MasterCRM eSputnik integration for Creatio. User Manual.

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Setting up the working environment

1. Fill in "Esputnik accounts" lookup.

   Username — Username you use to authorize in the Esputnik personal account.

   *Password* — Password you use to authorize in the Esputnik personal account.

   Load SMS templates / Load Viber templates? / Load Email templates? — Choose templates by type you will use (can be all of them)

2. Choose created Esputnik account (or any other) as default in system setting "Esputnik default account" ("MscEsputnikDefaultAccount")

3. Run process "Get Sms Senders" (MscGetSmsSenders) for synchronize Sms Senders, from Esputnik personal account

Work with the templates

Esputnik template section contains all template you have been created in your Esputnik personal account.

To download all Esputnik templates into Creatio, click Synchronise button on Esputnik template section. Only templates of the chosen types in the "Esputnik accounts" lookup will be downloaded.
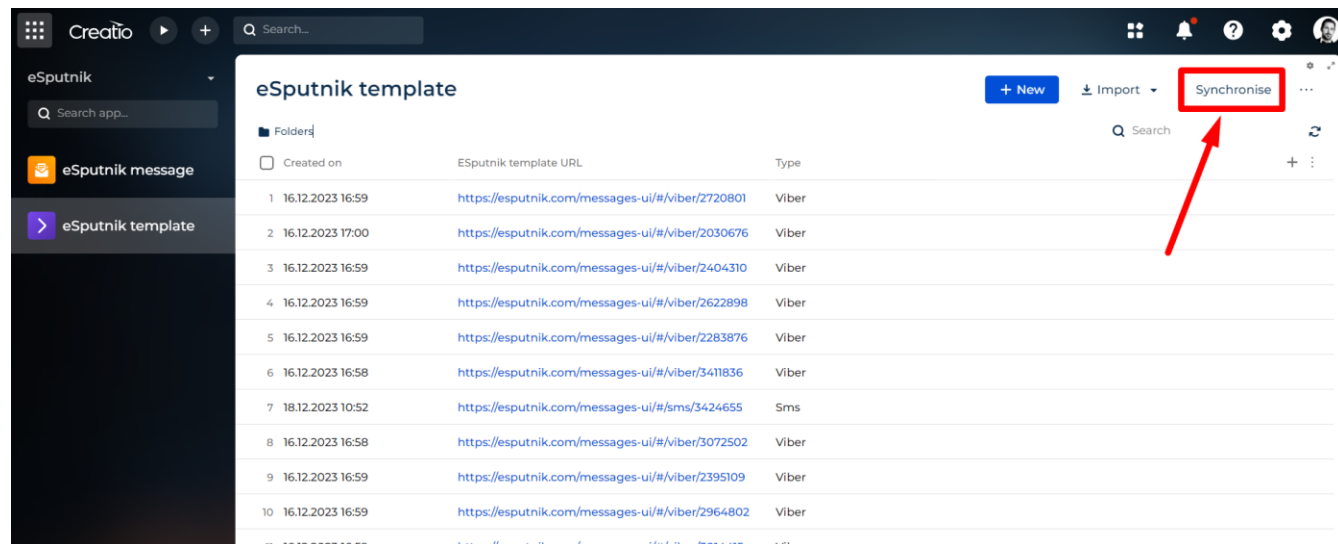
You can manage the number of downloaded templates using system setting Esputnik count of downloaded templates (MscCountOfDownloadedTemplates). Default value = 1000 templates of each type

Additionally, you can create a new Esputnik template in Creatio (Only for SMS templates, and only if you have Esputnik senders)
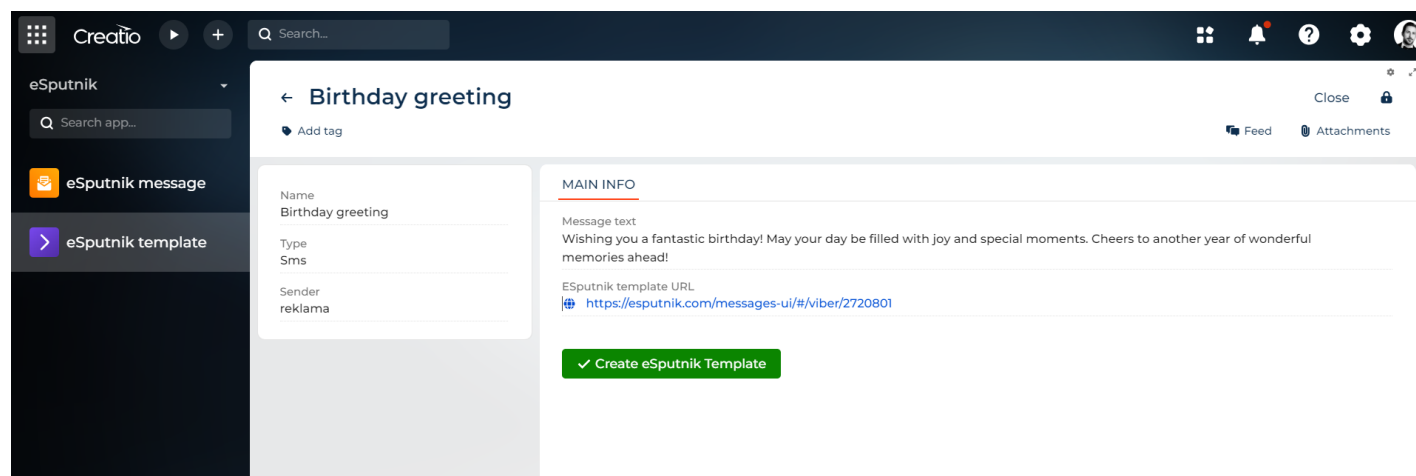
After creating a template and filling in the fields (Name, Type, Esputnik account, Sender, Message text), save the record and click "Create eSputnik template" button. This operation will create a template in esputnik, fill "ESputnik template URL" field in the template, and make it usable for creating the messages.

Creating message

To create a new Esputnik message you should select Template, and fill in the Name (not required but recommended). Field "Esputnik account" will be filled with default value from system setting "Esputnik default account" ("MscEsputnikDefaultAccount"). You can choose any account you need, to filter templates.
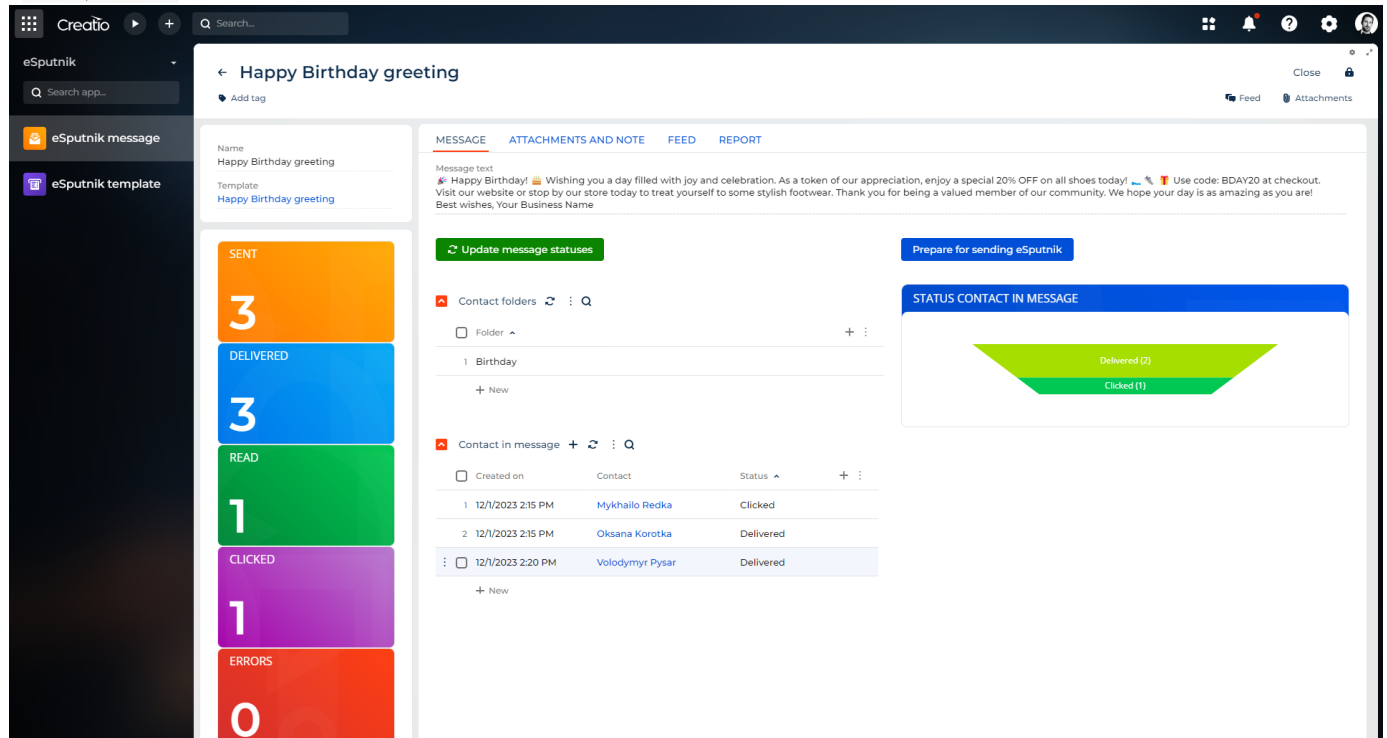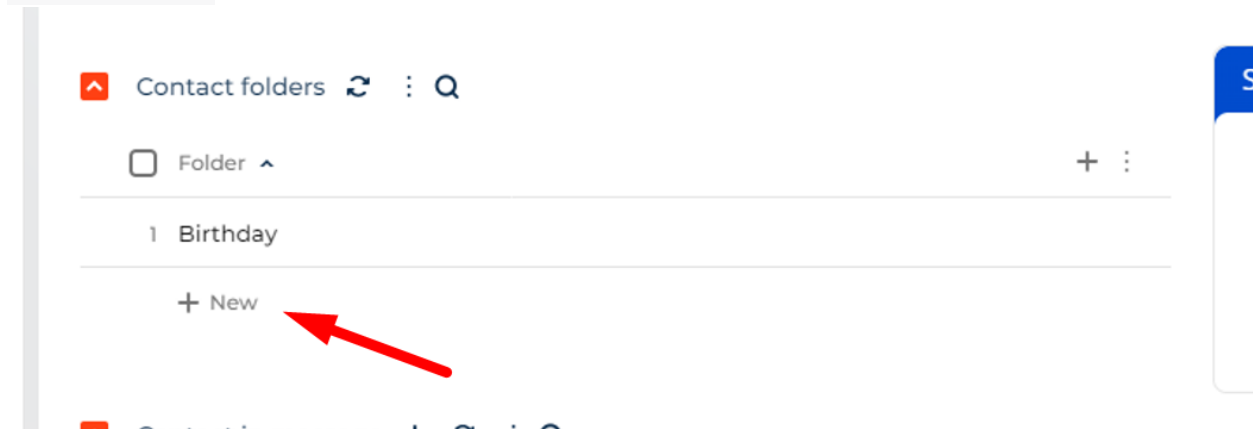

After creating and saving a new Esputnik message record, add an audience. There are two ways to do this.

First – add new users individually, click plus in "Contact in message" detail, and choose users.
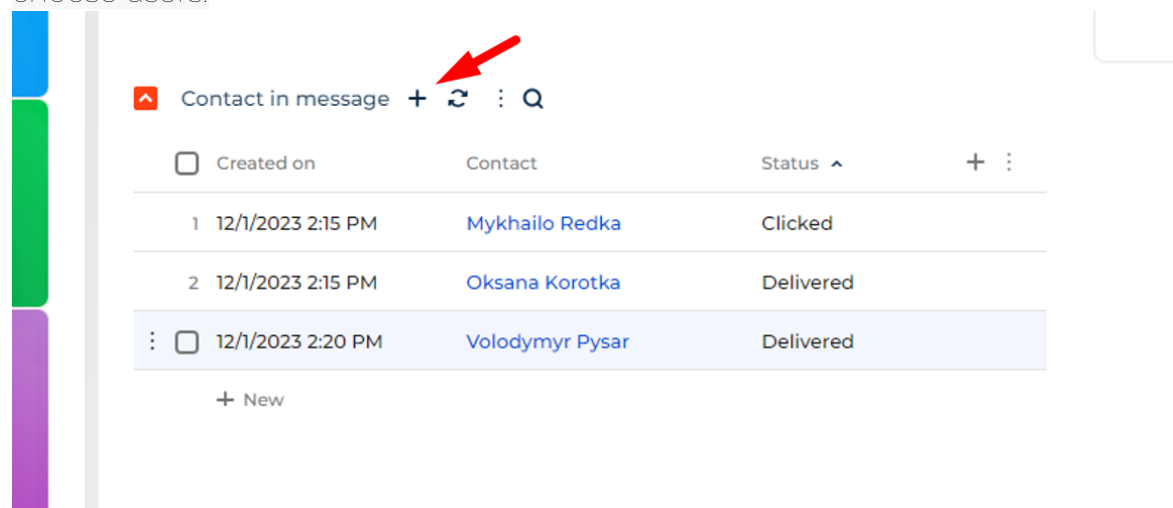
Second, and more practical way, is to add a new folder (or folders), in "Contact folders" detail.


As a result – contacts from the folder will be automatically added to the "Contact in message" detail. You can combine this two methods, to achieve flexibility in choosing audience for the message.

Note: there is a duplicates avoiding check in the "*Contact in message*" detail.

Message check

There are situations sometimes when you need to check template is correct, and it looks good actually on phone screens. For this purposes, we added "Test message" functionality. It allows you to send test SMS or Viber message on specified phone numbers by just two clicks!
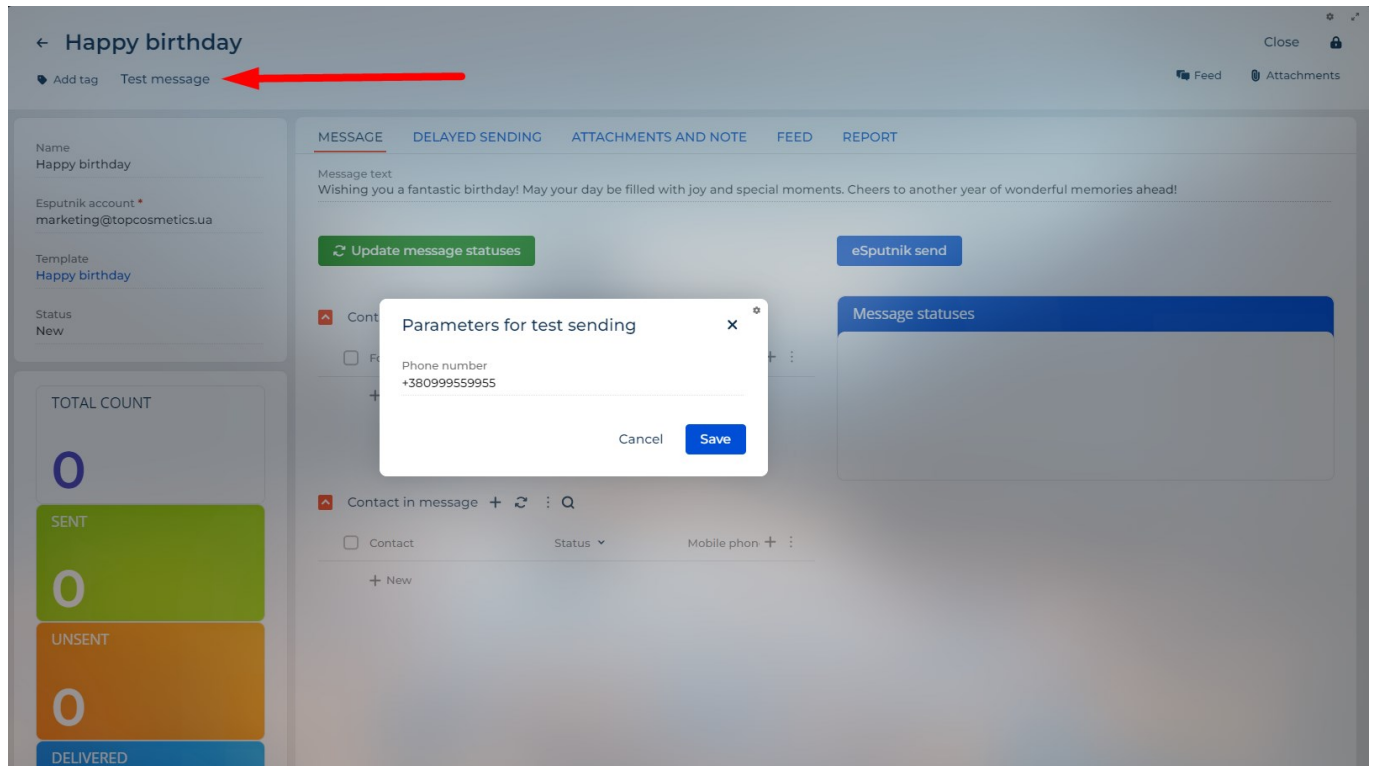
Sending message

When the template and the audience selected, you are ready to send the message. Just click the "Prepare for sending eSputnik" button, and your message will be sent to the eSputnik service for processing.

There is a possibility to send delayed messages. Just open "Delayed sending" tab, choose sending date and time, save record, and click "Delayed send" button.

Update statuses

MasterCRM eSputnik integration for Creatio allows update message statuses automatically, using Creatio webhook functionality.

For setting webhook, you should retrieve webhook URL according to the Creatio Academy (https://academy.creatio.com/documents?id=2412). Next, you need to paste this webhook URL into Esputnik cabinet, according to https://esputnik.com/uk/support/vebhuki-webhooks

Your message statuses will be updated automatically!

You can update message statuses manually, by clicking the "Update message statuses" button.