

**Unica Link V12.1.4 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.