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SMS-Platform User Guide

1. Introduction

The Promo2cell SMS-Platform is a robust text messaging tool which enables you to add new services and applications with ease. Administration is handled through our user-friendly interface that lets you manage all your user groups, keywords and campaigns efficiently. The three main concepts of text messaging are the short code, keywords and user groups.

A short code is a special five or six digit number that keywords are sent to. Companies utilizing text message marketing need to advertise their short code and keyword. For example, text "MOVIE" to 41513. In this example 41513 is the short code.

The keyword in the example above is MOVIE. This determines exactly how each message will be handled by the Promo2cell platform. In other words, the system can be set up to execute different functions based on the keyword that was sent to the short code.

User groups are an internal function and completely transparent to the end users.

They are however, very important as they determine message delivery. Continuing with the above example, when a person texts MOVIE to 41513 they are added to a group. When the theater operator wishes to send out messages about latest releases, he/she will do so by sending the message to a group.

2. Adding a new service

All new services are created by clicking on the KEYWORD MANAGEMENT link of the main administrative menu. Then, ADD NEW SERVICE must be selected. This appears in red.

There are presently eight types of services available. They are:

- Subscriber will be added to group
- Forward as email
- Reply message will be sent

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- Subscriber will be removed from group
- Message will be forwarded to group members
- Reply billing message will be sent
- Double opt-in premium service
- Directed to HTTP URL

2.1. Subscriber will be added to group

To add this service ensure that the TOP LEVEL KEYWORD field is at the default value (create new). In the KEYWORD field type the keyword you wish to activate. For example MOVIE. Characters are not case sensitive. In the following field 'When text message is received' be sure to select 'Subscriber will be added to group' In the 'Add to/Remove from/Forward message to' field you can either create a new group or select one of the previously created groups. Grayed out fields should be ignored as they do not apply to the particular application.

Remove opt-out instructions from reply message should NOT be checked unless you have previously provided opt-out instructions to the end user.

Enter desired text to be sent to end users in the 'Reply message:' box.
Click SUBMIT.

By following the steps above, if an end user texts MOVIE to 41513 they will be added to the group you chose and then receive the message typed in the REPLY MESSAGE box. They will also receive opt-out instructions unless you have checked Remove opt-out instructions box.

Please take a moment to test with your keyword before continuing.

2.2 Forward As Email

The incoming message will be forwarded to up to two email addresses. This can be used in conjunction with product orders and realtor services. Customers can be advised to text in their name and address when ordering a product. Orders can be

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processed using email. The customer's phone number is also included in the forwarded message. This allows immediate interaction. Incoming messages can also be forwarded to a cell phone as a text message. Please contact support for more information regarding this feature.

2.3 Reply Message Will Be Sent

This service simply sends a single response to an incoming keyword.

The end users will not be added to groups and no further processing will occur.

This service can be used to send information about products, to respond to votes/polls as well as for a variety of informational services.

2.4 Subscriber will be removed from Group

This feature can be used to remove a user from a specific user group. Our generic STOP keyword removes the subscriber from all user groups. If you are running a campaign with multiple user groups, you can create a second level removal keyword. For example AAAA STOP and specify the group the subscriber will be removed from.

2.5 Message will be forwarded to group members

This advanced service can be used to send messages from a cell phone to all subscribers of a specified group. For example, a sales manager could send a reminder to his/her sales team without requiring access to a computer or the Internet.

The service can be activated with a few simple steps. First, the person or people who will have the rights to forward messages directly from their phones must be added to a special group. We can call this group FORWARD.

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Click on ADD NEW SERVICE

Create a new service with a top or second level keyword. For example a top level keyword could be ADDME. An example of a second level keyword could be ADDME TOGROUP.

When Text Message is Received: Subscriber Will be added to Group

Add to/ Remove from/Forward Message to: Create New Group

Name this group FORWARD

Create a simple reply message.

Click SUBMIT

Create another new service with a top or second level keyword. An example of a top level keyword would be KW. You can also use a second level keyword such as KW 2

When text message is received: Message will be forwarded to group members.

Add to/Remove From/Forward Message to: Choose any group

Sender Must be a Member of Group: FORWARD

Click SUBMIT

Then the cell phone from which messages will be originating must be added to the FORWARD group. To do this send a text message with keyword ADDME or ADDME TOGROUP (See above) to 41513.

To send out messages from the originating cell phone, send keyword KW or KW 2 (see above) and the message body to 41513. All persons belonging to the group you chose above will receive this message.

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2.5 Reply billing message will sent/Double opt-in premium service'

All premium billing services have to be pre-approved and the functions will be separately activated by us. Once approved and activated the billing price points can be freely chosen for each application.

2.6 Directed to the HTTP URL

A reply message can be directed to a http address, such as a cgi script or similar web application.. This enables, for example, automated ordering services and bank balance inquiries. The script would process the sms reply and push the requested information back to customer's cell phone through our sms gateway. Please contact customer service for more information about setting up the service.

3. Text messaging

3.1. Group text message

Messages to all subscribers can be sent from the main page. Maximum message length is 160 characters. "Advanced Group Message" can be used to choose specific groups and for delaying message delivery. Groups are chosen by marking each group by holding down the ctrl-key.

Message delivery can be delayed up to 365 days.

3.2. Text message

A single text message can be sent by choosing the "Text message" link from the main menu. Messages can be delayed up to 365 days

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(coming soon). This enables, for example, setting up customer appointment reminders at the time the appointment is booked.

4. Credits

Your remaining number of credits are displayed on the main menu. One credit is equal to one text message. You can buy more credits by choosing the “Buy Credits” link from the home page or by clicking the “Home” link on the main menu. Before making your first purchase, please make sure that you have inserted your Paypal email address in the “Account info” form. Account info can be accessed by opening the “Home” link.

5. Statistics

System wide traffic can be viewed on a monthly, weekly or daily basis. Some carriers don't provide return receipts. This results in an “unknown” status in the sent messages statistics. Messages have been delivered successfully 99% of the time.

All received messages can be seen by choosing the “Received messages” link. The message body can be viewed by choosing the “view” link. This feature becomes useful with services in which the end users are asked to give their input or opinion. Messages can be searched in several different ways.

All out going messages can be seen from the “Sent messages” link. Detailed information is provided for each message.