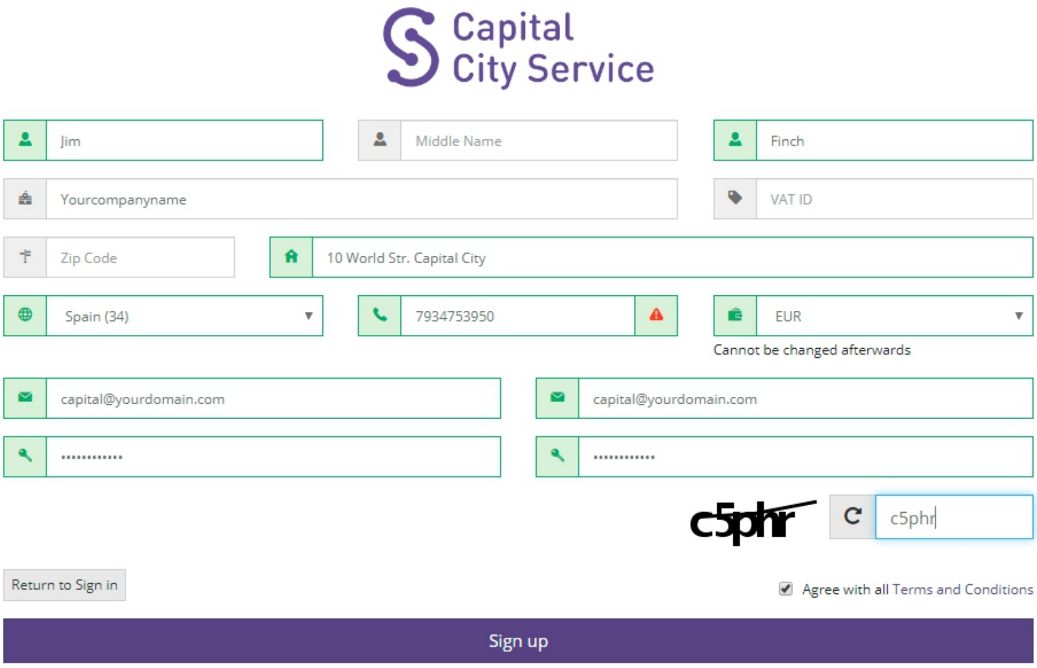
Message campaign. How to

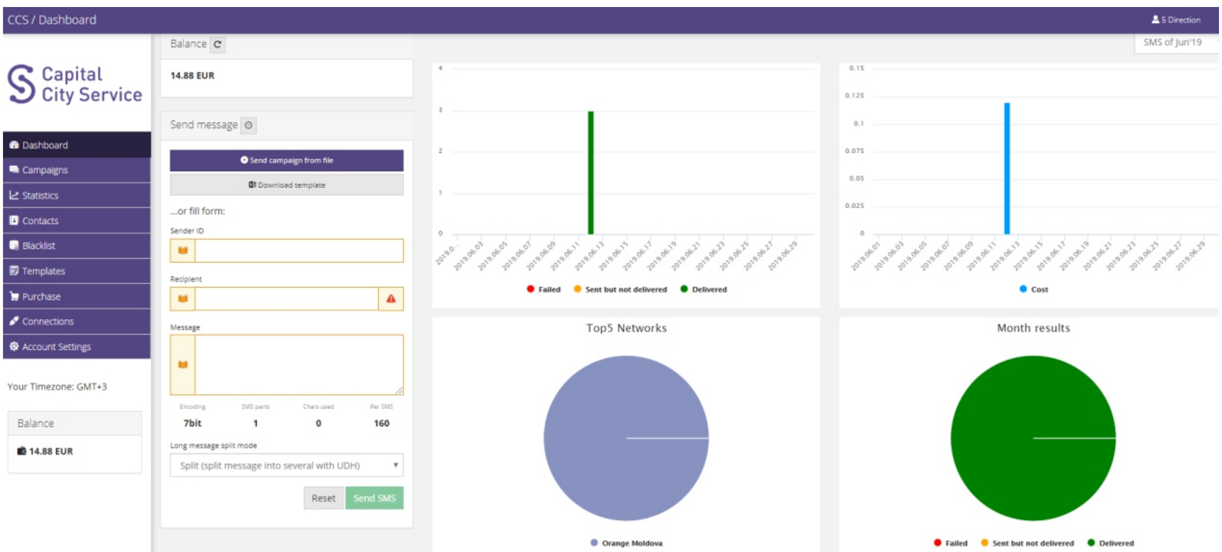
• Create account

Open the login page , click **Don’t have an account?** and complete the user registration form. You will be sent an email with account activation instructions.



• Dashboard

The main page of the dashboard consists of two panels:
the left panel is the menu and balance information, and the right panel displays the section selected in the menu.



The Dashboard contains the most frequently used controls: **Balance**, **Traffic stats** and **Send message.**

Balance

Click to update the balance information

Traffic stats

Contains diagrams on cost, delivery and top 5 networks
for the appropriate month, which is selected in the drop-down window at the top right corner.

Send message

The control allows quickly sending one or several messages for testing purposes.
Complete the following fields:

- **Sender ID:** alphanumeric string (16 characters maximum)
- **Recipient:** the recipient's phone number (must contain the country code)
- **Message:** text of the SMS

> **NOTE:** Click next to each field to insert records from an appropriate reference book.
> The Recipient reference book is configured in Contacts.
> The Message text templates and Sender Ids are configured in Templates.

Long message split mode: the parameter defines how long messages are treated.
The drop-down list contains the following values:
Cut (trim message text according to GSM spec), **Payload** (send SMPP message payload field),
Split (split message into several with UDH), **Split** (using SAR TLV fields)
By default Split with UDH is selected. If the message is long,
it will be separated in several parts.

Select the currency

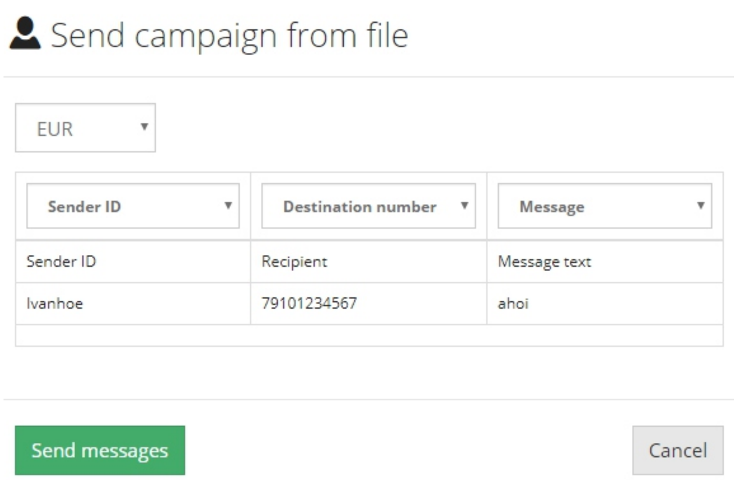
Click **Send SMS**

Alternatively, click **Send campaign from file** to load the campaign parameters from a MS Excel file.
The file must contain three columns: Sender ID, Destination number and Message text.

Click **Send SMS**

In the **Send campaign from file** dialogue configure the column headers as appropriate

and click **Send messages**



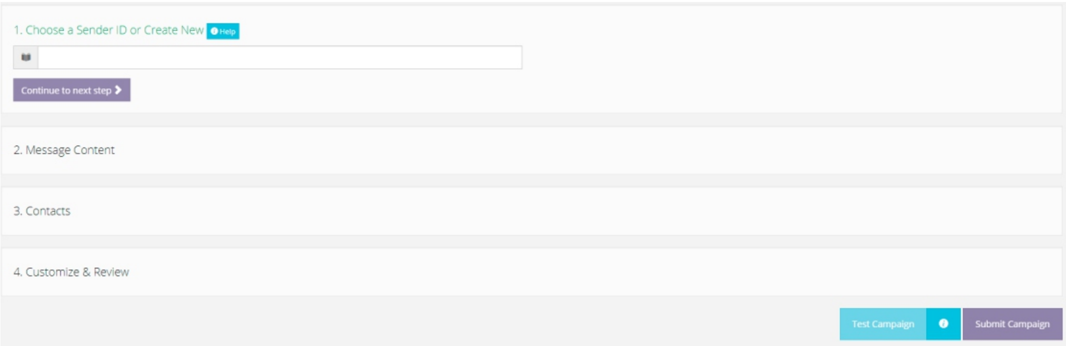
*To check the status of the campaign,
go to the Campaigns page and click **«Send from file» tasks**

• Campaigns

The Campaigns page serves to create new campaigns and manage existing ones.
A campaign is a bulk SMS that is sent to the list of contacts specified in it.
The Campaigns page contains a table with a list of campaigns, their statuses and validity dates.
Click in the appropriate table record to display the campaign summary (appears below the Campaigns table).

> **NOTE:** For campaigns that are in progress the campaign summary statistics is updated in real time

Click to delete a completed campaign and to resend failed messages.
While the campaign is in process, the button is replaced with that allows pausing the sendout process. To create a new campaign click Create campaign.

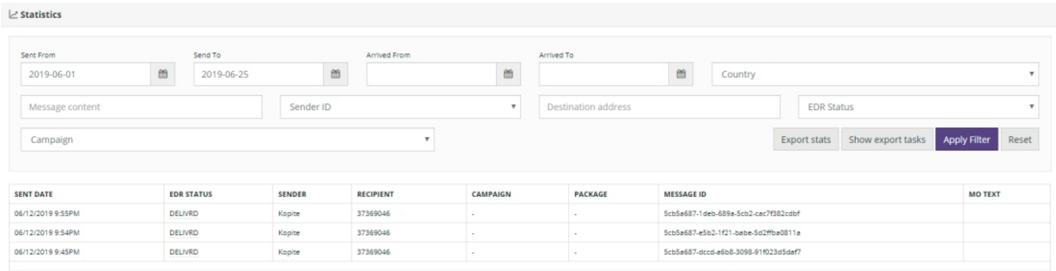


Follow the steps of the Create Campaign dialogue:

1. Click to select the sender ID or type a new one in the edit box. A sender ID is the name of the person or company that is sending the SMS (alphanumeric string up to 16 characters).
   Click Continue to next step
2. In the drop-down list, select an existing message or **add new template** to create a new one. Optionally, using the **Add markers** drop-down list, include markers to the text to personalize the message. The marker values are substituted to the message from Contacts page. When finished,
   click Continue to next step
3. Select tags and configure the list of recipients. Tags are groups of recipients that are configured in the Contacts page. Click on the appropriate tag, then click the Show contact list button.
   In the contact list that appears, select the sort order and edit the list of recipients if necessary.
   Click to remove the recipient from the mailout (it will stay in the Contacts page).
   To add a new recipient, click Add contact . When finished,
   click Continue to next step
4. Select the campaign currency and provide a description in the **Campaign description** field. In the field **Notification emails** enter comma-separated emails that will receive notification of the campaign start. Also, you can specify the threshold of failed SMS messages in the field **Minimal No of failed messages to alert**. When the threshold is reached, notifications will be sent to the emails specified in the **Notification emails** field.
5. Click **Start now** for immediate launch or **Set a future time** for a scheduled mailout, and specify the date and time.
6. Click Test campaign to test the mailout. In the dialog that appears, specify the number to which the SMS will be sent, and click Send SMS
7. Click Submit campaign
8. In the preview window that appears, fill in the CAPTCHA edit box and click Create campaign again. The campaign will appear in the table.

• Statistics

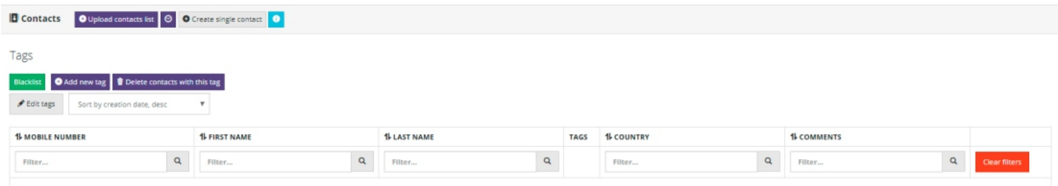
The **Statistics page** shows stats for all sent messages.



Click **Export stats** to export the records displayed in the filter. Click **Show export tasks** to view the export tasks and download the export results.s page shows stats for all sent messages.

• Contacts

The **Contacts page** serves to create and edit message recipients and organize them into groups by assigning tags to them.



The righmost table column contains the following controls:

Details

Contains the button that opens the contact's details window and allows editing the contact (click **Edit** for the purpose)

Blacklist

Contains the button that serves to exclude the contact from mailouts. See <u>Alaris Blacklist</u> for more detail. Once the contact is blacklisted, the button changes to

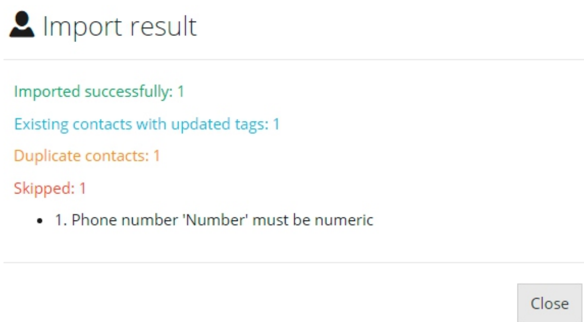
Remove

Contains the button that serves to delete the record

To add a new contact, click **Create single contact**. Fill the appropriate fields in the **Add contact** dialog that appears. Assign one or several tags to the contact by clicking on them. Add a new tag if necessary. Click **Save contact**

Alternatively, load one or multiple contacts from a MS Excel file by clicking **Upload contacts list**. The file must contain at least one column with phone numbers. In the **Import Contact** dialog that appears, select or create the tags for the contact(s), configure the column headers as appropriate. In the **Merge type** list select the way duplicates must be handled and click **Import**

Click the button next to **Upload contacts list** for a list of contact import tasks. The import results are displayed in the dialog as shown below.



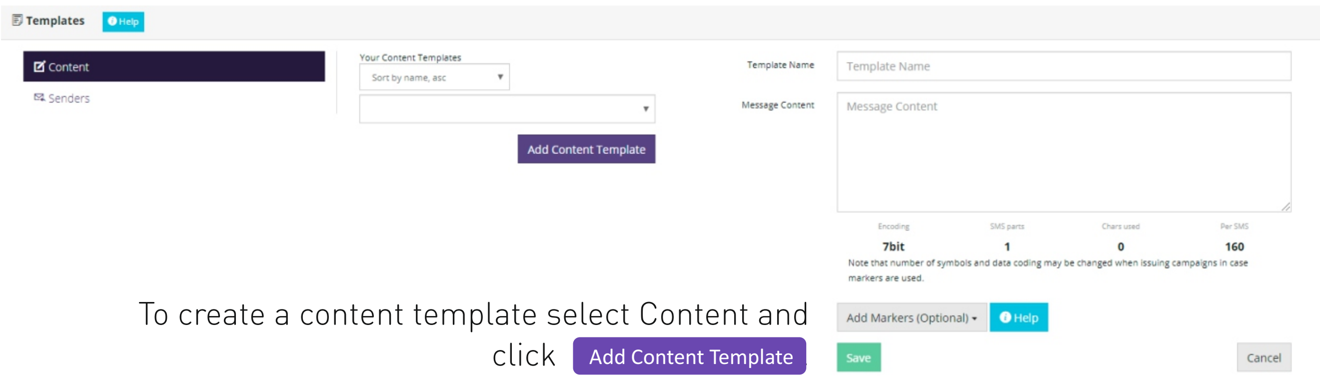
Click **Delete contacts with this tag** to remove contacts associated with a specific tag. Contacts with several tags will not be removed. To filter contacts by tag click on the tag name on top of the contacts table. To remove the filter, click **Reset**. To change the tag name, click **Edit tags**, then click on top of the appropriate tag and change the name in the field that appears. Click **Save** to save the changes. To remove a tag, click on top of the tag as illustrated above.

• Blacklist

The **Blacklist page** serves to block SMS sending to numbers included in the list. Click **Add** to add a number to the list, or **Import** to import one or several numbers from a MS Excel file. The file must contain a single column with destination numbers. To remove a record from the table, click . To remove multiple records, select them and click **Delete selected**.

• Templates

The **Template page** contains text templates and sender IDs.
They can be used multiple times, saving the user's time in creating SMS campaigns.



To create a content template select Content and click **Add Content Template**

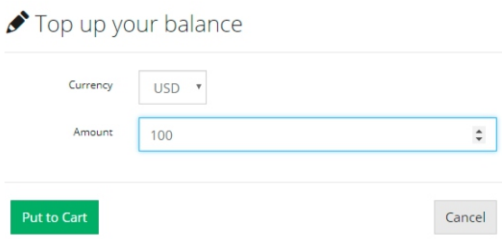
In the edit section in the right part of the page supply the template name and message content. Markers can be used to personalize the message (the **Add markers** drop-down list).

To create a list of sender IDs, select Senders and click **Add New Sender**. In the edit section in the right part of the page, enter the sender ID and click **Save**. To remove a sender ID, select it in Your sender name list and click **Delete**.

• Purchase

The Purchase page serves to view the rate plan details, top up the balance and purchase SMS packages. To view the rate plan details, click **Plan Details**.

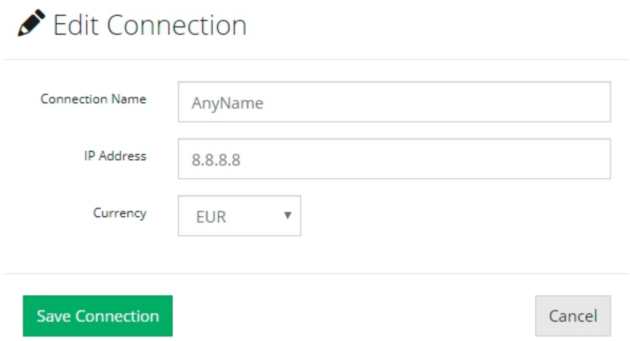
To top up the balance, click **Top up your balance**. In the dialog that appears, select the currency, enter the amount and click **Put to Cart**.



Proceed to the cart by clicking **3 Shopping cart** in the top right corner of the page.
Click the payment button (in this example **Pay 100.00 USD**), select the available payment method and click **Submit order**.

• Connections

The **Connections page** enables sending SMS messages from external applications and websites. The page serves to configure parameters for connection to such third-party servers.



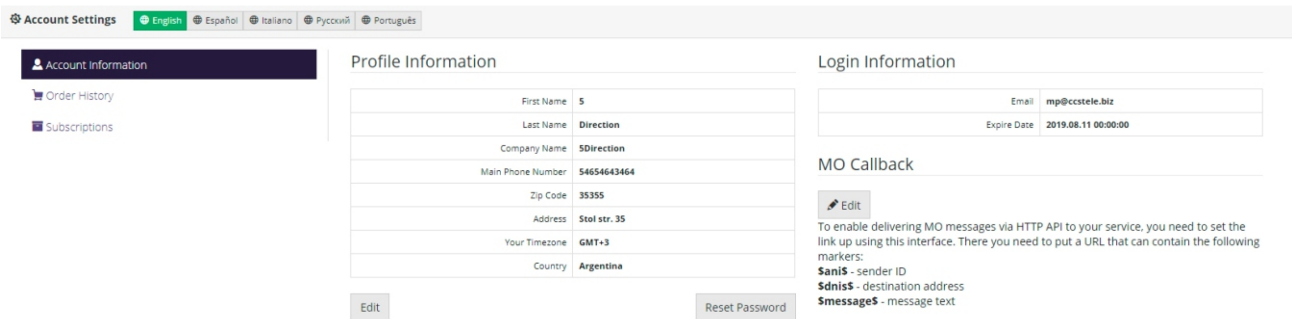
The page contains a table of configured connections. To create a new connection, click **+ Add**, specify the connection name, IP address (or mask) of the third-party server and currency, and click **Save Connection**.

> **NOTE:** When using the mask, replace one or several octets with an asterisk (*). For example, 192.168.1.* matches any IP address starting with 192.168.1.

Please check API Description webpage for more details.

• Account settings

The **Account settings page** contains three tab sheets: **Account information**, **Order history** and **Subscriptions**. The bar at the top of the page allows selecting the interface language.



The **Account information** tab sheet displays the following sections:

Profile information

Click **Edit** to update the profile and **Reset Password** to change the password

Login Information

MO Callback

Serves to set the MO push URL template (which can also be configured in the MO push URL template field in Carriers\SMS channels of the main System interface). Several URL links can be displayed if multiple SMS channels are associated with a carrier, each having a separate link.

The **Order history** tab sheet shows a table of payments. Click ⓘ to view the details of a specific order.

The **Subscriptions** tab sheet is a table of the user's subscriptions.

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