

Velmanta SMS API Instructions

Introduction

Velmanta SMS API is an application for HubSpot that enables sending SMS messages directly from HubSpot Workflows.

The integration allows SMS communication to be automated based on data stored in HubSpot. The user can add an SMS sending action to a workflow, specify the message recipient, enter the SMS content, select the sender, and optionally add a link with UTM parameters.

The application supports the SMS channel only.

Requirements Before Getting Started

Before using the application, make sure that:

You have an active SMSAPI.pl account.

Your SMSAPI.pl account is enabled to send SMS messages.

You are able to generate an OAuth Token in the SMSAPI.pl panel.

An SMS sender has been added and activated in the SMSAPI.pl panel.

You have access to the HubSpot account on which you want to install the application.

You have the appropriate permissions to install applications from the HubSpot Marketplace and to create or edit workflows.

Billing for sent SMS messages is handled by SMSAPI.pl.

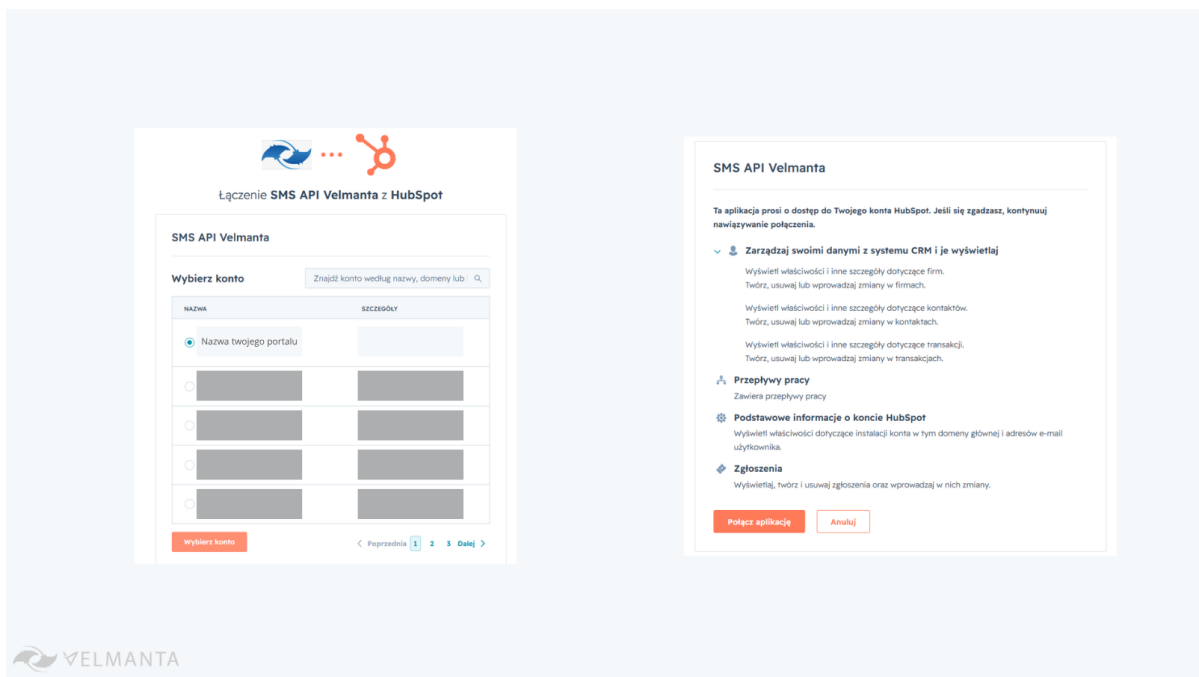
Installing the Application from HubSpot Marketplace

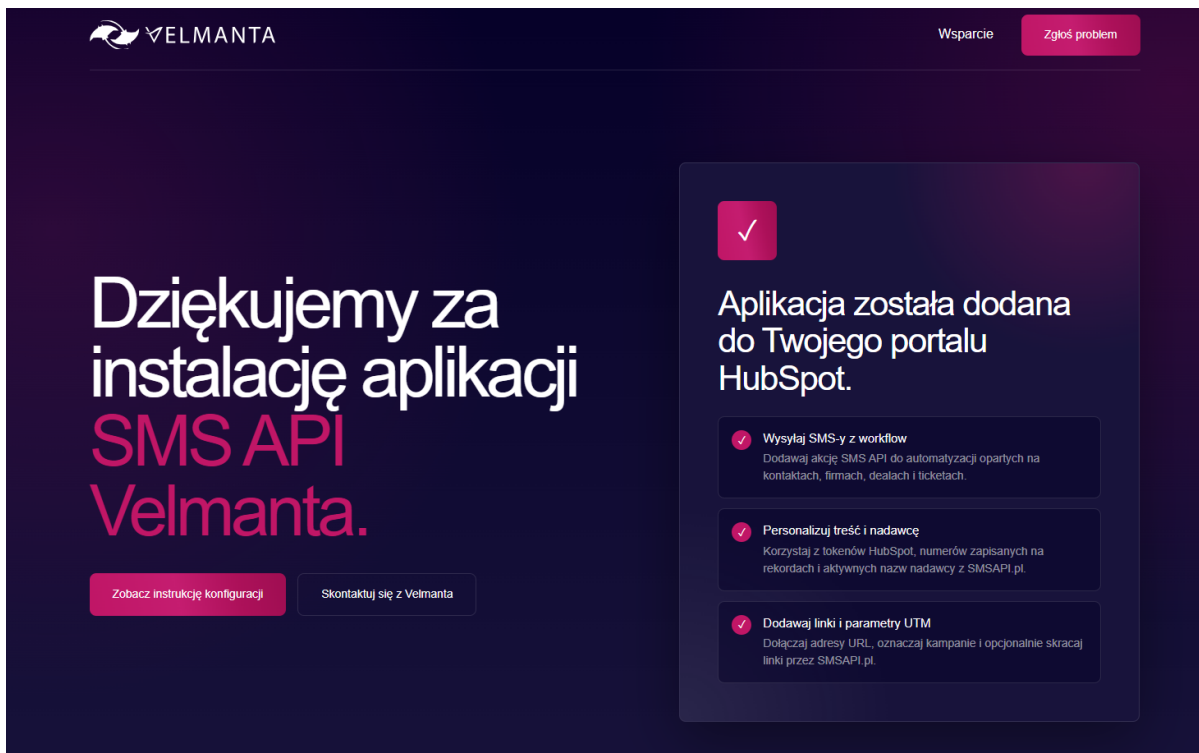
The Velmanta SMS API application must be installed directly from the HubSpot Marketplace.

To install the application:

1. Log in to your HubSpot account.

2. Go to HubSpot Marketplace.
3. Search for the Velmanta SMS API application.
4. Open the application page.
5. Click the application installation button.
6. Select the HubSpot account on which you want to install the application.
7. Review the list of required permissions.
8. Accept the required permissions.
9. Wait for the installation to finish.
10. After installing the application, configure the OAuth Token from SMSAPI.pl in the application settings.





OAuth Token Configuration

An OAuth Token from your SMSAPI.pl account is required for the integration to work.

The OAuth Token allows the Velmanta SMS API application to connect to SMSAPI.pl and send SMS messages on behalf of your account. The token works similarly to API access credentials, so it should be stored securely and must not be shared with unauthorized persons.

Without a correctly saved token, the application will not be able to send SMS messages through SMSAPI.pl.

How to Generate an OAuth Token in SMSAPI.pl

To generate an OAuth Token:

1. Log in to the SMSAPI.pl panel.
2. Go to the API Settings section.
3. Open the API Tokens (OAuth) tab.
4. Click Generate token or Generate new token.
5. Give the token a name, for example Velmanta SMS API.
6. Select the required permissions. For sending SMS messages, the permission related to SMS handling is required.
7. Confirm the token creation.

8. Copy the generated token.
9. Return to HubSpot.
10. Go to:

Settings > Integrations > Connected Apps > Velmanta SMS API

11. Open the application settings.
12. Paste the token into the OAuth Token field.
13. Save the settings.

After saving the settings, HubSpot will display a confirmation that the token has been saved.

Important: The OAuth Token is visible only once after it is generated. If the token is not copied or is lost, generate a new token in the SMSAPI.pl panel and save it again in the application settings in HubSpot.

SMSAPI powered by LINK Mobility

Stan konta: [] Ważność stanu konta do: [] Pomoc [] Płatności [] []@velmanta.com

Panel główny

- Wiadomości SMS
- Kampanie RCS **new**
- Wiadomości MMS
- Wiadomości VMS
- Odbiór wiadomości
- Baza kontaktów
- Funkcje dodatkowe

USTAWIENIA

- Ustawienia API **←**
- Tokeny API (OAuth)
- Hasło do API (MD5)
- Filtr adresów IP
- Adresy callback
- Logi systemowe
- Historia dostępu do API

Wyslij SMS Dodaj pole nadawcy Importuj kontakty

DARMOWE SZKOLENIE WIDEO 2.9.2026 Poznaj szczegóły

KONTO PREPAID [] pkt Doładuj konto

Statystyki

Gorące daty **Kiedy zaplanować wysyłkę?**

21 czerwca - Pierwszy dzień lata
Kalendarzowe lato i najdłuższy dzień w roku zwiastują letnie wyprzedaże.

21 czerwca - Święto Muzyki
Niech ceny będą dzisiaj niższe niż głos bluesmana!

22 czerwca - Dzień Ojca
Czy wiesz, ile osób nie ma pomysłu na prezent dla taty?
Profesjonaliści z pomocą SMSAPI zawsze kruszą!

Panel Klienta SMSAPI bez tajemnic

Zobacz praktyczny przewodnik po Panelu Klienta SMSAPI i poznaj wszystkie niezbędne funkcje i narzędzia profesjonalnej branży SMS.

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Tokeny API (OAuth)

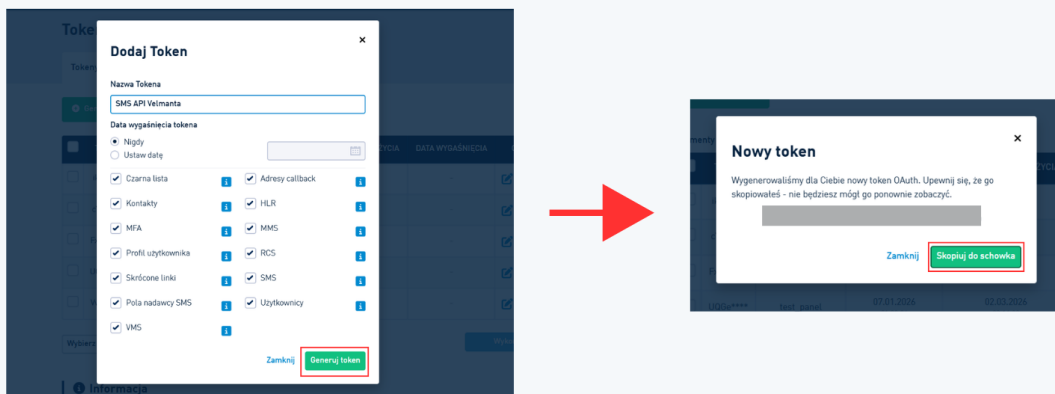
Tokeny OAuth Integracje

Generuj token **←**

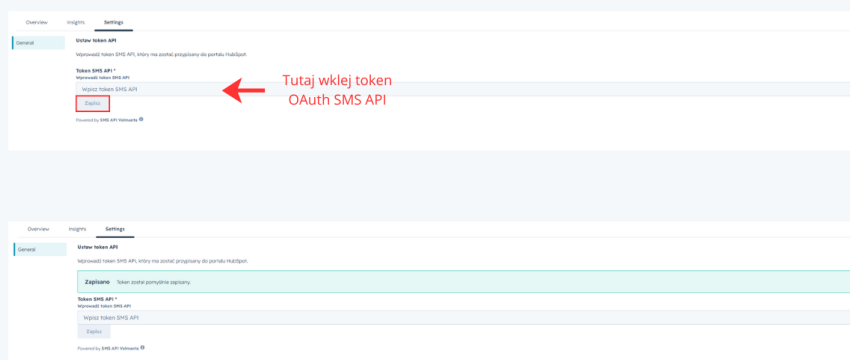
TOKEN	NAZWA	DATA UTWORZENIA	DATA OSTATNIEGO UŻYCIA	DATA WYGAŚNIĘCIA	OPCJE
☐	workflow_hubspot	[]	[]	-	[] [] []
☐	HubSpot	[]	[]	-	[] [] []
☐	hubspot	[]	[]	-	[] [] []
☐	test_panel	[]	[]	-	[] [] []
☐		[]	[]	-	[] [] []

Wybierz [] Wykonaj

Informacja
Wygenerowane tokeny służą do autoryzacji w odwołaniach do API.



Settings > Integrations > Connected Apps > SMS API Velmanta

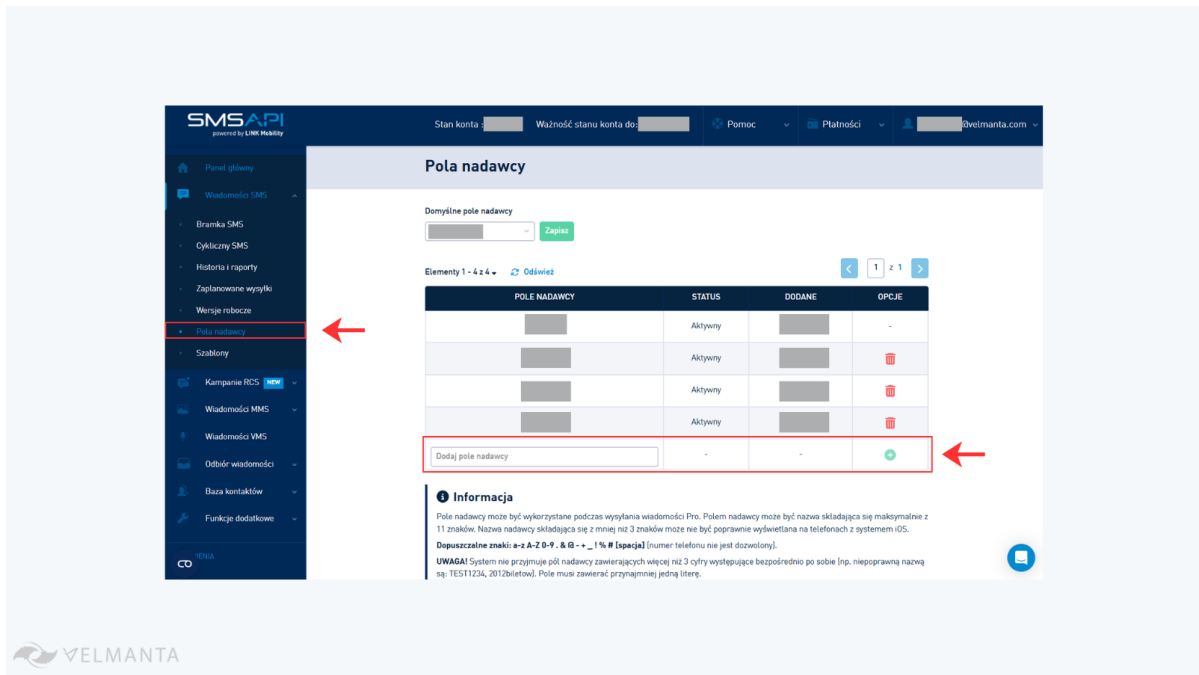


SMS Sender Configuration

The Sender Name field in the workflow action allows you to select the sender name of the SMS message.

The list of senders comes from the SMSAPI.pl panel. To make a sender available in HubSpot, it must first be added and activated in SMSAPI.pl.

After adding or activating a sender in SMSAPI.pl, refresh the page in HubSpot. The new sender should appear in the Sender Name list.



Supported Workflow Types

The Velmanta SMS API application can be used in workflows based on the following HubSpot objects:

contacts,

companies,

deals,

tickets.

This allows an SMS message to be sent as part of automation associated with different types of records in HubSpot.

Adding the SMS API Action to a Workflow

After installing the application and saving the OAuth Token, you can add the SMS sending action to a workflow in HubSpot.

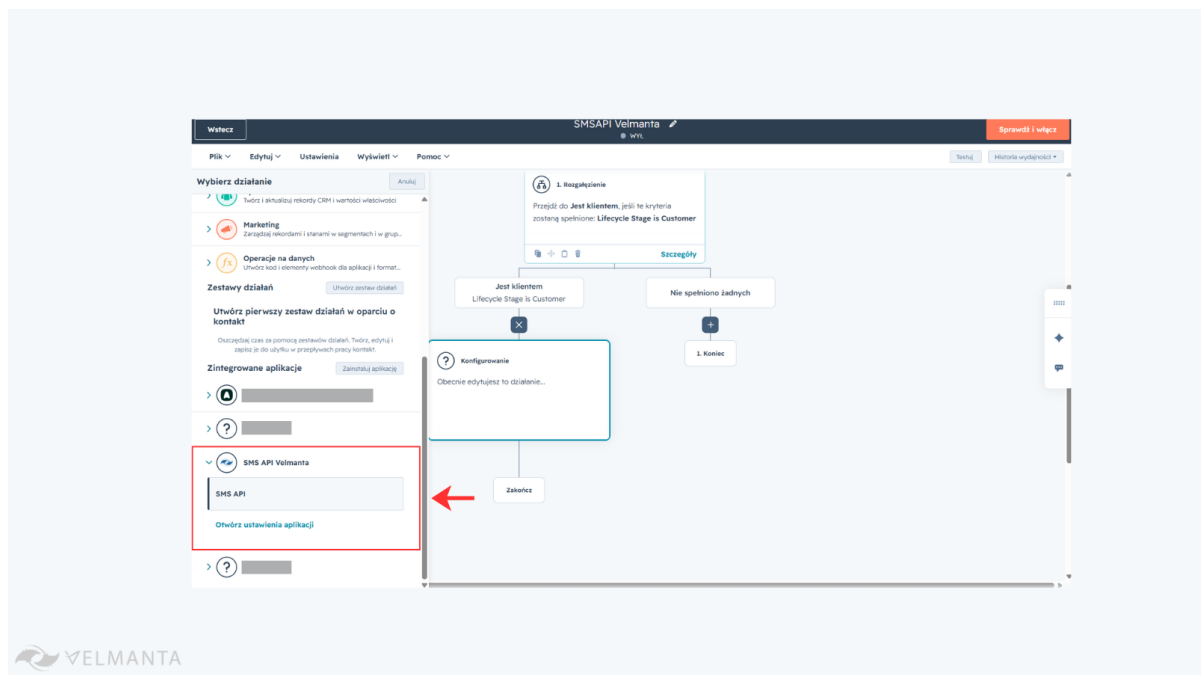
The action is located in the Integrated Apps section.

To add the action to a workflow:

1. In HubSpot, go to Automation > Workflows.
2. Open an existing workflow or create a new one.

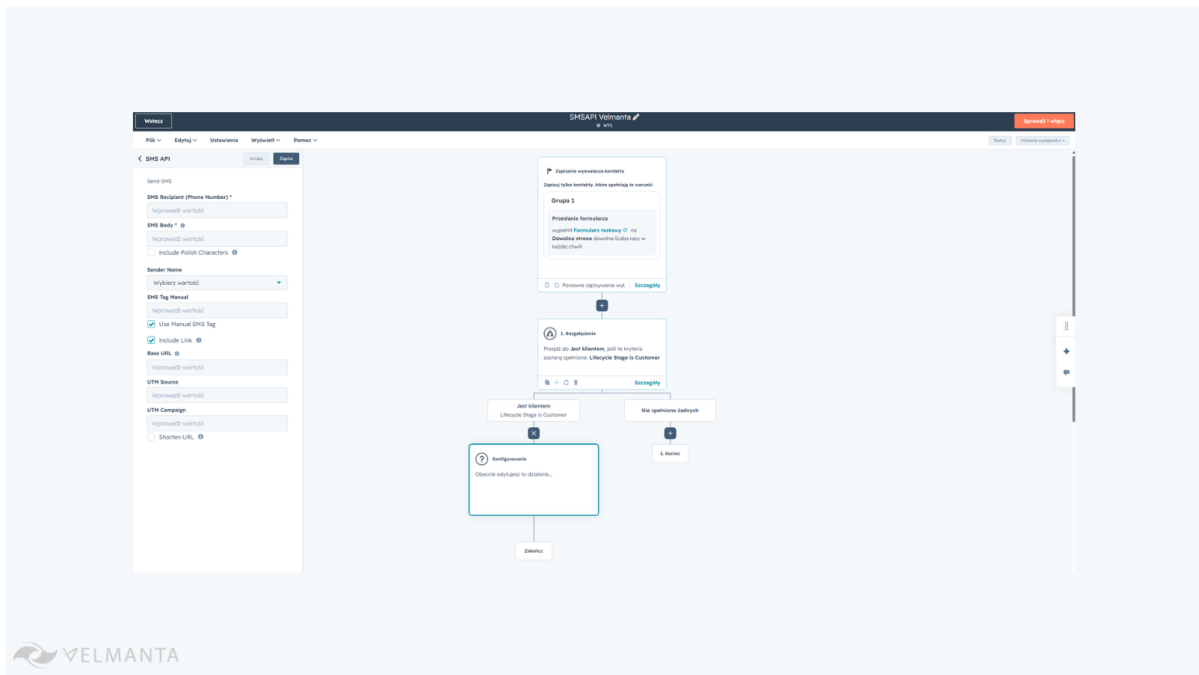
3. Select a workflow type that matches the record to which you want to send an SMS, for example a workflow based on contacts, companies, deals, or tickets.
4. Configure the record enrollment criteria for the workflow.
5. At the point where the SMS should be sent, click the icon to add a new action.
6. In the action selection panel, go to the Integrated Apps section.
7. Expand the Velmanta SMS API application.
8. Select the SMS API action.
9. Complete the fields required to send the SMS.
10. Save the action.
11. Review the workflow configuration.
12. Publish the workflow.

After the workflow is published, the application will send SMS messages to records that meet the workflow enrollment criteria.



SMS API Action Configuration

After selecting the SMS API action in a workflow, you must complete the fields required to send the SMS message.



SMS Recipient (Phone Number)

The SMS Recipient (Phone Number) field defines the phone number of the message recipient.

You can select a HubSpot property containing the phone number or enter the value manually. The property is selected separately for each workflow.

In most cases, it is recommended to use a record property, as this allows SMS messages to be sent automatically to different recipients enrolled in the workflow.

This can be a standard HubSpot property, such as phone number or mobile phone number, or a custom property created for SMS sending purposes.

SMS Body

The SMS Body field is used to enter the content of the SMS message.

In the content, you can enter plain text and use HubSpot personalization tokens. This allows the message to include data automatically retrieved from the record, for example the contact's first name, company name, deal information, or ticket data, depending on the workflow type.

Example:

Hi {{ contact.firstname }}, we invite you to check out our offer.

The standard length of one SMS message is 160 characters. A message longer than 160 characters will also be sent, but it may be billed as multiple SMS messages according to SMSAPI.pl rules.

Sender Name

The Sender Name field allows you to select the SMS sender name.

The list of senders comes from the SMSAPI.pl panel. To make a sender available in HubSpot, it must first be added and activated in SMSAPI.pl.

If a newly added sender does not appear in the list in HubSpot, refresh the page.

SMS Tag

The SMS Tag field allows you to mark the SMS send-out with a campaign tag.

The list of available values in the SMS Tag field comes from the options configured in the SMS Campaign property. This property is created automatically by the Velmanta SMS API application for the Contact object.

By default, the SMS Campaign property contains four values:

Black Friday,

Christmas,

Birthday,

Other.

The values from the SMS Campaign property are used as the selection list in the SMS API action configuration in the workflow. The user selects the campaign tag while configuring the workflow action.

Important: Selecting a value in the SMS Tag field does not change the value of the SMS Campaign property on the record. The SMS Campaign property is used to define the available tag options, not to save the tag on the record.

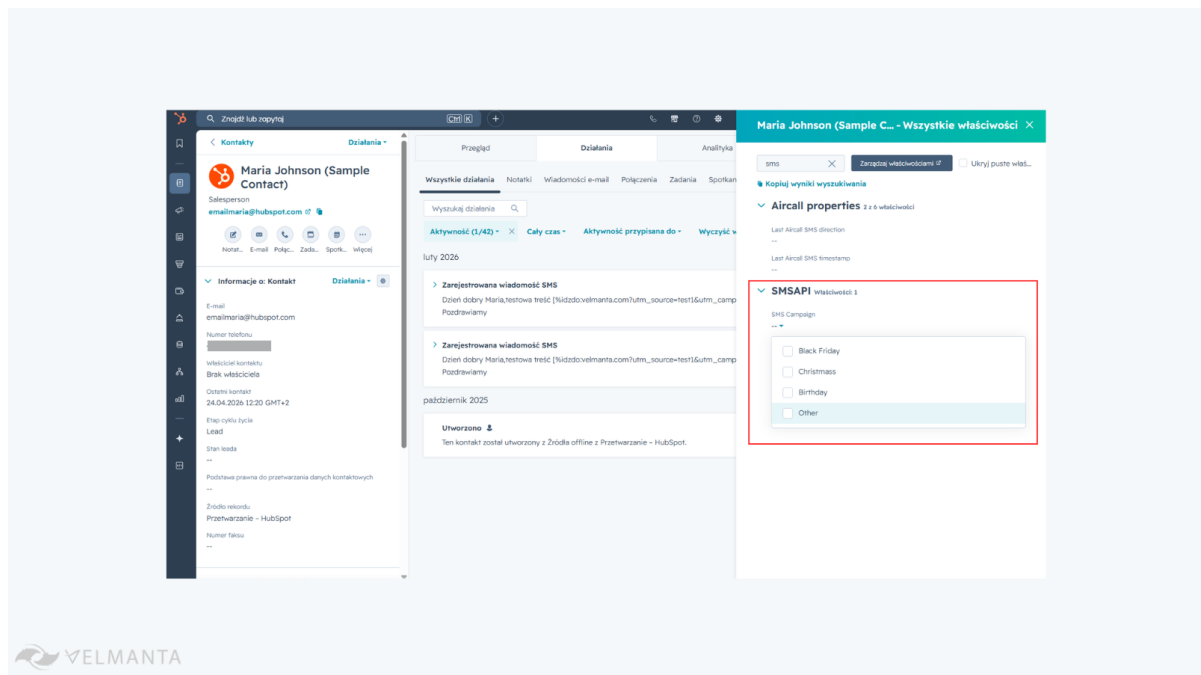
For workflows based on companies, deals, or tickets, it is recommended to use the Use Manual SMS Tag option and enter the tag manually.

If you want to add custom options visible in the SMS Tag field, go to the SMS Campaign property settings for the Contact object:

1. Go to Settings in HubSpot.
2. Open the Properties section.

3. Select the Contact object.
4. Find the SMS Campaign property.
5. Open the property settings.
6. Add the options that should be available as SMS campaign tags.
7. Save the changes.

After saving the options, return to the workflow configuration and refresh the page if the new values are not immediately visible.



Use Manual SMS Tag

The Use Manual SMS Tag option allows you to enter an SMS tag manually instead of selecting it from the list of values available in the SMS Tag field.

Use this option if you want to assign a custom tag to the send-out that is not available in the SMS Campaign property option list, or if the workflow is based on companies, deals, or tickets.

Links, UTM, and URL Shortening

The SMS API action allows you to optionally add a link to the SMS message. The link can be supplemented with UTM parameters and shortened by SMSAPI.pl.

Include Link

The Include Link option determines whether a link should be added to the SMS message.

When this option is enabled, the application automatically adds the link at the end of the SMS content. You do not need to manually enter the link or the link marker in the SMS Body field.

The link is created based on the address entered in the Base URL field.

Base URL

The Base URL field contains the destination page address that the recipient should open after clicking the link in the SMS.

It is recommended to enter a clean URL without additional parameters.

Example:

<https://example.com/offer>

It is not recommended to enter an address with your own parameters, for example:

<https://example.com/offer?ref=hubspot>

If you want to add campaign parameters, use the UTM Source and UTM Campaign fields available in the SMS API action.

If the Include Link option is enabled, the Base URL field should be completed.

Important: HubSpot may not show a configuration error if Include Link is enabled but the Base URL field is empty. Therefore, before publishing the workflow, you should manually check that the address has been entered correctly.

UTM Source

The UTM Source field allows you to add a UTM parameter to the link that identifies the traffic source.

This field is optional. If you do not want to add the utm_source parameter to the link, you can leave it blank.

Example value:

hubspot

After being added to the link, the parameter may look like this:

utm_source=hubspot

This parameter helps identify in analytics tools that the website visit came from an SMS message sent through a HubSpot workflow.

UTM Campaign

The UTM Campaign field allows you to add a UTM parameter to the link that identifies the campaign name.

This field is optional. If you do not want to add the utm_campaign parameter to the link, you can leave it blank.

Example value:

black_friday

After being added to the link, the parameter may look like this:

utm_campaign=black_friday

This parameter helps analyze traffic from a specific SMS campaign.

Shorten URL

The Shorten URL option determines whether the link added from the Base URL field should be shortened by SMSAPI.pl.

A shortened link is shorter and more convenient for the recipient. It also allows clicks to be monitored in SMSAPI.pl.

How the Link Works in the Message

If the Include Link option is enabled, the application adds the link at the end of the SMS message.

Example SMS content:

Hi Anna, check out our offer.

Example link in the Base URL field:

<https://example.com/offer>

The message sent to the recipient may look as follows:

Hi Anna, check out our offer. <https://example.com/offer>

If the Shorten URL option is enabled, SMSAPI.pl may replace the link with a shorter address.

Example:

Hi Anna, check out our offer. <http://cut.li/ABCD>

SMSAPI.pl Link Marker

SMSAPI.pl supports a special link marker that allows links to be shortened and clicks to be tracked:

[%goto:<https://example.com/offer%>]

Example:

Click here: [%goto:<https://example.com/offer%>]

SMSAPI.pl may replace such a marker with a short link, for example:

Click here: <http://cut.li/ABCD>

In the Velmanta SMS API application, you do not need to enter this marker manually if you use the Include Link option. The application prepares the link itself based on the Base URL field and adds it at the end of the SMS message.

SMS Activity on the Record Timeline

After an SMS message is sent, information about the message appears on the record timeline in HubSpot.

The activity is visible as a logged SMS message. On the timeline, you can see, among other things:

the SMS message content,

the link added to the message,

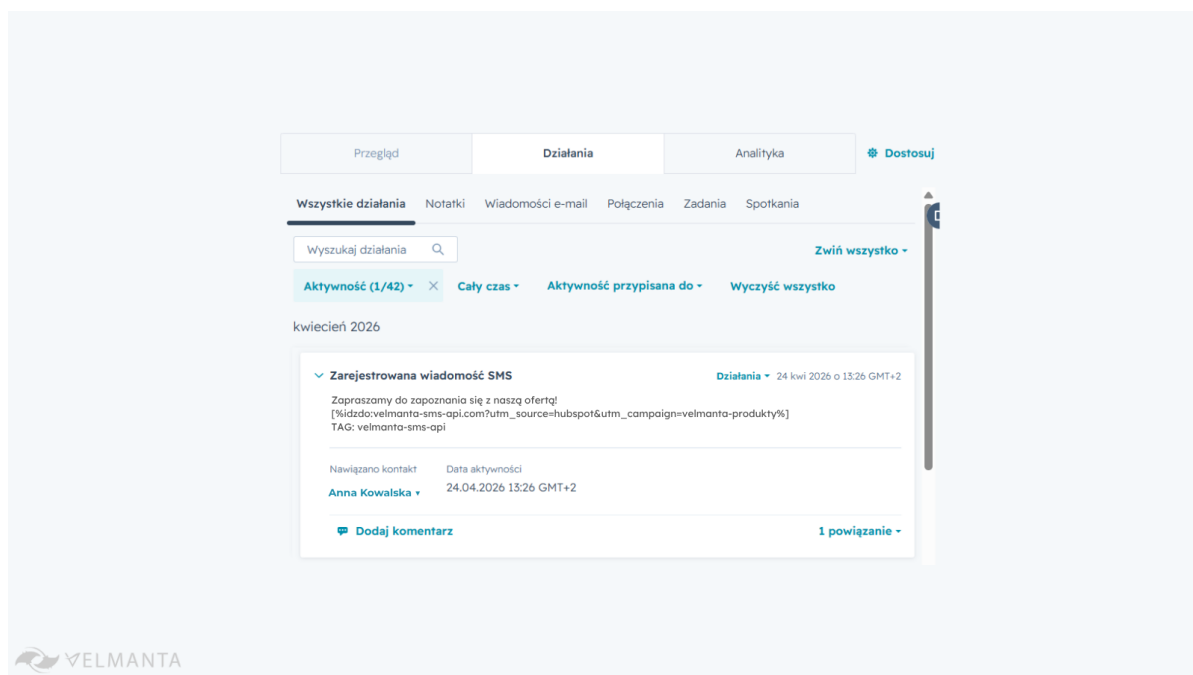
the campaign tag,

the activity date,

the associated record,

the option to add a comment to the activity.

Detailed delivery statuses and SMS reports are available in the SMSAPI.pl panel.



Sending Reports and Statuses

In HubSpot, information about the logged SMS activity is visible on the record timeline.

Detailed information about sending, delivery statuses, and reports should be checked in the SMSAPI.pl panel.

In the SMSAPI.pl panel, the user can analyze send-out details and SMS billing.

Troubleshooting

I Cannot See the SMS API Action in the Workflow

If the SMS API action is not visible in the workflow, check whether the Velmanta SMS API application has been installed in HubSpot.

Also make sure that the user has the appropriate permissions to use the application and to create or edit workflows.

I Cannot See the Sender in the Sender Name List

If the sender does not appear in the Sender Name list, log in to the SMSAPI.pl panel and check whether the sender field has been added and activated.

If the sender is missing, add it in SMSAPI.pl and wait for activation. Then refresh the page in HubSpot.

I Cannot See Options in the SMS Tag Field

If no options appear in the SMS Tag field, check the SMS Campaign property for the Contact object.

Make sure that the appropriate selectable options have been added to the property.

For workflows based on companies, deals, or tickets, it is recommended to use the Use Manual SMS Tag option and enter the tag manually.

The Link Was Not Configured Correctly

If you want to add a link to the SMS message, make sure that the Include Link option is enabled and that the Base URL field has been completed.

HubSpot may not show a configuration error if Include Link is enabled but Base URL remains empty. Therefore, before publishing the workflow, you should manually check the link settings.

Support

If the problem has not been resolved, contact the support team.

In your support request, it is helpful to include:

the workflow name,

the type of record the workflow applies to,

the name of the selected property containing the phone number,

the Sender Name used,

the SMS Tag,

information on whether the Include Link option was used,

the approximate date and time of sending,

a screenshot of the SMS API action configuration,

a screenshot of the SMS activity on the record timeline.

