

MESSAGING CHANNEL

SMS

via Twilio

Sayl CRM - Channel Setup Guide - v1.0

What this is

Send and receive SMS through Twilio. Sayl encrypts your Auth Token at rest and verifies Twilio's signature on every inbound message.

Before you start

- A Twilio account with a purchased phone number — or, recommended, a Messaging Service SID that pools numbers and handles A2P 10DLC compliance for you.
- Your **Account SID** and **Auth Token** (top of the Twilio console).

Setup

1 Add the line in Sayl

Settings → **Channels** → **SMS** → **Add Line**. Paste Account SID, Auth Token, and either the From-number or the Messaging Service SID. Pick the inbox. Sayl validates the credentials with a probe call to Twilio.

2 Tell Twilio where to send incoming SMS

In the Twilio console, open the phone number's settings (or the Messaging Service's *Inbound Settings*). Under **A message comes in**, set Webhook → `https://<your-sayl-host>/webhook/sms/twilio/<line-id>`, HTTP POST. The exact URL is shown on the line's settings page in Sayl.

Test it

Send an SMS from your phone to the Twilio number. It should land in Sayl within a few seconds, signature-verified.

Troubleshooting

Problem	Likely cause	Fix
US/Canada outbound returns Twilio error 30032 or is throttled.	Plain long-codes are heavily restricted unless your brand and campaign are registered with The Campaign Registry (A2P 10DLC).	Use a Messaging Service and complete A2P registration before launching a broadcast.
Twilio returns error 21610 on outbound.	Recipient has opted out by replying STOP.	Either ask them to text START, or stop sending. This is required by carrier compliance.

Need the full multi-channel reference? Download the [Sayl CRM Integration & Configuration Guide](#).