

Optimove WhatsApp Integration with MessageWhiz



Scheduled Campaigns Only

The WhatsApp integration between Optimove and MessageWhiz enables automated, high-engagement WhatsApp campaigns directly from your Optimove workflows. This integration streamlines campaign setup, template management, contact sync, and delivery reporting, allowing marketing teams to reach customers on the world's most popular messaging app.

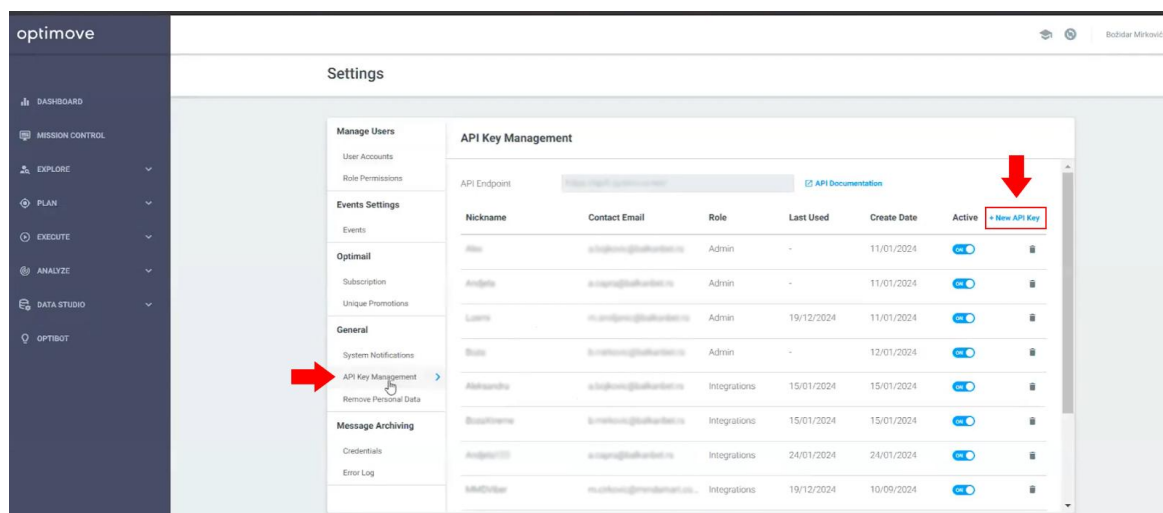
Reach out to your Optimove or MessageWhiz representative to get started.

WhatsApp Use Case: Scheduled Campaigns

WhatsApp is available only for scheduled campaigns. To enable WhatsApp sending, ensure that your WhatsApp channel (Sender ID 405 – MMD Smart – WhatsApp) is active in your Optimove account.

How to Set Up the Integration

1. Create an Optimove API Key



Name the API key as you like (in this example test123)

Enter any contact email (it should be the person who should receive the information regarding this integration)

Ensure the API key includes access to customer attributes needed for messaging, including:

- First Name

Settings

Manage Users

User Accounts

Role Permissions

Events Settings

Events

Optimail

Subscription

Unique Promotions

General

System Notifications

API Key Management

Remove Personal Data

Message Archiving

Credentials

Error Log

[← Back](#) **Create New API Key**

Nickname
Nickname can contain only letters, numbers and the following characters: _ + - .

Contact Email

Access Type

Channels

Permitted Attributes

☐ Show Selected 1 of 205

☐ (All Search Results)

☐ Affiliate Name

☐ Days Since First Deposit

☐ First Deposit Date

☒ First Name

☐ Imported Customer File Name

- Mobile number attribute (depending where you store it, it can be a Phone number as well)

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Create New API Key

Nickname

Nickname can contain only letters, numbers and the following characters: _ + - .

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WhatsApp

Permitted Attributes

Show Selected

0 Of 205

(All Search Results)

Mobile

- Optional: First name attribute (if personalization tokens are required)

2. Share the API Key with MessageWhiz

Send the Optimove API key and API version (4 or 5) to the MessageWhiz team so the integration can be configured.

3. Provide Your MessageWhiz API Key

MessageWhiz uses this key to sync templates and execute broadcasts.

You will find it on your MessageWhiz menu when you log in, going to My Account > Teams Management > INTEGRATION KEYS

4. Confirm Integration Parameters

MessageWhiz will configure the integration using the following fields:

- optimoveApiKey
- api_version
- apiKey (MW user API key)
- channels: ["WHATSAPP"]
- phoneAttribute (optional)
- firstNameAttribute (optional)

Creating WhatsApp Campaign Templates

WhatsApp templates must be created in MessageWhiz. Only templates meeting WhatsApp and Optimove requirements will sync.

Template Requirements

- Template status must be APPROVED
- Only Marketing and Utility templates sync to Optimove
- Template name must include the word “Optimove”
- Template name must follow the required pattern:

Naming Format

SenderName-TemplateName + “Optimove” in template name

- If the name is numeric → trim to 20 characters
- If it contains letters → trim to 11 characters
- Replace all characters except ' ' . _ with an underscore _

Examples

Original Name	Synced Name
test 123 '._- + & Optimove	test 123 '._- + & Optimove
112233445566778899112233 Optimove	11223344556677889911 Optimove
t!?,{	}\$%~t Optimove

Templates sync to Optimove **every 1 minute**.

Contact Sync Requirements

To ensure correct message routing, Optimove must pass the correct phone numbers and optional first names to MessageWhiz.

Phone Number Sync

If you plan to send WhatsApp campaigns from Optimove:

- The Mobile Number Attribute in Optimove must be mapped to phoneAttribute in the integration.

For WhatsApp scheduled campaigns, MessageWhiz can also map this attribute to the number variable inside your WhatsApp template.

First Name Sync (Optional)

If first-name personalization is required:

- Optimove must expose the **FirstName** attribute.
- MessageWhiz will map it to the WhatsApp template's **name variable**.

Note: Additional custom variables will appear empty in WhatsApp since they are not mapped.

How to Launch a WhatsApp Campaign

1. Create a Scheduled Campaign in Optimove

Use: Channel 405 — MMD Smart – WhatsApp

2. Select a Template

Optimove will display only:

- Marketing or Utility WhatsApp templates
- Templates containing “Optimove” in the name
- Templates created in MessageWhiz (WA channel only)

3. Start the Campaign

Once the campaign is activated:

- Optimove sends a list of Customer IDs to MessageWhiz
- MessageWhiz triggers the WhatsApp broadcast

- Phone numbers are matched using the mobile number attribute configured during integration

4. Monitor Campaign Delivery

After the campaign completes, MessageWhiz returns delivery metrics to Optimove.

Post-Campaign Reporting

MessageWhiz sends WhatsApp delivery statistics back to Optimove, including:

- **Sent**
- **Delivered**
- **Clicked**
- **Dropped**

Status updates follow a timed schedule:

Time After Launch	Update Frequency
First 60 minutes	Every 5 minutes
2nd hour	Every 10 minutes
3rd hour	Every 20 minutes
4th hour	Every 30 minutes
5-24 hours	Every hour

If a broadcast fails due to low account balance, Optimove will show a “dropped” notification and the broadcast will be cancelled in MessageWhiz.

Unsubscribe Lists (Optional)

WhatsApp scheduled campaigns support unsubscribe lists the same way as SMS and Viber.

To enable unsubsribes:

1. Create lists named:
unsub-xxxx
2. Add the unsubscribe link token in your MessageWhiz WhatsApp template.
3. When a user clicks the link, their phone number is automatically added to the unsub list.

Summary: WhatsApp Integration Workflow

1. Setup

- Create Optimove API key
- Provide MW API key
- Enable WhatsApp channel (405)
- Configure phone and first name attributes (optional)

2. Templates

- Create APPROVED WhatsApp templates in MessageWhiz
- Name them using the required format including “**Optimove**”
- Templates sync every 1 minute

3. Campaign Execution

- Create scheduled campaign in Optimove
- Pick Sender 405 and select synced template
- Optimove sends customer IDs → MW triggers WhatsApp send
- Delivery statistics sync back to Optimove