

Customer.io Integration Walkthrough

Alexis - 2025-06-25 - [Comments \(0\)](#) - [Other Features](#)

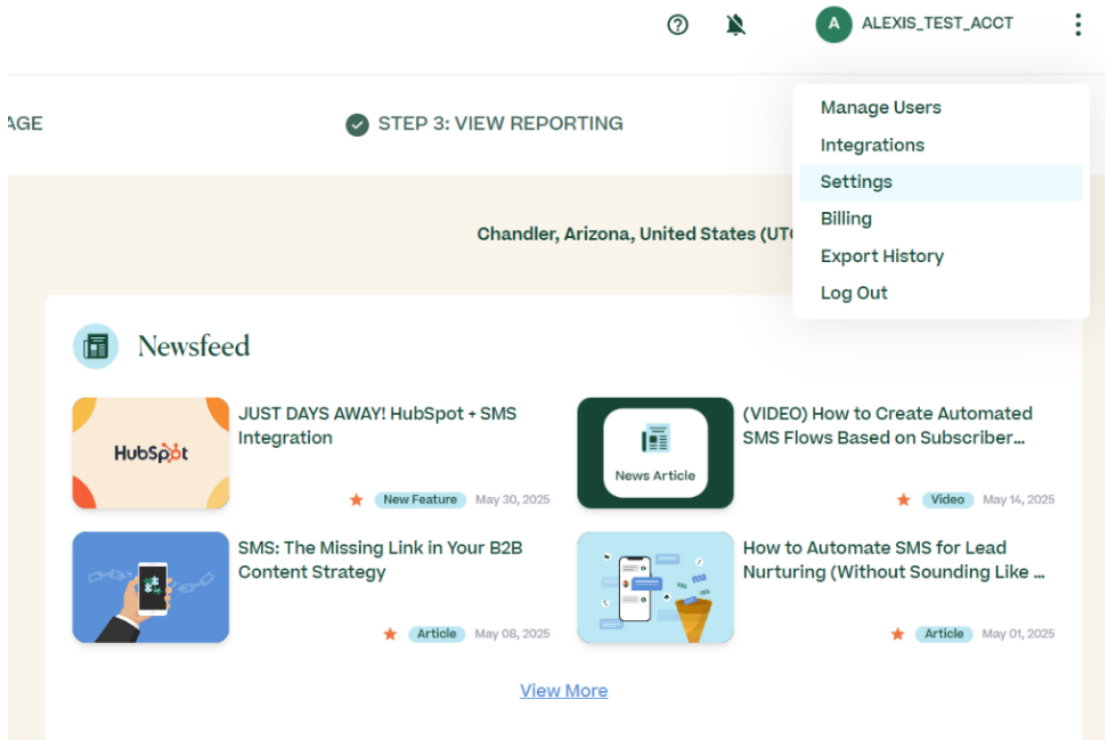
Customer.io users, wouldn't you like to be able to integrate SMS into your campaign workflows?

That way, you can connect with people not only through email (and your other Customer.io channels) - but right in front of their faces, via text message.

You can integrate SMS into your Customer.io campaigns by following the instructions in your Mobile Text Alerts dashboard. (No extra fee!)

Step 1: Generate an API Key

First, go to the "[Settings -> Developer](#)" tab within your online platform.



Next, click the "Generate A New Key" button to generate an "API key" that will allow you to connect to Customer.io.

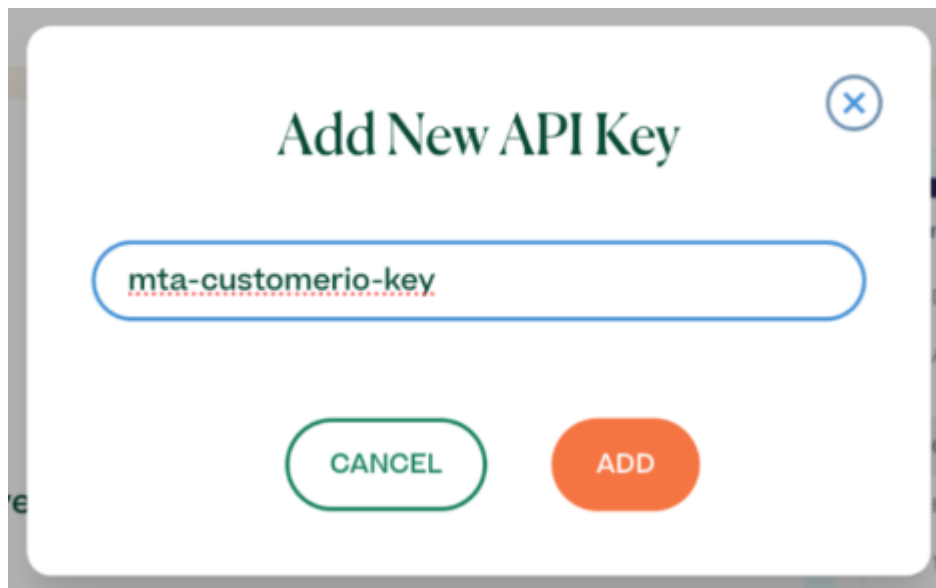
Developer Resources

<> Developer Settings

You have no API key generated.
Click below if you'd like to create a new key:

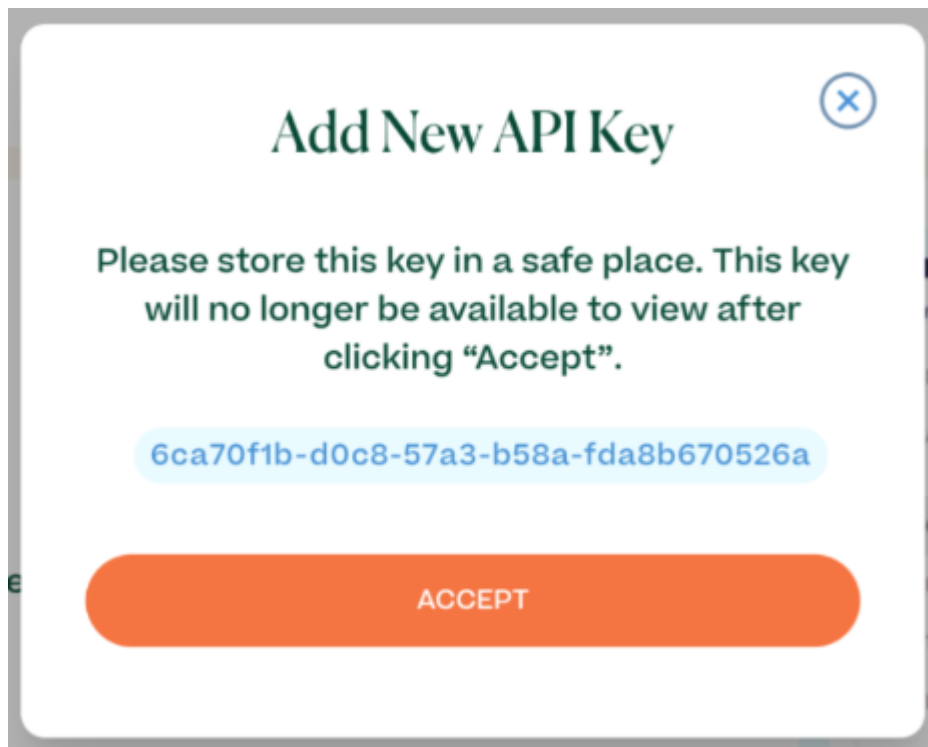
GENERATE A NEW KEY

You can then give your new API key a name and click "Add":



A modal dialog box titled "Add New API Key" with a close button (X) in the top right corner. Below the title is a text input field containing the text "mta-customerio-key". At the bottom of the dialog are two buttons: a green "CANCEL" button and an orange "ADD" button.

You'll then be assigned your API key:



Step 2: Add a Data Action into Your Customer.io Workflow

Next you'll need to go into your Customer.io campaign workflow.

From here, you can add an action to "Send and Receive Data" to the workflow:

Step 3: Make a POST Request

Edit your new "Send Data" action and select "POST" as the request type from the dropdown.

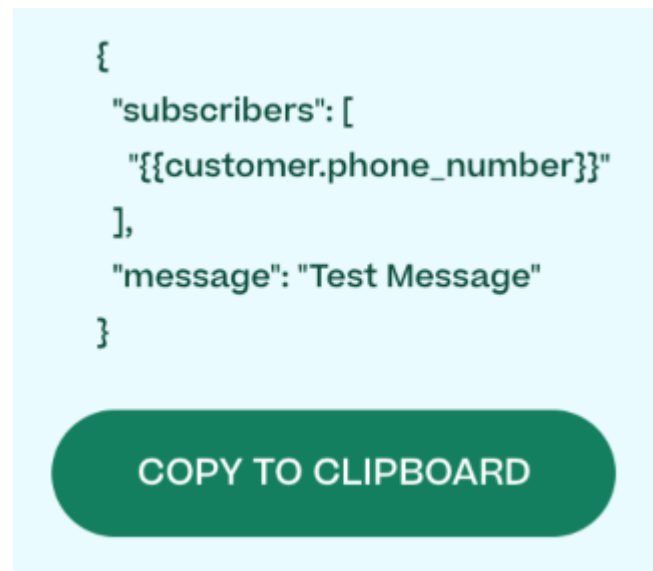
Enter **https://api.mobile-text-alerts.com/v3/send** as the URL in the field immediately to the right of where the "POST" option was selected.

Make sure the request has a header where **Name** is designated as "Content-Type" and **Value** is designated as "application/json".

Click to add an additional header with **Name** of "Authorization" and **Value** of "Bearer <Your API Key>" using the API key generated in step 1. This should look something like: "**Bearer 34984-43984-348994-3489988**".

Step 4: Input Your Message

Click "Copy to Clipboard" within your Mobile Text Alerts dashboard to copy the code that you need in order to implement your message. Then paste it into the text box in the POST request you're setting up within Customer.io.



Replace "phone_number" with whatever attribute in your Customer.io account maps to your audience's phone number.

Replace "Test message" with the actual content of the message you'd like to send.

Once you save your changes, your SMS message will now be ready for you to make it live within your campaign workflow.

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For more info on what you can do via the Mobile Text Alerts API, [check out our full documentation](#).