

Communicate

Create interactive communication flow



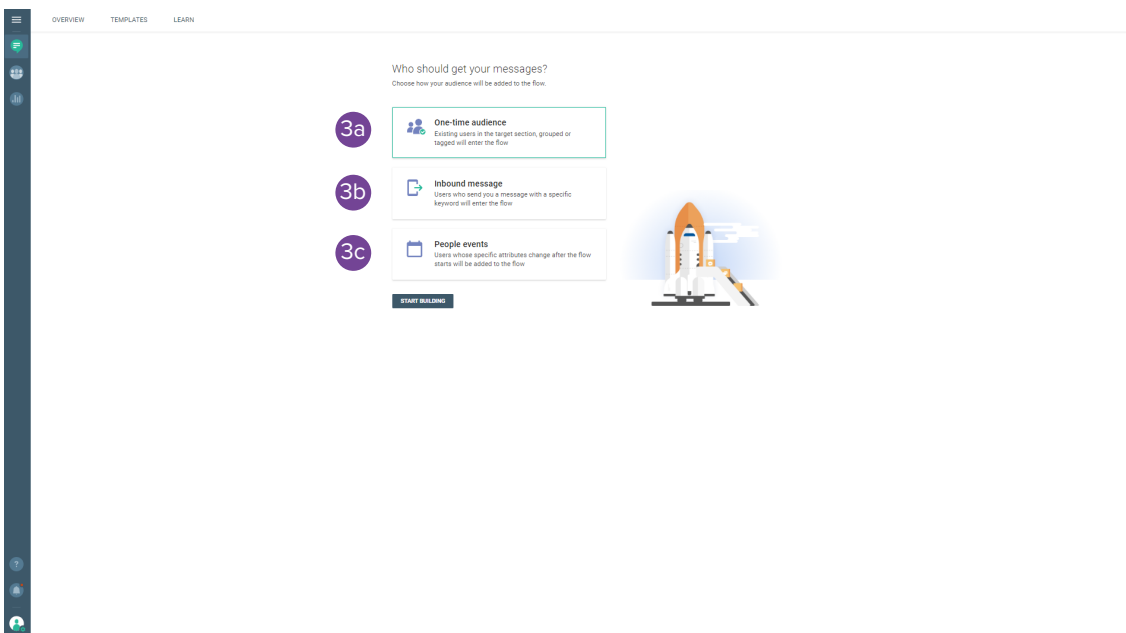
1. Click the **CREATE FLOW** button

The screenshot shows the 'All Communications' page in the Communicate interface. The page has a sidebar on the left with filters for Users, Date, Communication Type, Status, Channels, and Templates. The main content area displays a list of communications with columns for Information, Metrics, and Analysis. The 'CREATE FLOW' button is highlighted with a red circle and the number 2.

Information	Metrics	Analysis
DRAFTED test Created 7 days ago	No traffic No expenses	Ready to be sent Check draft
DRAFTED Meeting reminder Created 8 days ago	No traffic No expenses	Ready to be sent Check draft
DRAFTED Meeting reminder Created 8 days ago	No traffic No expenses	Ready to be sent Check draft
ACTIVE Loan offer promo Created 8 days ago	2 No expenses	
DRAFTED Customer survey Created 8 days ago	No traffic No expenses	Ready to be sent Check draft
DRAFTED New York security Created 16 days ago	No traffic No expenses	Ready to be sent Check draft
FINISHED grisa zadnji Created 79 days ago	11 No expenses	90.9 % Delivered
FINISHED	2	50 %

2. Define the audience (mandatory).

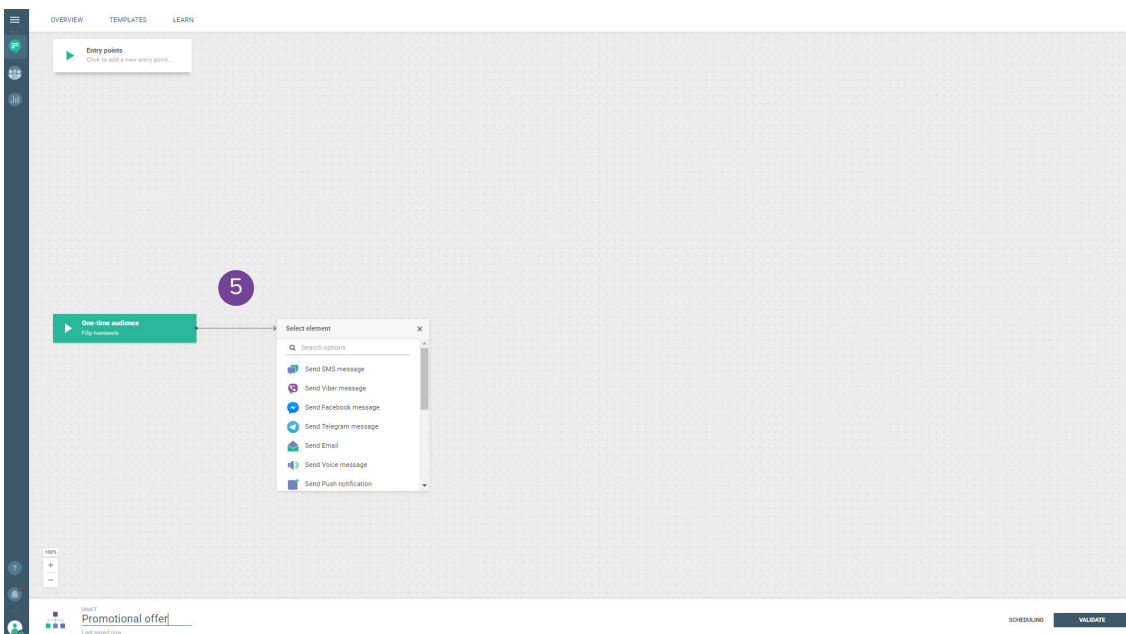
- One-time** - for subscribers that already match the criteria for the campaign. You can enter individual subscribers or a list of subscribers
- Inbound message** - for end-users who will send a message to the number you've set up
- People events** - Messages will be sent only to new end-users added to the Target section that have the specific attribute value. Previously added end-users will receive the messages if their specific attribute changes to the value you set



3. Set a flow name (mandatory)



4. Click the arrow element and add a channel message you prefer by picking one from the menu.



5. Set the sender and the content data of the message that will be sent over the chosen channel (mandatory)

OVERVIEW TEMPLATES LEARN

Entry points
Click to add a new entry point...

One-time audience
Reply here...

SMS message from 447860034122
Dear firstName. Are you interested in our latest newsletter? Reply with YES if you are, or NO if you are not interested.

Send SMS

Sends SMS to cell phone users.

FROM
447860034122

CONTENT
Minimum 1 message
Dear firstName
Are you interested in our latest newsletter? Reply with YES if you are, or NO if you are not interested.

SPECIAL CHARACTERS
No transliteration

Hide Advanced options

Message Options

VALIDITY PERIOD
g Hours

Enable delivery reports over API pull

Flash SMS

DATA PAYLOAD
Select data payload or start typing

DELETE CLOSE

SCHEDULING VALIDATE

6. Create an **EVALUATE INBOUND MESSAGE** element in order to validate an inbound message and branch a flow

7. Create a set of rules (mandatory)

- a. Set **TO**, this is the number that will receive inbound messages
- b. Click **CREATE A CONDITION**
- c. Choose
 - i. "Keyword"
 - ii. "Is"
 - iii. Enter value

OVERVIEW TEMPLATES LEARN

Entry points
Click to add a new entry point...

One-time audience
Reply here...

SMS message from 447860034122
Dear firstName. Are you interested in our latest newsletter? Reply with YES if you are, or NO if you are not interested.

Evaluate inbound SMS
to 447860034122

Keyword is YES

Keyword is NO

If no response until the end of flow

Inbound Message

Define inbound message logic based on values

SELECT A CHANNEL
SMS Facebook Telegram

TO
447860034122

CONDITIONS

IF...
Keyword is YES

IF...
Keyword is NO

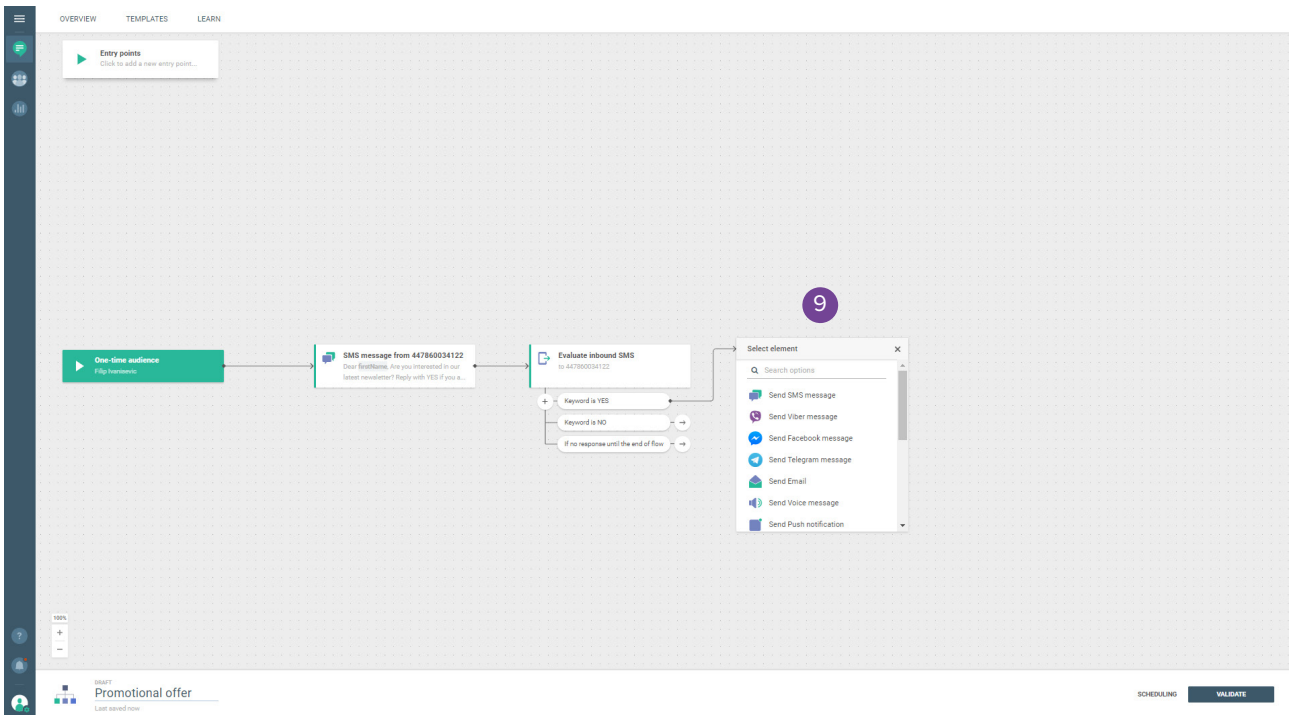
Add condition

WAIT
Indefinitely For specific time

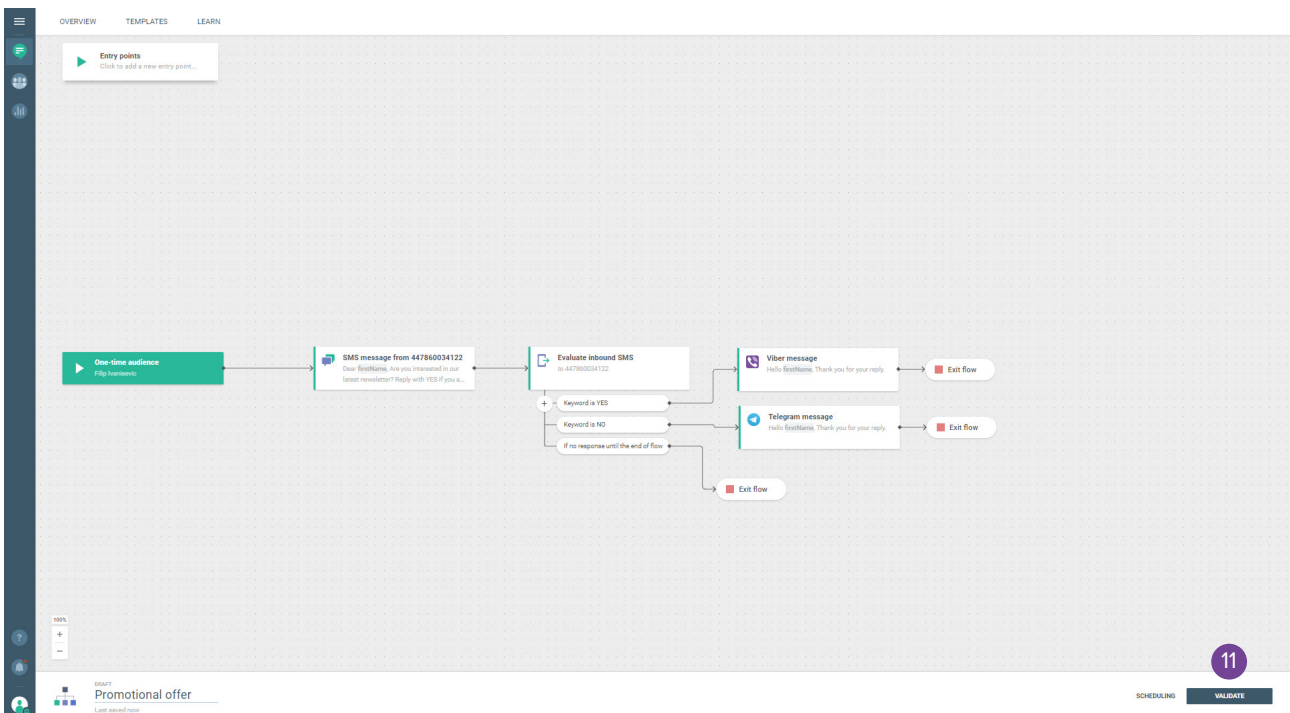
DELETE CLOSE

SCHEDULING VALIDATE

- Click the arrow element on the specific Evaluate Inbound Message output and add a channel message you prefer by picking one from the menu



- Continue creating your interactive flow
- In the end, click **VALIDATE**
 - Exit elements will be added automatically
 - If errors occur, rectify them




11. Launch your new flow

OVERVIEW TEMPLATES LEARN

You are ready for the liftoff
The flow is ready to start. Click on the **Launch now** button and let us do our thing.

LAUNCH NOW CANCEL

12

An illustration of a white rocket with orange flames at the top, launching upwards from a grey base. The rocket is surrounded by a soft blue glow and is positioned above a stylized grey cloud.