

Send SMS directly from Campaign Canvas

Verticurl offers the ability to send SMS from Eloqua via program builder & campaign canvas. This includes the abilities to personalize SMS message, view SMS delivery reports and receive reply messages from your customers. All the above features can be directly accessed by configuring our cloud application on Eloqua.



key features

- ▶ Send SMS messages directly from Eloqua campaign canvas.
- ▶ Multiple SMS providers can be used based on our requirement.
- ▶ Contact & CDO Field Merge in SMS message is possible.
- ▶ Displays number of characters in the SMS message while you enter.
- ▶ Landing page link in SMS message will be opened with pre-population, by including Eloqua PURL Name in the Link.
- ▶ Graphical view of delivery reports available.
- ▶ Delivery reports can be exported in to excel format at any time.
- ▶ Delivery reports can be stored in a separate CDO in Eloqua(If needed)
- ▶ Two-Way SMS Communications can be done.
- ▶ Customer responses are captured based on campaigns & will be pushed to Eloqua CDO.
- ▶ SMS From number can be purchased, based on our targeted customers country. And it can be used instead of From Name, so all the reply messages from customers will be received behalf of this number.

Field Mappings Section

Contact Field Mappings:

Unique Identifier*

Mobile Phone* Contact CDO

Campaign Name*

SMS Credentials:

SMS Account Name*

SMS From* Name Inbound

SMS Message*

Contact Personalization

CDO Personalization

Suppress Duplicates

Enable Step

