

Unica Link V12.1 Twilio Connector User Guide



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Chapter 1. Introduction to Twilio

The Twilio connector sends SMS to a destination device and fetches the status of the sent SMS.

Chapter 2. Prerequisites

To use the Twilio connector you must first have an account with Twilio.

The connector requires the following:

- An Account SID.
- An Auth Token.
- A Twilio phone number.

Chapter 3. Configuration

To use Twilio, a connection must be configured by a Unica Administrator. The connection properties are:

- **Base URL** – The Twilio API base URL for example: `https://api.twilio.com/2010-04-01`
- **Account SID** – The Twilio account SID.
- **Auth Token** – The authorization token for the account.
- **From Number** – The Twilio phone number from which the message would be sent.
- **Retry Interval** – The interval (in milliseconds) at which the API would be polling for fetching the message status. Default value is 10000, that is, 10 seconds.

Chapter 4. Test connection

When defining a connection, the **Test** button can be pressed. This invokes a query operation on Twilio to ensure that the server can be reached and that the connection parameters are valid.

Chapter 5. Configuring a Touchpoint or Process box

When a Twilio connector is configured from a Touchpoint in Journey, or a process box in Campaign, this property is displayed:

- **Message** – In the SMS message, placeholders can be used by mentioning the field name between brackets (< >), for example <First Name>. Up to five placeholders are supported.

Then, click **Next**. The Field Mapping page opens with fields such as 'phone number' and all the placeholders which were given in the previous page's message field within brackets (<>). These fields on the Field Mapping page must be mapped with Journey or Campaign fields. Selecting the **Save** option concludes the Touchpoint, or process box configuration step.

Chapter 6. Event tracking

The Sent SMS will be polled based on **Retry Interval** and **Retry Attempts** for the status.

The polling breaks as soon as the message status comes as **delivered, undelivered, or failed**.

If the polling completed and the status still does not become **delivered, undelivered or failed**, then the connector would return the current message status mostly **sent**.

If there are any errors reported by the Twilio API used in the connector for a record, the status or that record would be an **error**, and there would be an additional field as an error message displaying the error message that came from the API.