

SMSJuice

SMSJuice Web Account Manual

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Section 1: Definitions

The definitions are meant to help with explaining what each section means on the page you are on. Any unexplained pages are thought to be straightforward or self-explanatory. However if it doesn't seem so on any of the pages please do not hesitate to contact wilson@smsjuice.com or Wilson on +44(0)7900385586

Groups

Add Group Definitions

Group Name: Name of the group that will refer to recipients in a certain cohort

Phone Contacts: Contacts who will be part of the group, separated by commas. No names in this text-box, just the numbers.

Upload CSV:

CSVs to be uploaded MUST in one of the following formats/ordering :

Numbers only :

07891381762

07794354533

07823743729

45435455543

Names and numbers:

James,07891381762

Jane Storey,07794354533

Peter Banda,07823743729

Ayesha,45435455543

Make SURE the files the lists are in are saved as CSV files.

For the “Numbers Only” option each number is on a new line. For the “Names and Numbers” option each line has a name, a comma and the number. The comma is to separate the name from the number. Anything more than one comma in one line will be rejected by the system.

Please note that you can only load numbers in one method at a time. You either upload a CSV file or paste the numbers directly into the text-box provided, but not both.

Edit Group Definitions

Everything is the same as adding to a group. One can add numbers to an already existing group, but cannot change the name of the group. One can also manually unsubscribe/delete a recipient from a group in their account.

Campaigns**New Campaign Definitions**

Campaign Name : The name of the campaign to be saved on your account.

Sender ID : The sender identification that will appear on the phone of the recipient. Has to be less than 16 numeric characters(0-9) **OR** less than 12 alpha-numeric characters(0-9, a-z, A-Z). No underscores, no spaces, no plus signs and no other characters except for the ones mentioned.

Campaign message: The message that will appear as a text message on the recipients' phone.

Campaign Type:

- **Generic** : - the classical text broadcast sending to recipients/end-users
- **Text-in** : - A campaign whereby the text message is sent only to the end-user who has texted in the key-word/txtin-phrase. A campaign for people to text-in.

Text-in Phrase : Phrase that will trigger an automatic reply to a **Text-in** campaign . So it is

mandatory to have a phrase when you intend to make the **Text-in** campaign type work.

Groups To Send To: Only mandatory to select a group to send to when sending out messages directly (**Generic**) to end-users' phones and no response expected. For the **Text-in** the group selection is not necessary because one will be created automatically.

Stop Phrase: Phrase for end-users to text back so that they can opt-out/unsubscribe. This only works IF THE SENDER ID is a proper number set on the system. To have a number setup please ask for more details. However It's not mandatory.

Send Options:

- **Send Now:** Send the messages now.
- **Send Later:** Send the messages at a later date set in the boxes provided. Both date and time need to be set.

Edit Campaign Definitions

Editing a campaign in this instance refers to clicking on an already created campaign from the campaign list and changing some of its settings. Editing a campaign shows everything similar to creating a campaign except you CANNOT change the following :

Campaign Name

Campaign Type

Sender ID

Stop-Phrase

Statistics

Overall Summary Button

Overall summary is for overall statistics like :

Overall Sent Messages

- Percentage Delivered - percentage of messages successfully delivered to the intended recipient
- Percentage Rejected - Rejected because the recipient number is known not to exist, the sender ID is not legitimate, upstream provider number range blocking/restrictions, or the low-level settings of the message are not set properly
- Percentage Undeliverable - Reasons may be because of recipient's may not be

accepting messages, or number recently stopped existing,

- Percentage Expired - Recipient's phone/sim was not available in the standard time set for delivery to be attempted, (usually 48 hours).

SMS Sent Log Button

SMS Sent Log lists all the messages sent within that date range selected. They are listed using the message ID(for querying and support purposes), recipient number, sender ID, delivery status, delivery receipt date, message sent, sent date.

Section 2: Create A Campaign

There are 2 types of campaigns, one is for sending out messages to recipients directly, and the other is for sending out only when they have initiated the texting to the system.

Generic broadcast campaign

- 1. Put in your campaign name.*
- 2. Put in your sender ID, this is the sender ID that the messages will come from and will appear as the message sender on the recipient's phone.*
- 3. Put in your campaign message. It has to be 160 characters or less, just like a normal text message.*
- 4. Select the campaign type to "Generic", meaning you are initiating the sending of messages to people. They don't have to necessarily respond.*
- 5. Select groups to send to. You can select more than one group. If a number exists in more than one group selected it will not receive any duplicate messages.*
- 6. (Optional) Set a Stop-phrase or an opt-out word.*
- 7. Select when to send it. To send it now, then click "Send Now". To send later then insert the date and time and then click "Send Later".*

Reactive/Response/Text-in Campaign

For the second type it works in scenarios like where one wants to distribute vouchers/tickets..etc to people who opt-in for a certain campaign or event. So instead of collecting numbers manually,

one can create a poster which says “To receive reminders on upcoming events 3 weeks before please text ‘EVENTS’ to 07900385586 ”. After that they set a campaign on the system which collects numbers of people who show interest by texting that number and the given keyword and puts them into a group that is created automatically by the system.

This avoids all the hassle of getting number lists and importing them through CSV or manually pasting them in. As these people text in, they receive a confirmation as a response to subscription, or even a voucher/ticket for some event/restaurant/group. Please note that an account that has this functionality has to have a mobile number set to receive messages on the system. To get one(only if you need one) please contact Wilson on wilson@smsjuice.com or 07900385586. This campaign setup is done as below:

- 1. Put in your campaign name.**
- 2. Put in your sender ID, this is the sender ID that the messages will come from and will appear as the message sender on the recipient’s phone. This ID HAS TO BE A MOBILE NUMBER *.**
- 3. Put in your campaign message. It has to be 160 characters or less, just like a normal text message.**
- 4. Select the campaign type to “Response/Text-in”, meaning you are setting the campaign to only text back to those people who respond to an advert or external campaign.**
- 5. Not necessary to select groups because an automatic group is created so that it collects the mobile numbers of those who have texted in to be stored in that group. Perfect way of collecting numbers in a consensual manner.**
- 6. Set a “Text-in” phrase that they text in so that they get a response from this specific campaign.**
- 7. Stop-phrase not necessary**
- 8. Click “Send Now”. Time frame is not relevant on this campaign type.**
- 9. DON’T FORGET to tell people by some form of poster or advert to text your keyword/txtin-phrase to the number assigned to your account.**

*** Mobile number selected has to be one associated with your account to receive message on it. Please contact Wilson on wilson@smsjuice.com to setup one.**