

Authentication and User-Targeted Messaging Flowchart – OTO Targeting

The client uses OTOlabs' CMS to set up the message content, and upload a list of users who should receive it with any personalized fields that should be merged into it. The client's servers process the authentication, return a user ID, then OTOlabs CMS merges the content and the personalized information according to the User ID passed from the BDA and replies with a fully formed message

