

# PRESS RELEASE

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## sms77 App now available in beta version on Zapier

*February 19th, Kiel. From now on the Webapp of sms77 can be tested on the platform Zapier. By the interactive linkage with further Apps innumerable the so-called Zaps can be provided, whereby individually selected applications can release fully automatically a SMS.*

Zapier is an interactive platform that can link numerous well-known and popular apps, just as the user wishes or would like to design himself. The meanwhile more than 1100 applications are freely combinable, only the verified access data is required.

The apps are extremely flexible and versatile to connect with each other - one is defined as the trigger, to which other applications react (action). You can choose from Twitter, Google Calendar, Mailchimp, Asana, Facebook, Amazon, Dropbox, Paypal, Intercom and many, many more. The big advantage is that they are all compatible with each other, regardless of the manufacturer. In addition, Zapier also offers its own applications, such as mail addresses, calendars, RSS, weather and translation tools.

Some of the apps are marked as Premium, such as Amazon CloudWatch, Facebook Lead Ads and Paypal. These apps can only be used by paid accounts. In principle, all other apps are free of charge. However, if you want to combine more than two applications or steps in one Zap, you need a subscription for Zapier.

This does not affect the costs incurred when using the apps, which are defined by the respective providers. For example, for an SMS triggered by sms77, you only pay the actual price as usual, without additional costs, minimum sales or similar pitfalls.

Several steps are therefore particularly useful if the Zap is to be configured individually. A number of filters with if-then rules are available for this purpose. For example, you will only receive an SMS if the uploaded file in your dropbox has a certain extension, exceeds a certain file size or was edited on a specific day. Or if a meeting has been created in your Google Calendar by the boss, events take place at a certain location or certain times are relevant for you. SMS notifications also keep you up to date at all times, regardless of Internet access or availability.

You can also connect further apps to the trigger and receive an email or an entry in your calendar in addition to the SMS. This gives you countless possibilities to customize the Zap individually.

The requirements for software applications have long since increased, not least for those who have to plan our professional as well as private everyday life. Zapier provides you with a series of sophisticated tricks based on artificial intelligence to automate such complex processes as a precaution and thus save a lot of time (and nerves).

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With sms77 you expand your communication & marketing area many times over. Simple. Fast. Reliable. Reliable.

sms77 is a business SMS gateway with professional solutions to send and receive SMS. To extend the communication structure sms77 offers extensive functions, scalable APIs as well as high quality routes with high-end performance.