



Getting Started

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Getting Started

- 1 From your Segment UI's Destinations page click on "Add Destination".
- 2 Search for "MSG91" in the Catalog, select it, and choose which of your sources to connect the destination to.
- 3 Enter the "API Key" into your Segment Settings UI which you can find from your [MSG91 dashboard](#) in the API page using the 'API' option in the sidebar. It's recommended that you create a brand new API key for the Segment destination.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example call would look like:

```
{
  "messageId": "test-message-7krupg",
  "timestamp": "2019-04-16T06:33:14.682Z",
  "type": "identify",
  "email": "test@example.org",
  "traits": {
    "phone": "phone number to send SMS on",
    "firstName": "Firstname of SMS receiver",
    "message": "Thank you for singup, this is test SMS",
    "senderID": "Ex. flipKT, MSGIND, Vodaphn"
  },
  "userId": "test-user-0md4g"
}
```

Identify calls will be sent to MSG91 as an [Send SMS](#) event.

Page

If you're not familiar with the Segment Specs, take a look to understand what the [Page method](#) does. Make sure you send the following Properties with `page` method to send SMS. An example call would look like:

```
{
  "type": "page",
  "name": "Home",
  "properties": {
    "phone": "Phone number to send SMS",
    "firstName": "John",
    "message": "Thank you for singup, this is test SMS",
    "senderID": "Ex. flipKT, MSGIND, Vodaphn"
  }
}
```

Page calls will be sent to MSG91 as a [Send SMS](#).

Screen

If you're not familiar with the Segment Specs, take a look to understand what the [Screen method](#) does. Make sure you send the following Properties with `screen` method to send SMS. An example call would look like:

```
{
  "type": "screen",
  "name": "Home",
  "properties": {
    "phone": "Phone number to send SMS",
    "firstName": "John",
    "message": "Thank you for singup, this is test SMS",
    "senderID": "Ex. flipKT, MSGIND, Vodaphn"
  }
}
```

Screen calls will be sent to MSG91 as a [Send SMS](#).

Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. Make sure you send the following Properties with `track` method to send SMS. An example call would look like:

```
{
  "type": "track",
  "event": "Clicked Login Button",
  "properties": {
    "phone": "Phone number to send SMS",
    "firstName": "John",
    "message": "Thank you for singup, this is test SMS",
    "senderID": "Ex. flipKT, MSGIND, Vodaphn"
  }
}
```

Track calls will be sent to MSG91 as a `Send SMS` event.

Troubleshooting

You can check [MSG91's API doc](#) to read more about APIs and also test and create API from there.

Not seeing events?

Make sure you send the following properties/ traits to send SMS.

```
"properties": {  
  "phone": "Phone number to send SMS",  
  "firstName": "John",  
  "message": "Thank you for singup, this is test SMS",  
  "senderID": "Ex. flipKT, MSGIND, Vodaph"  
},
```

PROPERTY/ TRAIT	TYPE	DESCRIPTION
phone	Number	Phone number with country code, on which you want to send SMS: 167554321, 918818888758
firstName	String	First name of SMS receiver
message	String	SMS content you want to get delivered on mobile number.
senderID	String	Identity which will display on mobile when SMS received. Also dependent upon country rule

For more parameters, visit [MSG91 API doc](#)

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