

Email & Brevo Automation

Configure and install

Open this tool: leadai.itforall.org/brevo-automation.php

What this generator does

Creates a Google Sheets Apps Script workflow for Gmail email replies/reminders and optional Brevo WhatsApp. Email delivery uses Gmail in this generator. Brevo WhatsApp needs your own eligible provider account, sender and approved templates; provider charges are separate.

1. Enter campaign settings

Set the exact Sheet tab, campaign and sender details, registration/programme links, country code, reminder delay and trigger interval. Uncheck Enable Brevo WhatsApp for an email-only workflow.

2. Configure Brevo only if needed

Enter the sender number and first/reminder template IDs. Set the API property name, normally BREVO_API_KEY. Store the secret value in Apps Script Project Settings > Script Properties under that name. Do not put the key into the Sheet or share it in screenshots.

3. Write and map

Edit first and reminder subjects and rich-text bodies. Check all placeholders and links. Map exact spreadsheet headers including email_address, phone_number and first_name, plus tracking/status columns. Review stop statuses and the response that suppresses reminders.

4. Install and validate

Generate the script and install it in the Sheet-bound Apps Script project, after backing up old code. Run setupLeadSheet, authorise access and run testSetup. If WhatsApp is enabled, use testBrevoApiKey. Test with one consenting contact before processing real leads.

5. Schedule

Run processLeads for the controlled test. Check email, provider responses and tracking dates. Run installTrigger only once after the test passes. A portal configuration change requires regenerating and updating the installed script.

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Operate and troubleshoot

Daily checks

Review Apps Script Executions and WhatsApp response/status fields. A successful provider acceptance is not confirmation of delivery. Check delivery reports in the provider account. Keep stop statuses current for closed or uninterested leads.

Invalid API key or template

Verify the Script Property name and value in the same project. Confirm the correct sender, approved template IDs and provider account setup. Do not repeatedly retry failed provider requests without resolving their error.

Email or reminder missing

Check the address, Google quotas, permissions and spam folder. Check the first-send timestamp, elapsed reminder hours and skip rules. A non-empty tracking field may prevent another send; do not erase it without reviewing what was already delivered.

Phone format

Use country code and digits for international numbers. The default country code can help local numbers, but review imported data before sending. The recipient must be eligible to receive the message under your provider setup.

Pause safely

Run deleteTrigger to stop this project's scheduled processLeads trigger. This does not retract messages already sent. Other users may have their own triggers, which they need to remove from their accounts.

Support checklist

Send support@itforall.org the exact error and redacted mappings/provider response. Never send API keys or personal lead records. Keep a private backup before changing scripts or tracking columns.

Trigger reference

<https://developers.google.com/apps-script/guides/triggers/installable>