or failure. For a more detailed list of the status codes, refer to [Query API \(Message Status Code\)](#)'s Message Status Code list.

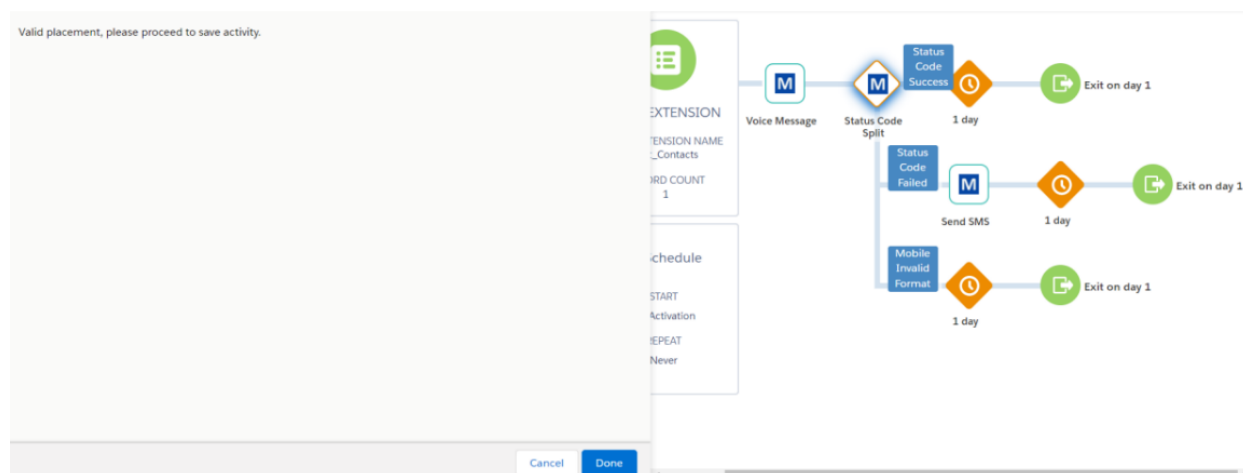
*Status code 0 indicates that the status of the SMS is returned successfully, whereas the remaining status code indicates an error or failure. For a more detailed list of the status codes, refer to [Query API \(Possible Errors\)](#)'s Possible Errors list.

Status Code Split Activity

Status Code Split Activity takes the outcome data (statusCode) from a Send SMS activity or a Voice Message activity, and branches off into three branches.

Steps to configure the activity as follow:

1. Place the Status Code Split activity following a Send SMS activity or a Voice Message activity.
2. Click “Done”.



The Status Code Split activity contains three branches:

1. Status Code Success (statusCode 0) - Message was sent successfully
2. Status Code Failed (statusCode other than 0 or -1) - Message was not sent successfully
3. Mobile Invalid Format (statusCode -1) - Mobile number of recipient failed format checking (format invalid for country code checked or missing country code)