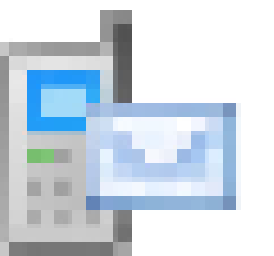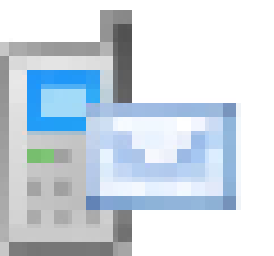# USER GUIDE

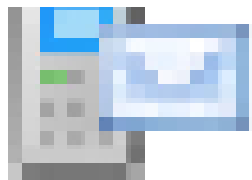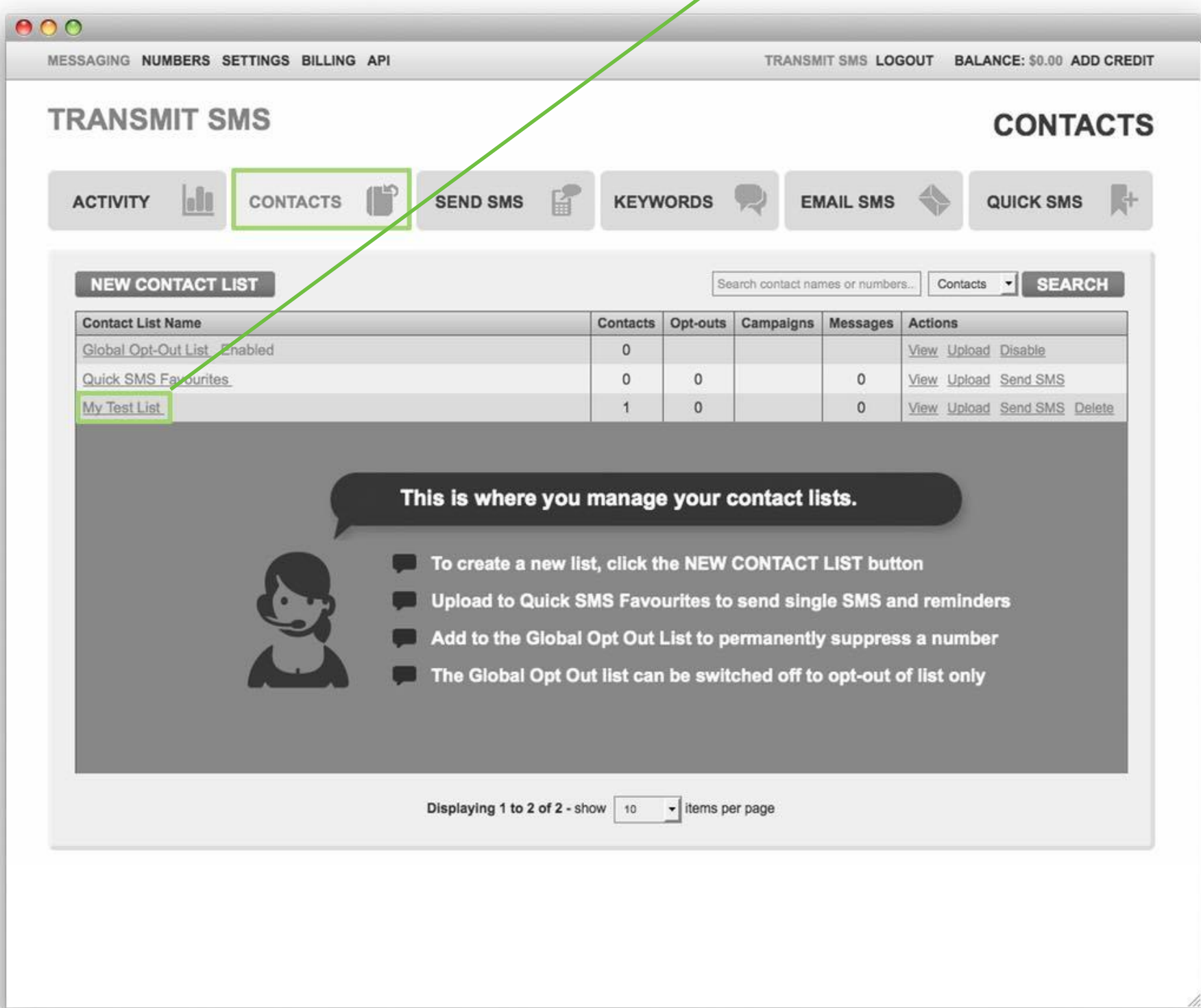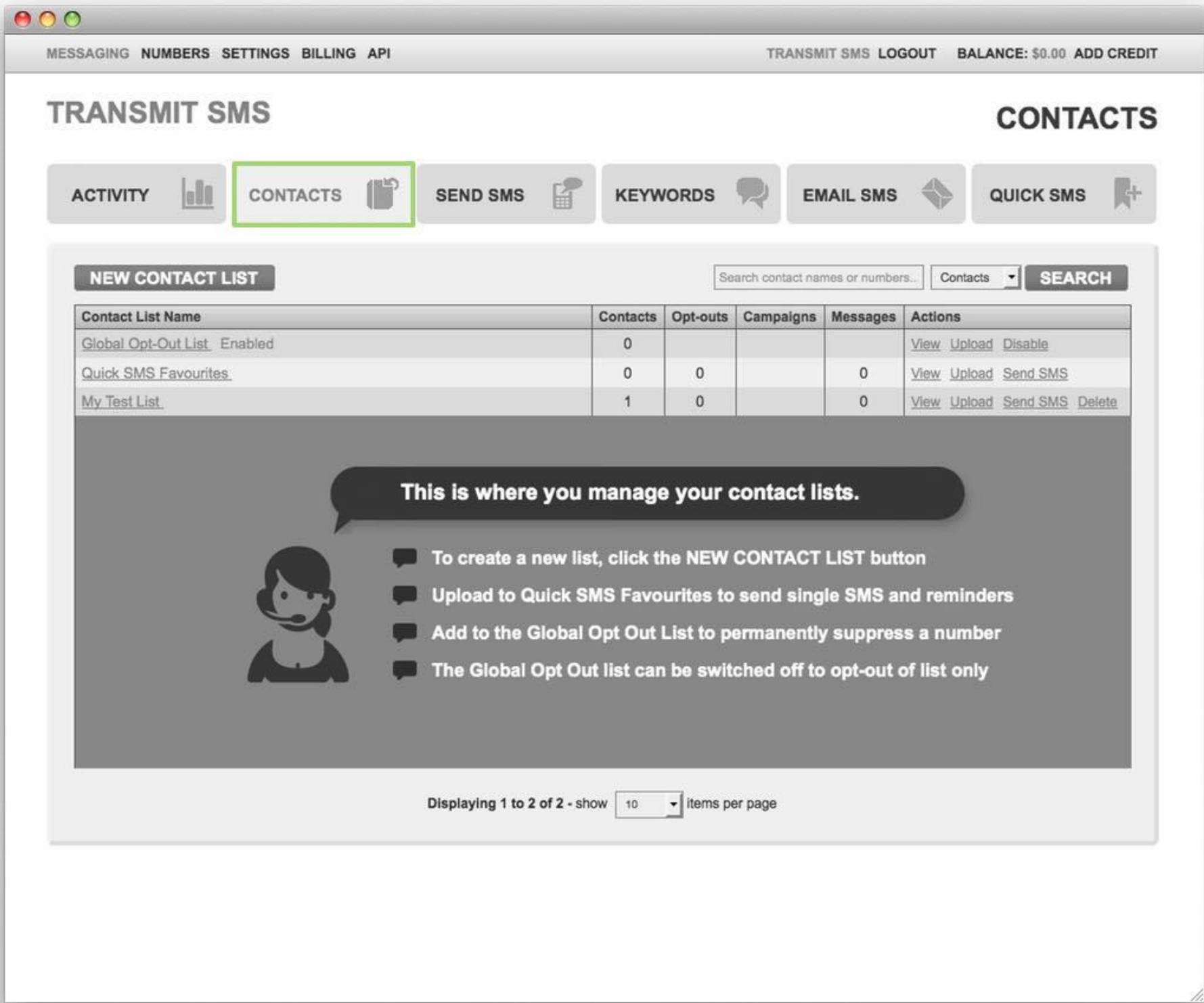## SETTING UP AND USING THE WEB SMS SYSTEM

QUICK START

1. Click the **CONTACTS** button
2. Click **NEW LIST**
3. Click **UPLOAD CONTACTS**
4. Click **SEND SMS** button
5. Create your campaign and click **NEXT**
6. Click **SEND**
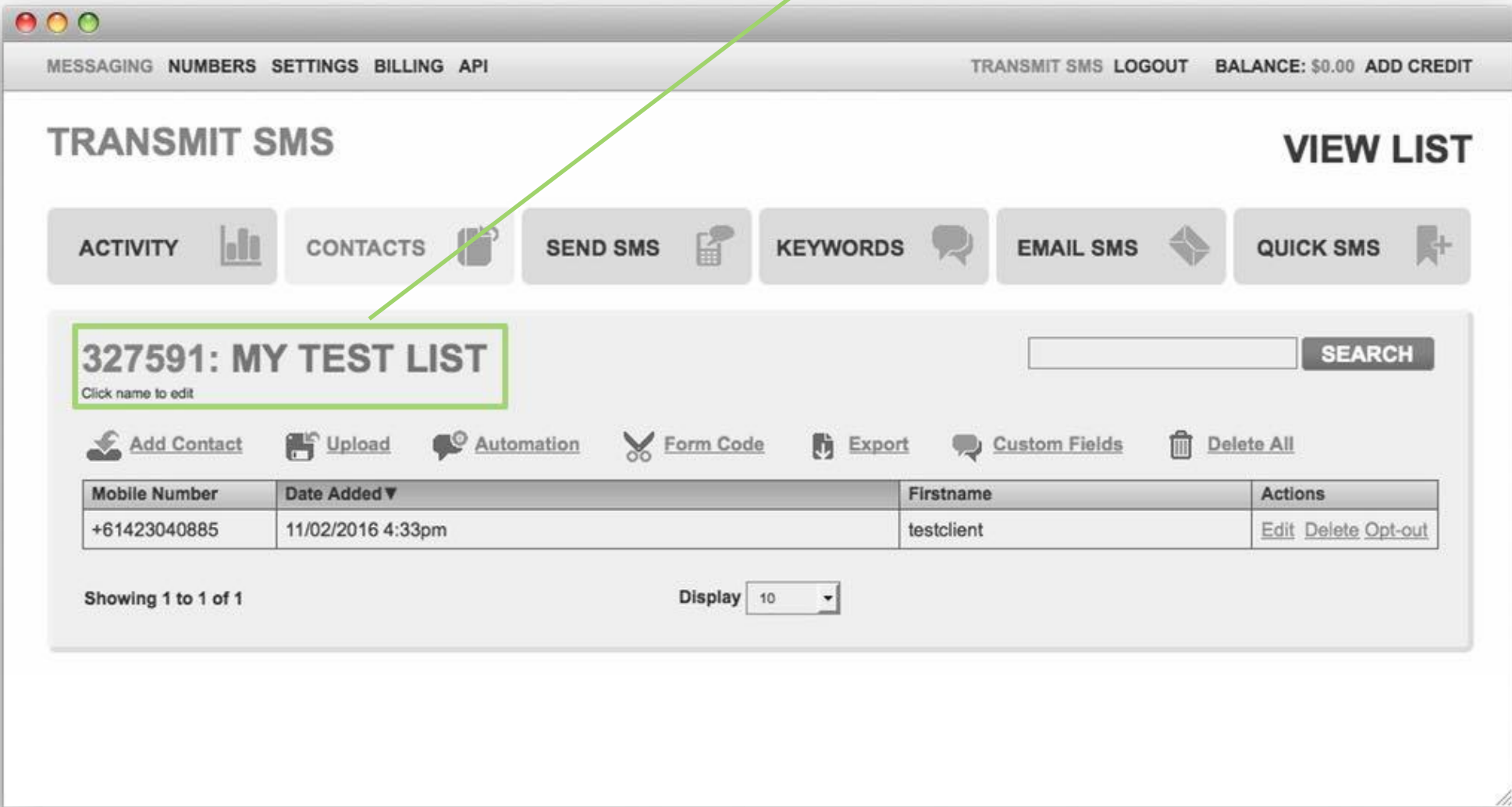
ADDING CONTACTS

1. Click on the CONTACTS button

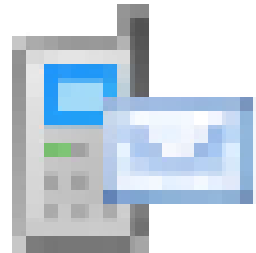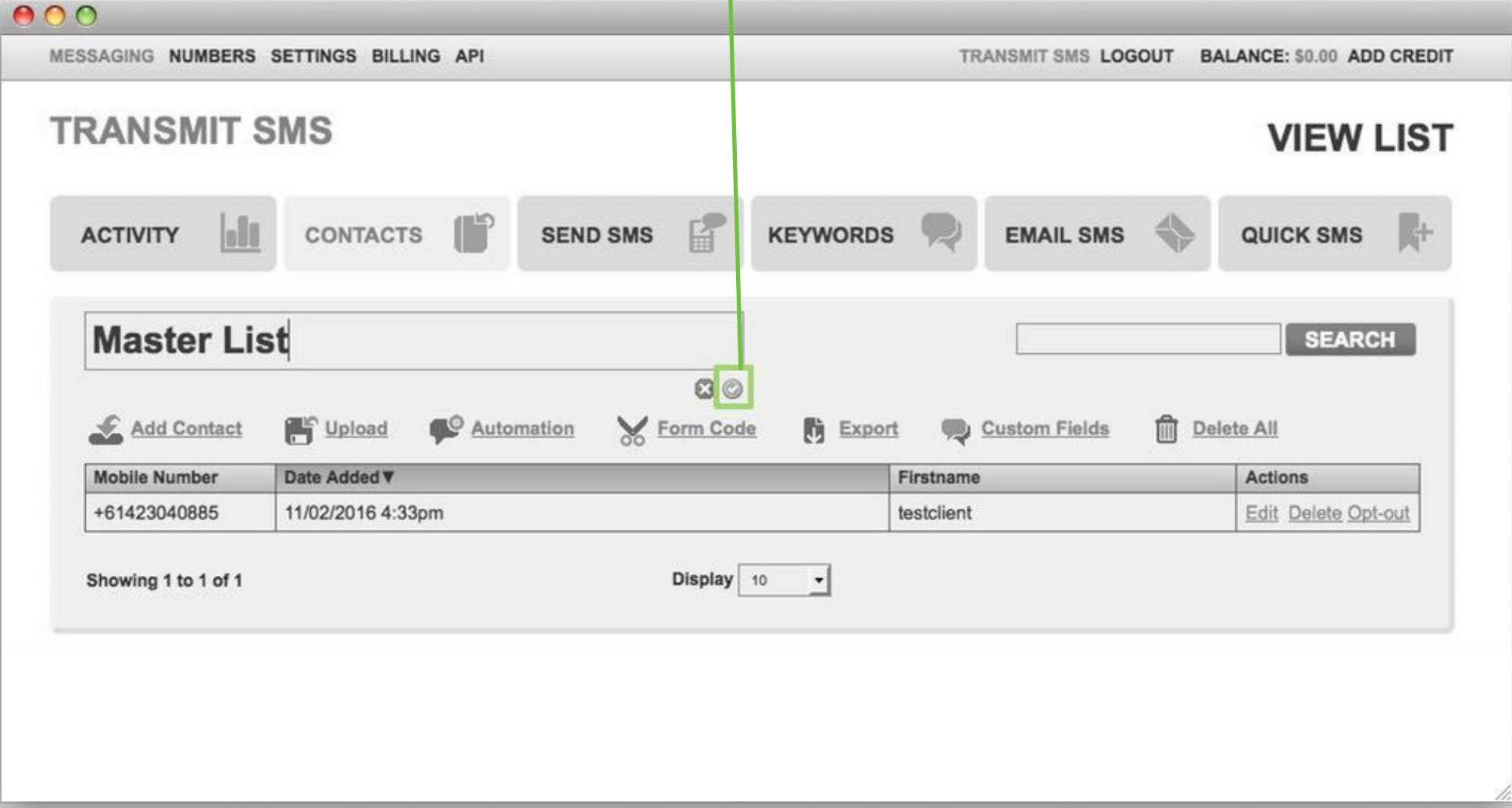**2. We have created a test list for you. Click the MY TEST LIST link**

ADDING CONTACTS

RE-NAME A LIST

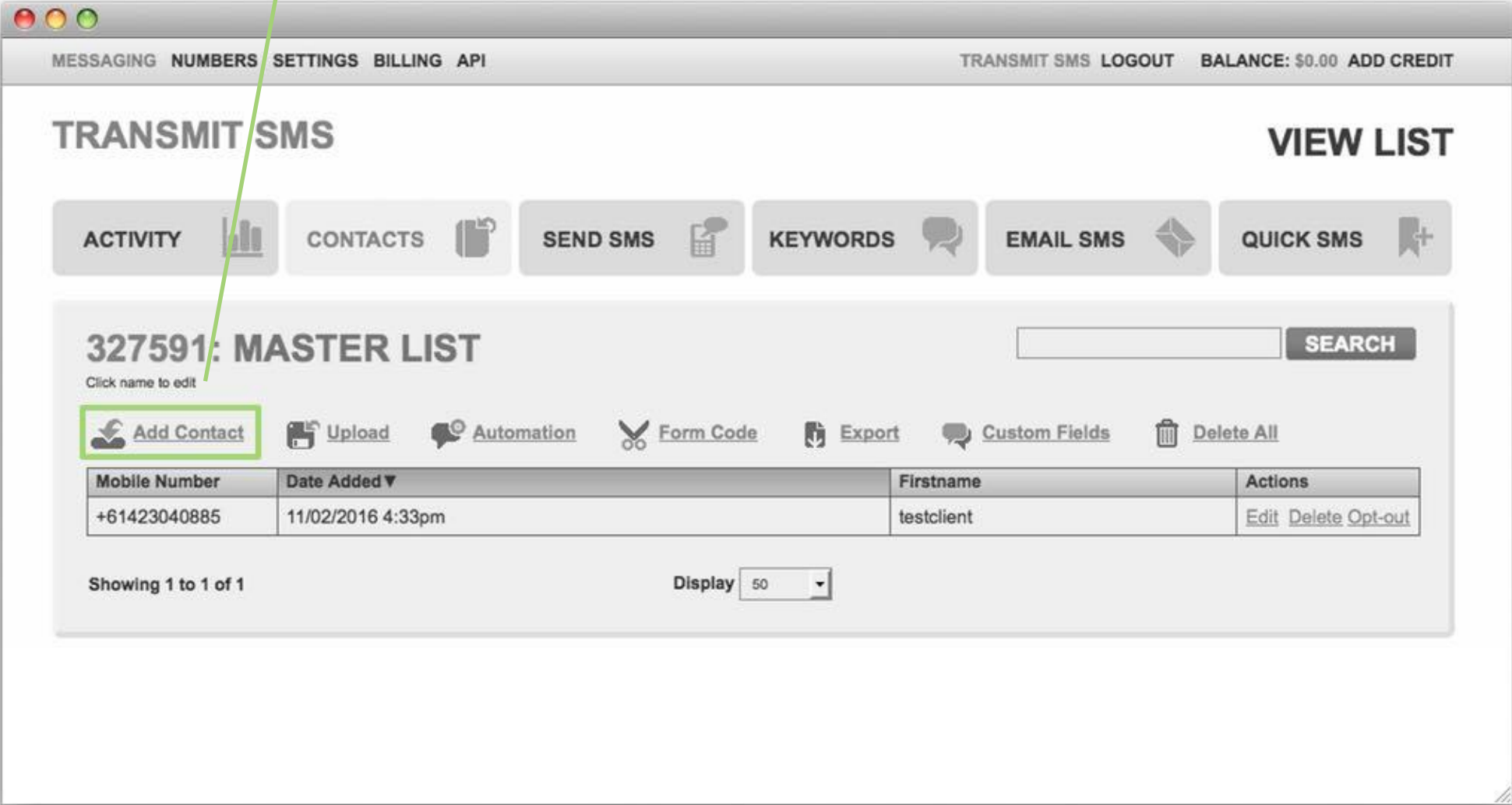**3. Edit the name of the list by clicking on MY TEST LIST**

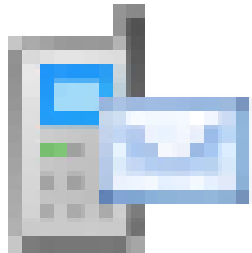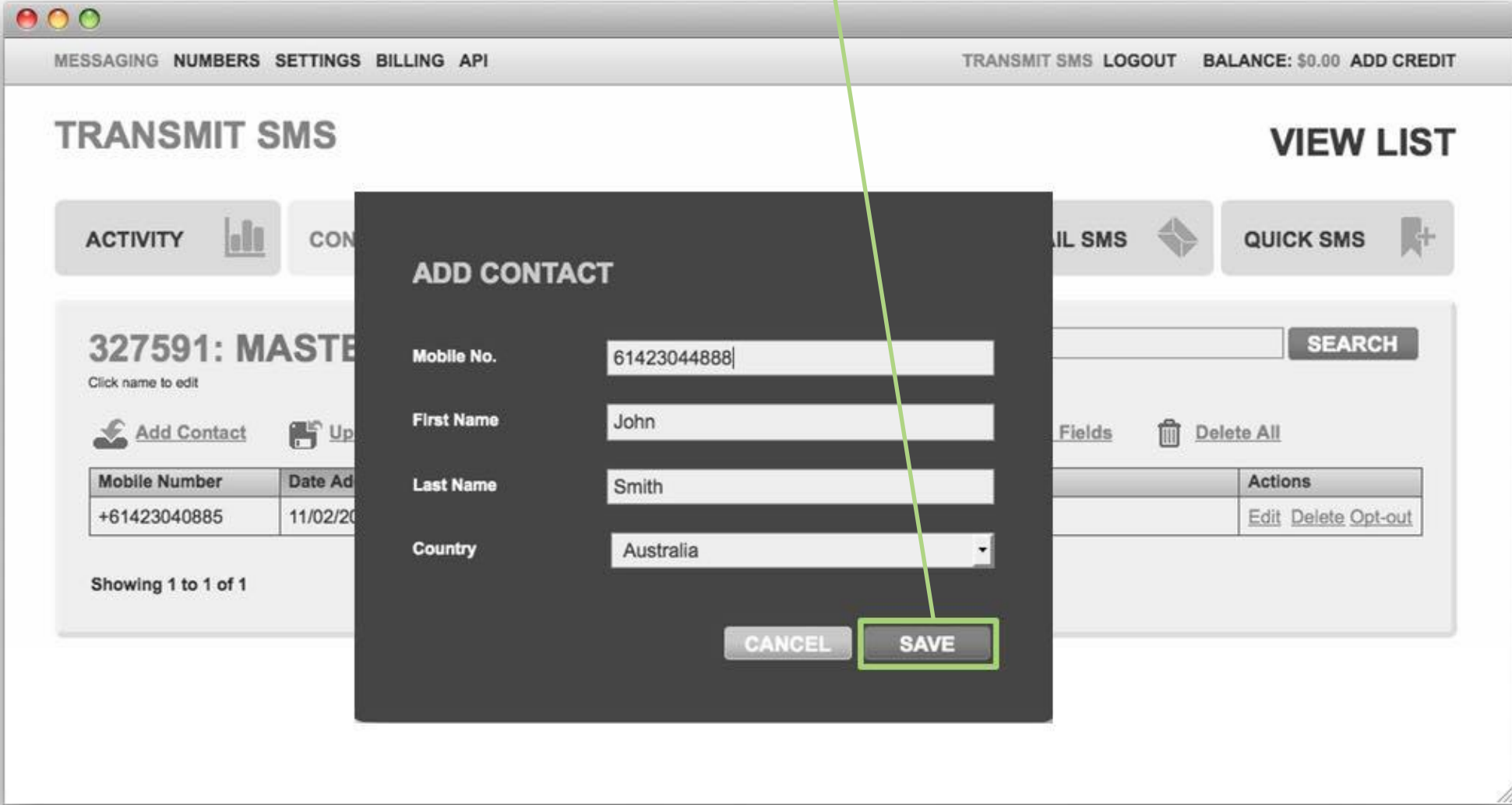**4. Enter your list name and click the GREEN TICK button**

ADDING CONTACTS

ADD A SINGLE RECIPIENT
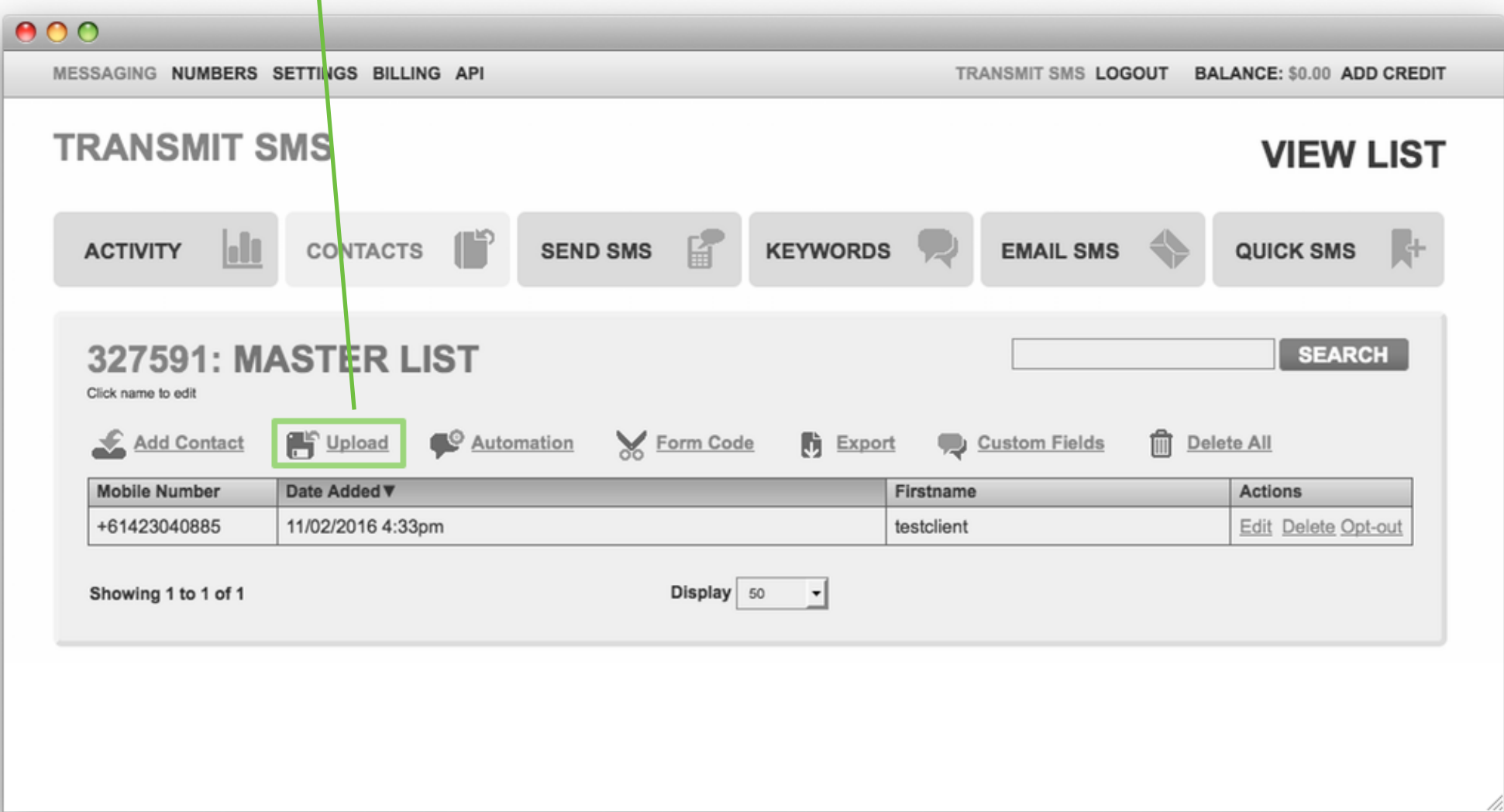
5. Click the ADD CONTACT link

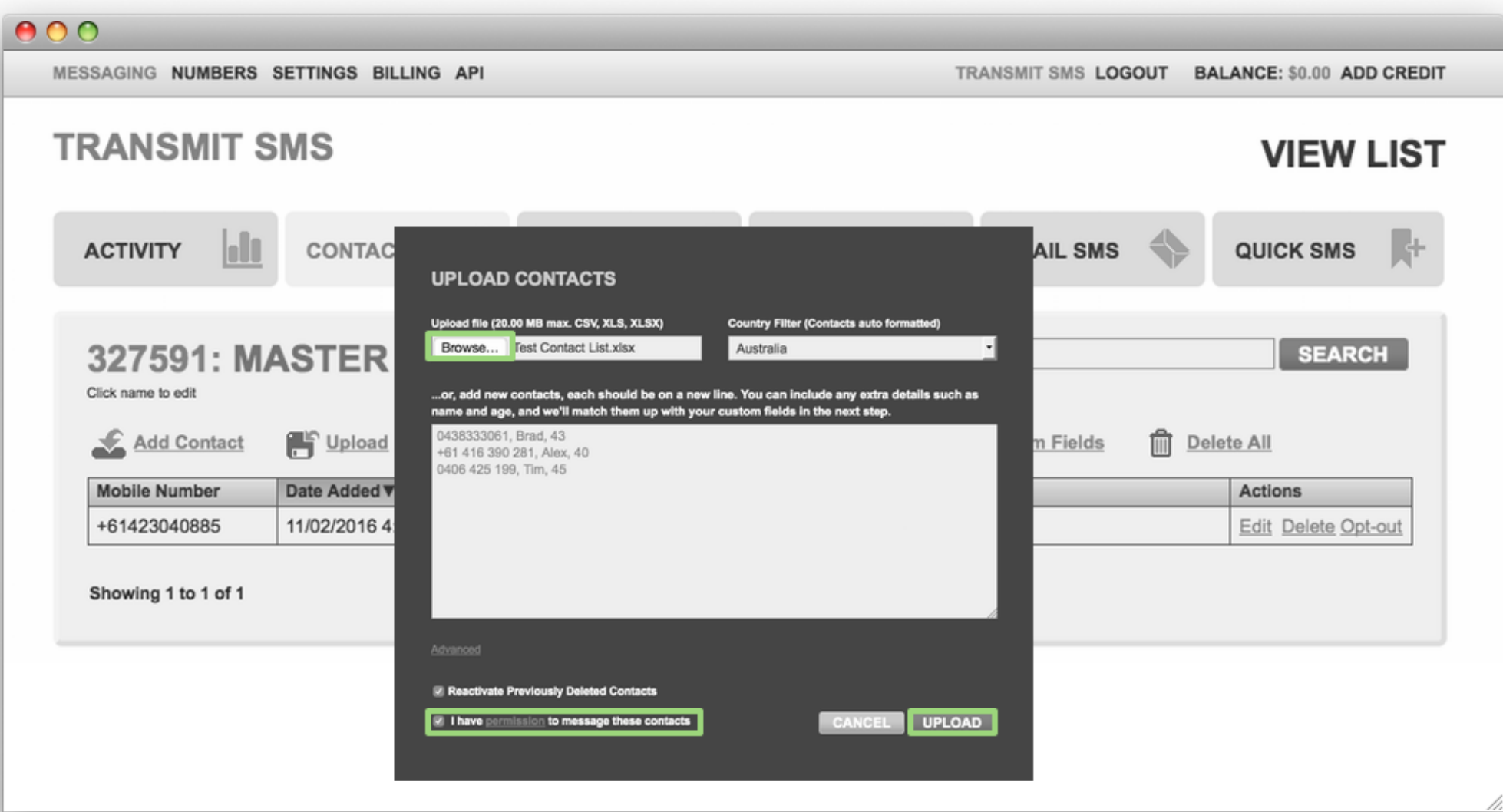**6. Enter the contact details and click on the SAVE button**

ADDING CONTACTS

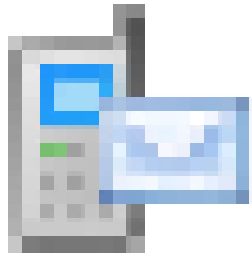## UPLOAD A FILE

7. Click the UPLOAD link

8. Click the BROWSE button to find your file then select **'I have permission to message these contacts'** and then click on **UPLOAD**

FILE FORMATS You can upload in CSV, XLS, XLSX formats. The file must be 16.00MB or less. The less superfluous data in a file the better. You can also upload data directly to custom fields in your list.

SELECTING A COUNTRY By default your destination country will be selected, uploading with this set will filter all the numbers and format them correctly.
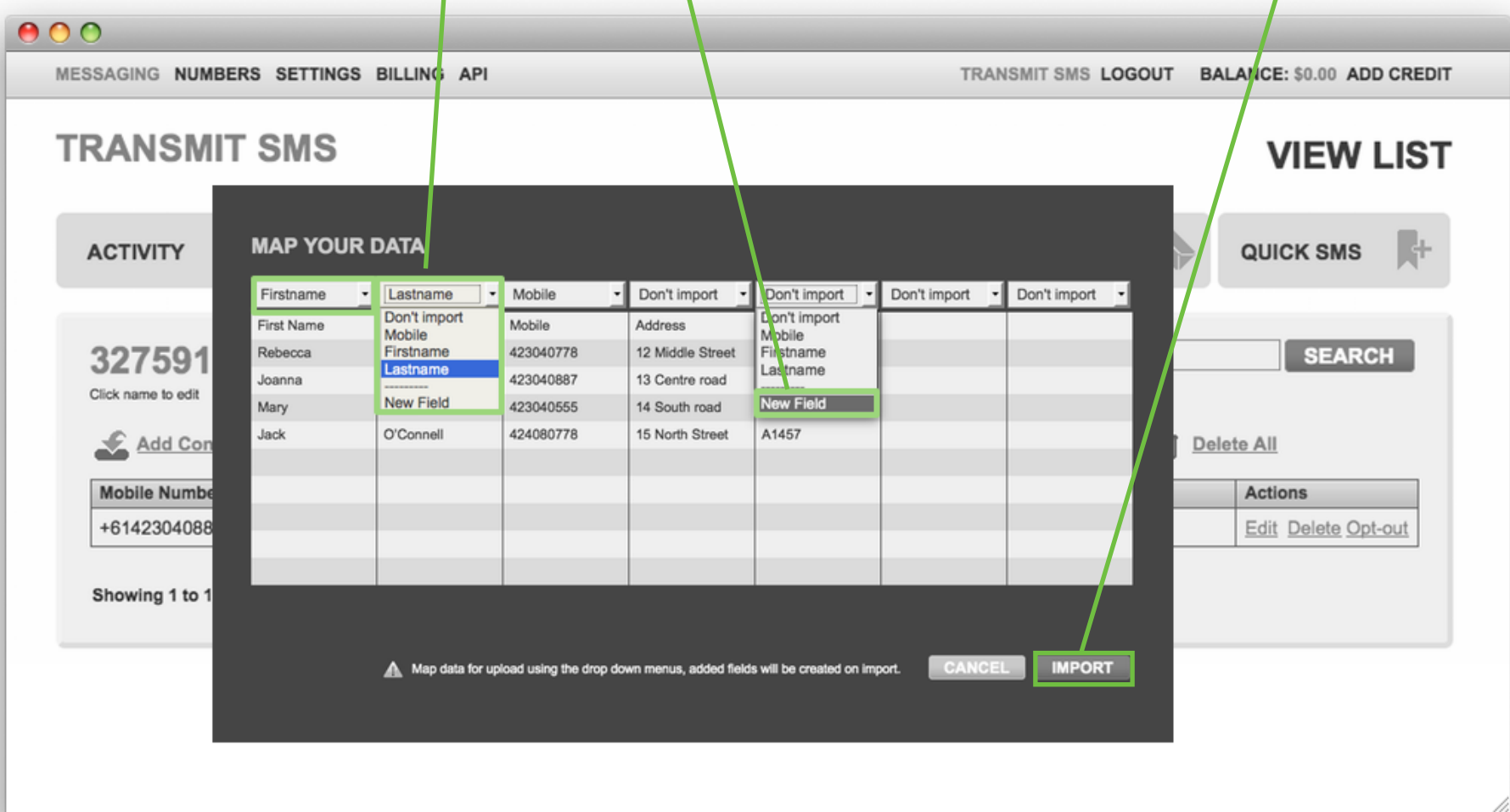
If you are sending to multiple countries in one send you must make sure that you select international format then ensure your numbers are all internationally formatted correctly with the country code. (eg. 61439456789, 447891234567)
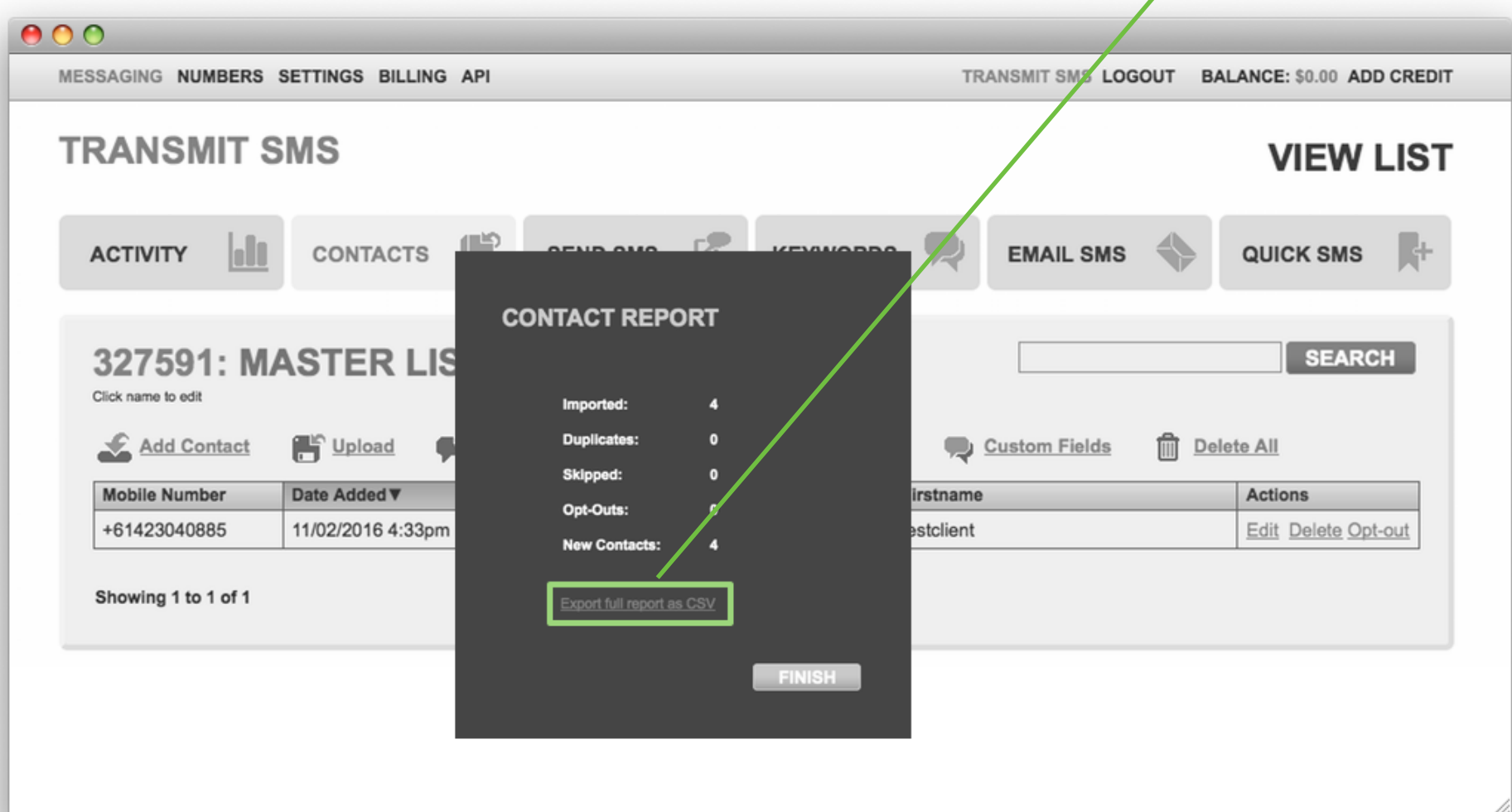
ADDING CONTACTS

UPLOAD A FILE

9. Preview your numbers, MAP and NAME fields, If you are happy click IMPORT

10. After upload you can view a report of what was imported and EXPORT as a file

CORRECTLY FORMATTED .CSV FILES should have records in the format.

"Mobile", "Firstname", "Lastname"

"61403456789", "John", "Smith"

"61409876543", "Peter", "Jones"

"61406789123", "Charles", "Anderson"

If a number already exists in the contact list, or is repeated in the file, it will be ignored and marked as a Duplicate. Similarly if a number has previously been opted out, it will also be ignored and marked as Opt-Out.

Lastly, if a number is in an incorrect format that can't be automatically recovered (such as an email address, too short or too longer number sequence), these will be skipped.
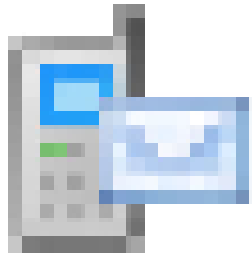
ADDING CONTACTS

VIEWING AND SORTING CONTACTS

11. Your list will now import showing you all contacts. You can sort your contacts by import date, name or number order by **CLICKING THE COLUMN HEADERS** at the top of each columns.

12. Click on contacts and you will now see your lists and associated **STATISTICS**

TRANSMIT SMS — VIEW LIST

MESSAGING NUMBERS SETTINGS BILLING API   TRANSMIT SMS LOGOUT   BALANCE: $0.00   ADD CREDIT

ACTIVITY | CONTACTS | SEND SMS | KEYWORDS | EMAIL SMS | QUICK SMS

327591: MASTER LIST
Click name to edit

Add Contact | Upload | Automation | Form Code | Export | Custom Fields | Delete All

Mobile Number	Date Added ▼	Firstname	Lastname	Custom Field 1	Actions
+61423040885	22/02/2016 10:31am	Lisa	Jones	C987	Edit Delete Opt-out
+61423044888	22/02/2016 10:28am	John	Smith	C478	Edit Delete Opt-out
+61424080778	22/02/2016 10:28am	Jack	O'Connell	B478	Edit Delete Opt-out
+61423040887	22/02/2016 10:28am	Joanna	Smith	B548	Edit Delete Opt-out
+61423040778	22/02/2016 10:28am	Rebecca	Jones	A254	Edit Delete Opt-out
+61423040555	22/02/2016 10:28am	Mary	Black	A214	Edit Delete Opt-out

Showing 1 to 6 of 6   Display 50

TRANSMIT SMS — CONTACTS

MESSAGING NUMBERS SETTINGS BILLING API   TRANSMIT SMS LOGOUT   BALANCE: $0.00   ADD CREDIT

ACTIVITY | CONTACTS | SEND SMS | KEYWORDS | EMAIL SMS | QUICK SMS
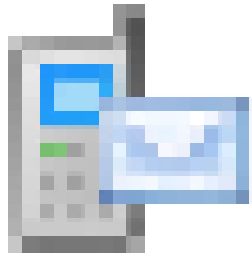
NEW CONTACT LIST   Search contact names or numbers... | Contacts | SEARCH

Contact List Name	Contacts	Opt-outs	Campaigns	Messages	Actions
Global Opt-Out List Enabled	0				View Upload Disable
Quick SMS Favourites	0	0		0	View Upload Send SMS
MASTER LIST	6	0		0	View Upload Send SMS Delete
My Test List	1	0		0	View Upload Send SMS Delete

Displaying 1 to 4 of 4 - show 50 items per page

OPTING-OUT a recipient will not allow you to import that number back into the list while just deleting a number will.

DELETING a recipient will not opt them out of your list, if you re-import the same number it will be re-added.
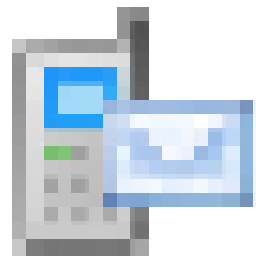
ADDING CONTACTS

GLOBAL OPT-OUT LIST (GOO)

13. When enabled, the Global Opt-Out list will receive all opt-out to the account, this will then enforce a full suppression on that number for any list. Once on the GOO LIST a number cannot be sent to from your account.

DISABLING GLOBAL-OPT OUT will not then allow those numbers to be sent to, the only way to take somebody off the list and opt them in again is by a forced re-addition one number at a time using the Add Contact link on the list page.

When the Global Opt-Out List is disabled, numbers will not be added to it, they will be opted out of the list they received the message from only.

14. If you with to migrate an existing suppression list from another system, you can simply upload the contacts to our GOO list as you would any other. Once they are on the list, the person **CANNOT BE SENT TO**.

UPLOADING A LIST TO THE GOO LIST will scan your existing lists and opt-out any number on your uploaded list as well. This is a great way to scrub your lists against the DNC register or any other list you might be concerned about.
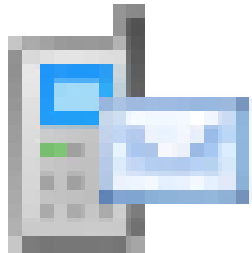
SENDING SMS CAMPAIGNS

SELECT YOUR LIST

1. Click the SEND SMS button
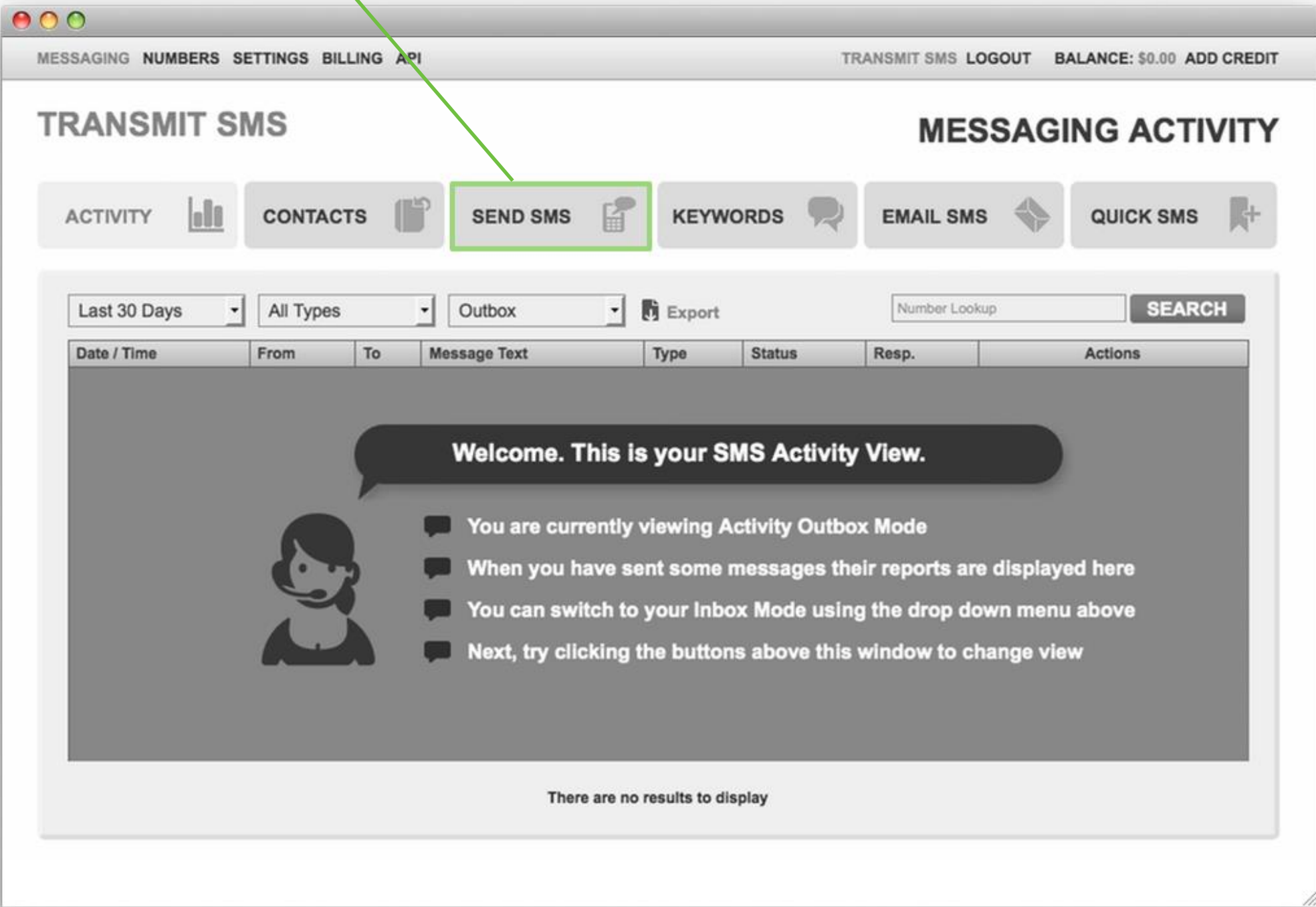
2. Choose the CONTACT LIST from the drop down menu for TO field
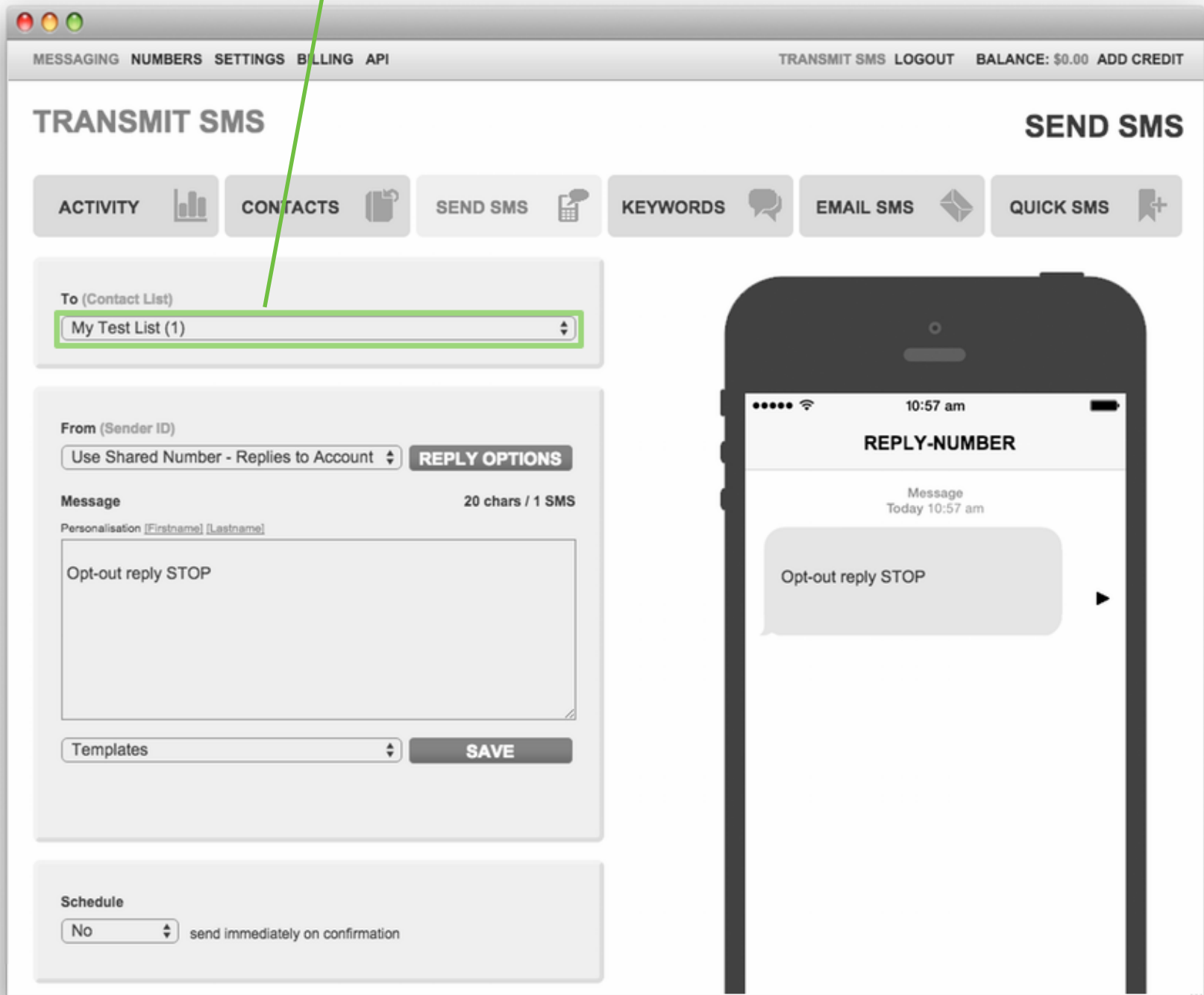
SENDING SMS CAMPAIGNS

SENDER ID

3. Select '**DEFINE A NEW SENDER ID**' to enter your own number or an alphanumeric name.

4. Select '**Use Shared Number - Replies to Account**' to use the pool of shared long codes.
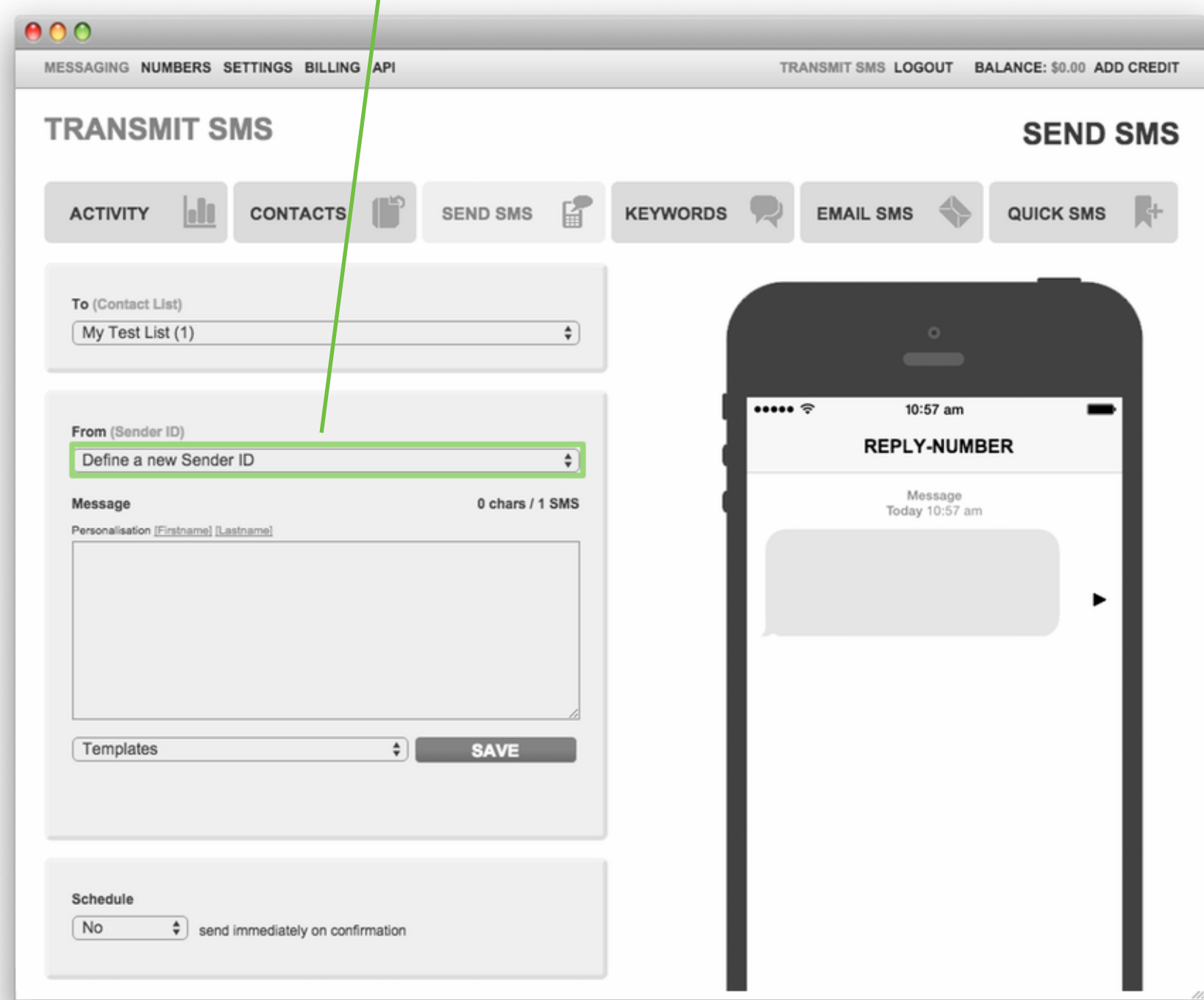
ALPHA NUMERIC SENDER ID can be 11 numbers or can also be a name.
NB: Please keep in mind that if you use a name the recipient will not be able to reply to the message.
DO NOT USE A LAND LINE NUMBER your message will not be delivered.
DO FORMAT NUMBERS WITH INTERNATIONAL PREFIX for better delivery rates.
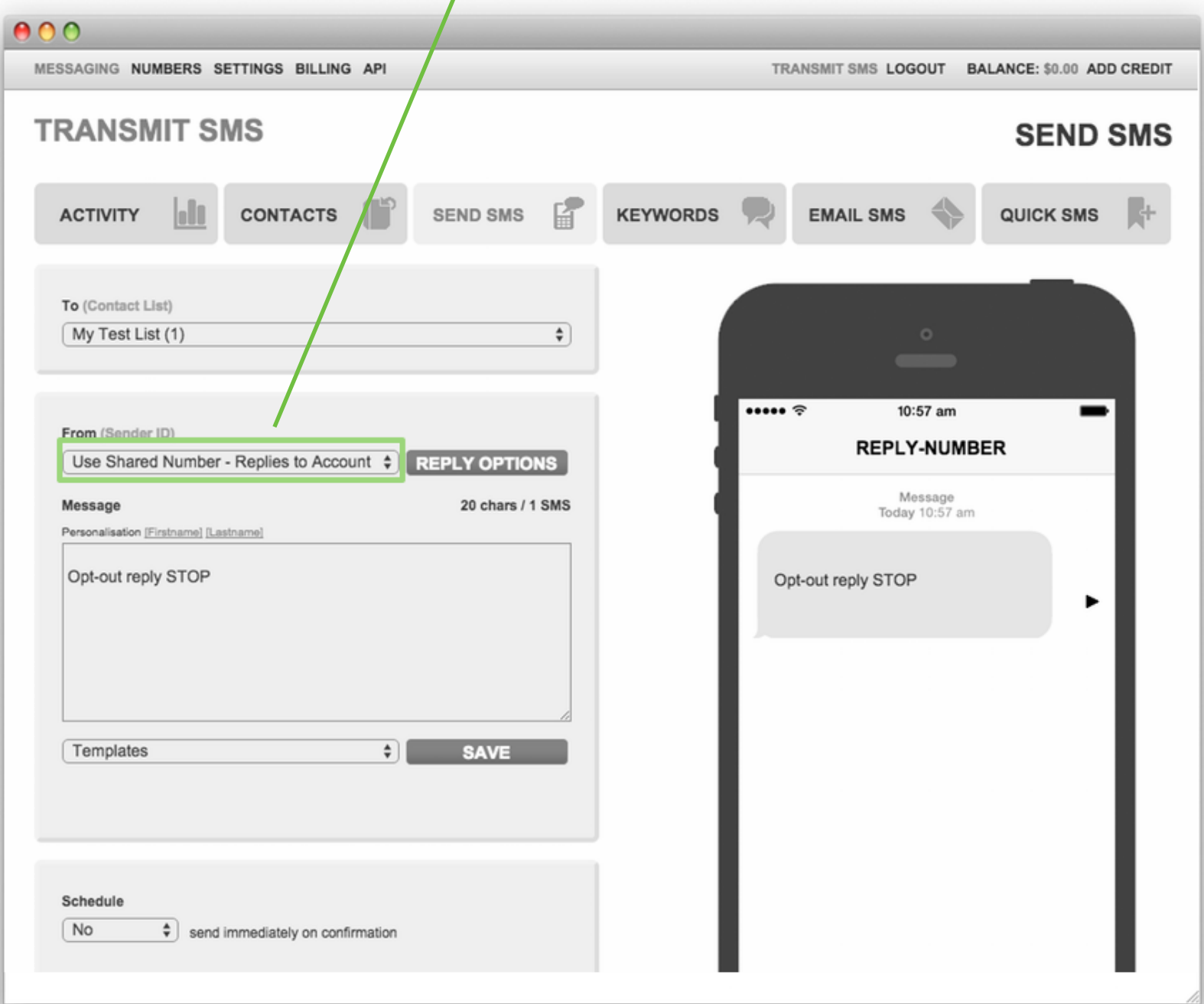
OUR LONG CODES can be used to automatically opt recipients out of your lists. This makes it easy to manage lists and be compliant with SPAM standards. Selecting the shared number adds the STOP command shown above.You can also receive direct replies to your campaign that appear next to your campaign and can be exported. Responses are displayed in your reports and inbox.
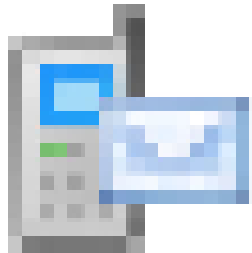
SENDING SMS CAMPAIGNS

CREATE YOUR MESSAGE

5. Enter your MESSAGE. 1 SMS is 160 characters

6. Click on VARIABLES to personalise your message.

CHARACTER COUNT. If your message is 190 characters in length you will be charged for 2 SMS x Recipients. Spaces are counted as 1 character and returns are counted as 2 characters. The following is exactly the chars per message length.
1 SMS = 160 chars 2 SMS = 306 chars 3 SMS = 459 chars 4 SMS (Max) = 621 chars

VARIABLES can be used to add names or other information into messages.

IMPORTANT AS WE CAN ONLY ESTIMATE HOW MANY CHARACTERS ARE IN A MESSAGE WHEN USING VARIABLES PLEASE MAKE SURE YOU ALLOW ENOUGH CHARACTERS TO CATER FOR THE LONGEST VARIABLE.

SENDING SMS CAMPAIGNS

TRACK A LINK WITHIN A MESSAGE

7. Enter the full URL as shown below and click on the TRACK LINK button to insert the link into your message.

8. You can save your message as a template. Just click SAVE to add it to the drop down menu

NOTE: All URL's are unique and can be tracked back to an individual user.

The TEST SMS function does not implement the destination URL. You will need to select My Test List click on NEXT and SEND button in order to test your tracked link in your message.

SENDING SMS CAMPAIGNS

GETTING REPLIES TO EMAIL

9. Select **REPLY OPTIONS** and select **YES** for **FORWARD TO EMAIL** and enter an email address and click on **UPDATE**.
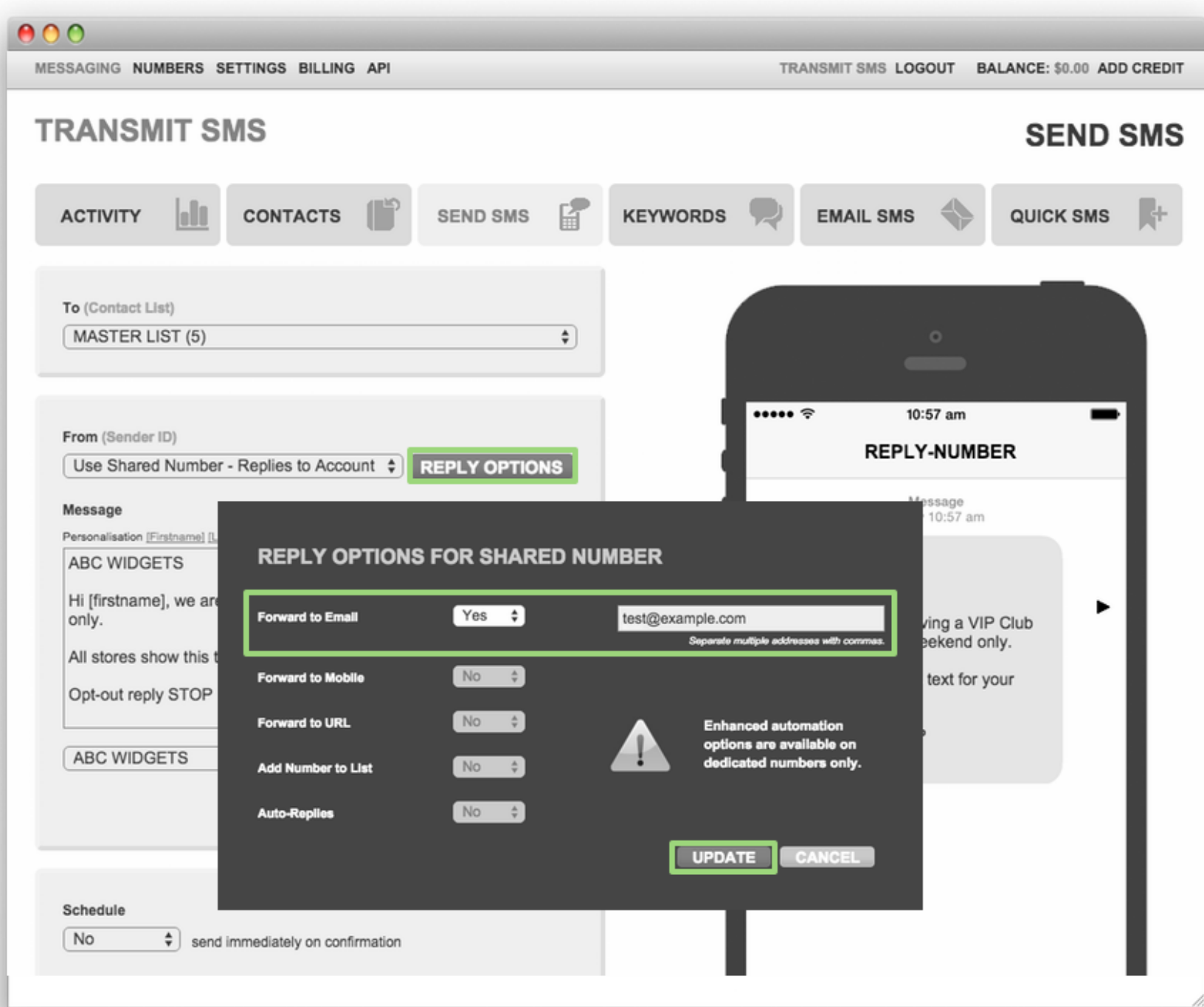
10. When you receive the email, you will see the original message and the **REPLY**. You can also reply to the email to send an SMS back to the recipient.

SENDING SMS CAMPAIGNS

SCHEDULING MESSAGES

11. SCHEDULE your message if you want it to send in the future. Click **NEXT**.

12. On the confirmation screen you will see the details of your **SCHEDULED TIME**

SENDING SMS CAMPAIGNS

REVIEW AND SEND

13. You will see a cost estimate below click Show Details to review in detail.
Click **NEXT** to move to the sending confirmation screen.

14. After reviewing your messages you will now be able to send your message.
If you do not have enough credit to send the message you will need to **ADD CREDIT**.

SENDING SMS CAMPAIGNS

PAYING FOR YOUR MESSAGES

15. CHOOSE AN AMOUNT from the drop-down menu. The fee for using all credit cards is 1.9%. We can take other payment options for large amounts.

16. On new accounts we have a credit limit to mitigate our loss should we get a fraudulent credit card on the system. Click **INCREASE LIMIT** to apply for more.
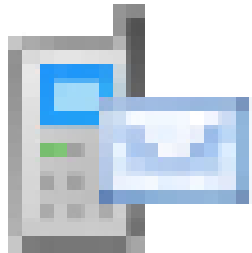
SENDING SMS CAMPAIGNS

ADDING CREDIT

17. To credit your account select a preset amount, fill in details and click ADD CREDIT

18. Now that you have credit you can send messages anytime by hitting the SEND button

REPORTING

MESSAGE ACTIVITY SCREEN

1. On your activity screen you can **SWITCH** from OUTBOX to INBOX at any time. To view your campaign statistics, from the ACTIONS column click **REPORT**.

2. On your **INBOX** you can now see all inbound messages including campaign replies, keyword responses, and dedicated number messages.

REPORTING

MESSAGE ACTIVITY SCREEN

3. You can use SEARCH to find any number in your activity. Result will show all campaigns it was used in.

4. The inbox and the Outbox can be SORTED by date range and message source.
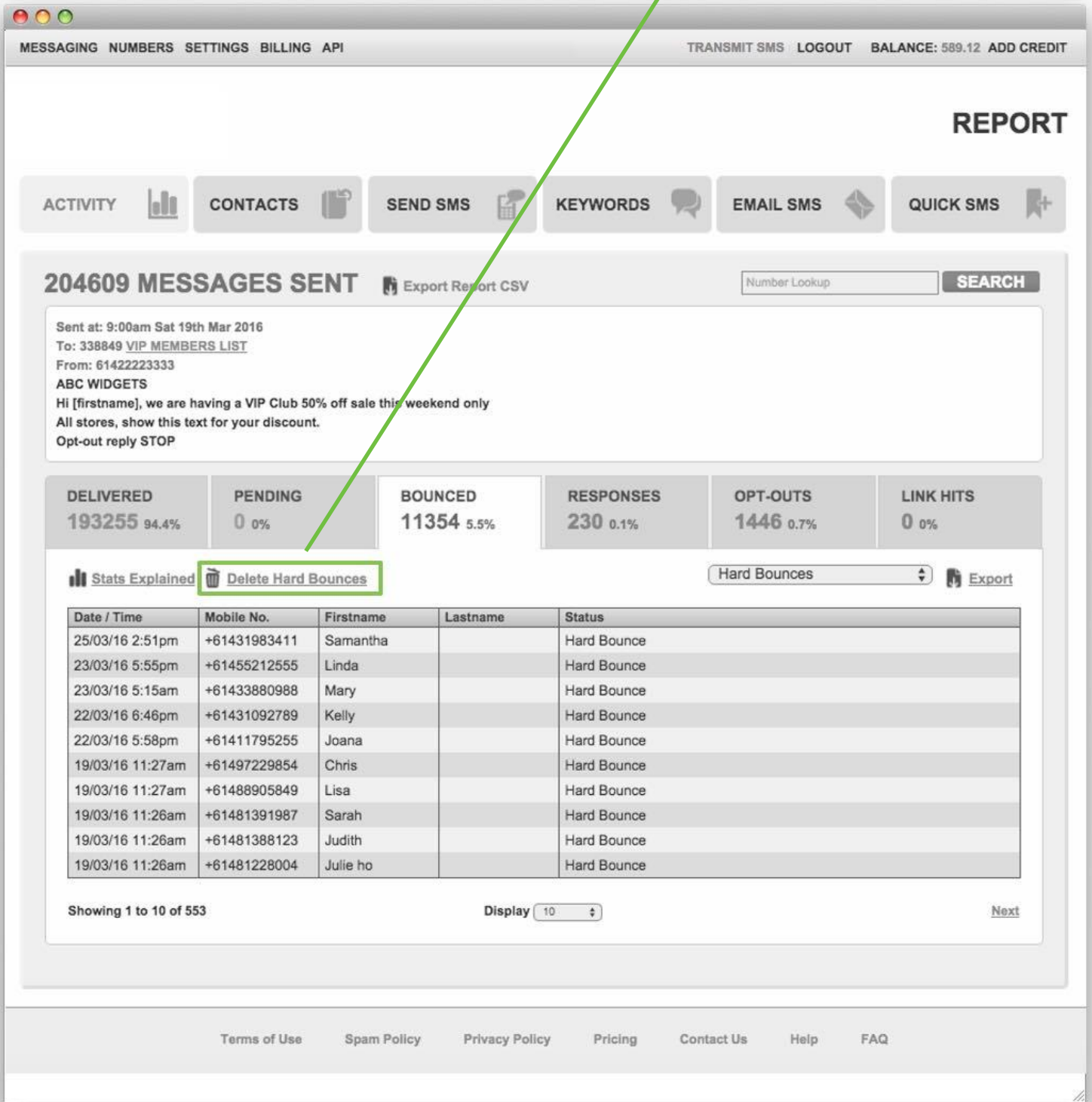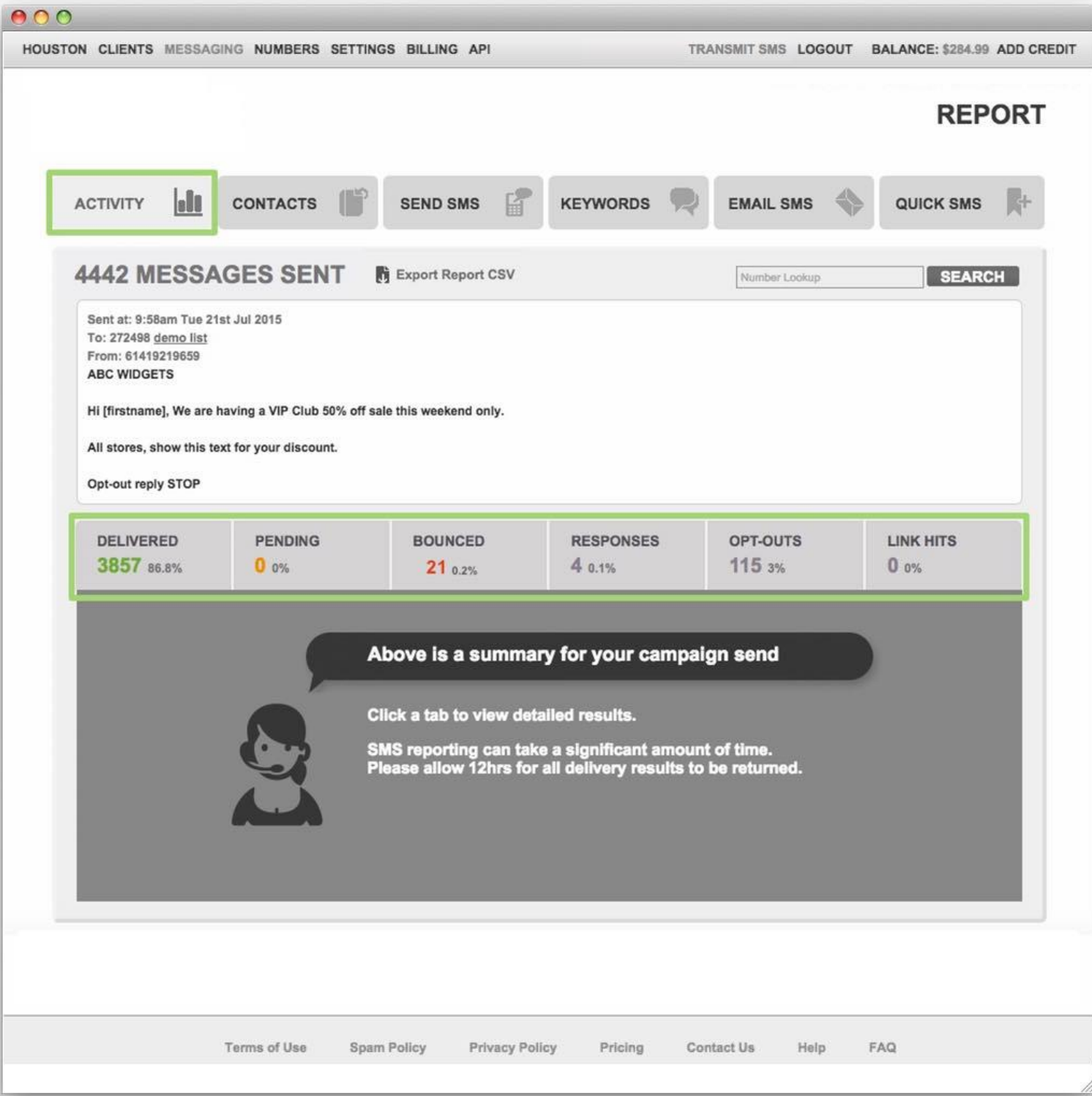
REPORTING

MESSAGE STATUS

5. Each **REPORT** will show tabs with the status, a list of each status meaning is below.

6. Hard bounces are numbers that have been disconnected. To remove these numbers from your list you can click on the **DELETE HARD BOUNCES** link.


DELIVERED Your message has been delivered to the recipient's handset

PENDING We have delivered your message to the carrier and they are attempting to deliver it to the recipient's handset.

SOFT BOUNCE The message timed out after 72 hrs, either the recipient was out of range, their phone was off or the message was unable to be delivered due to a network outage or other connectivity issue.

HARD BOUNCE Failed due to the number being invalid or disconnected.

LINK HITS These are recipients that have clicked on your tracked link in your message.
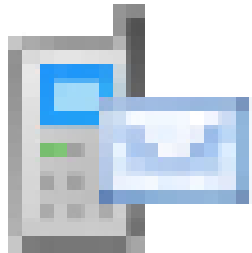
REPORTING

EXPORT REPORTS

7. You can export any list on your reporting pages as a CSV file. Choose your list from the drop-down menu and click **EXPORT**

8. Recipients can reply or opt-out, sometimes the user has misspelled the opt-out so you can **PROCESS THEM MANUALLY** here
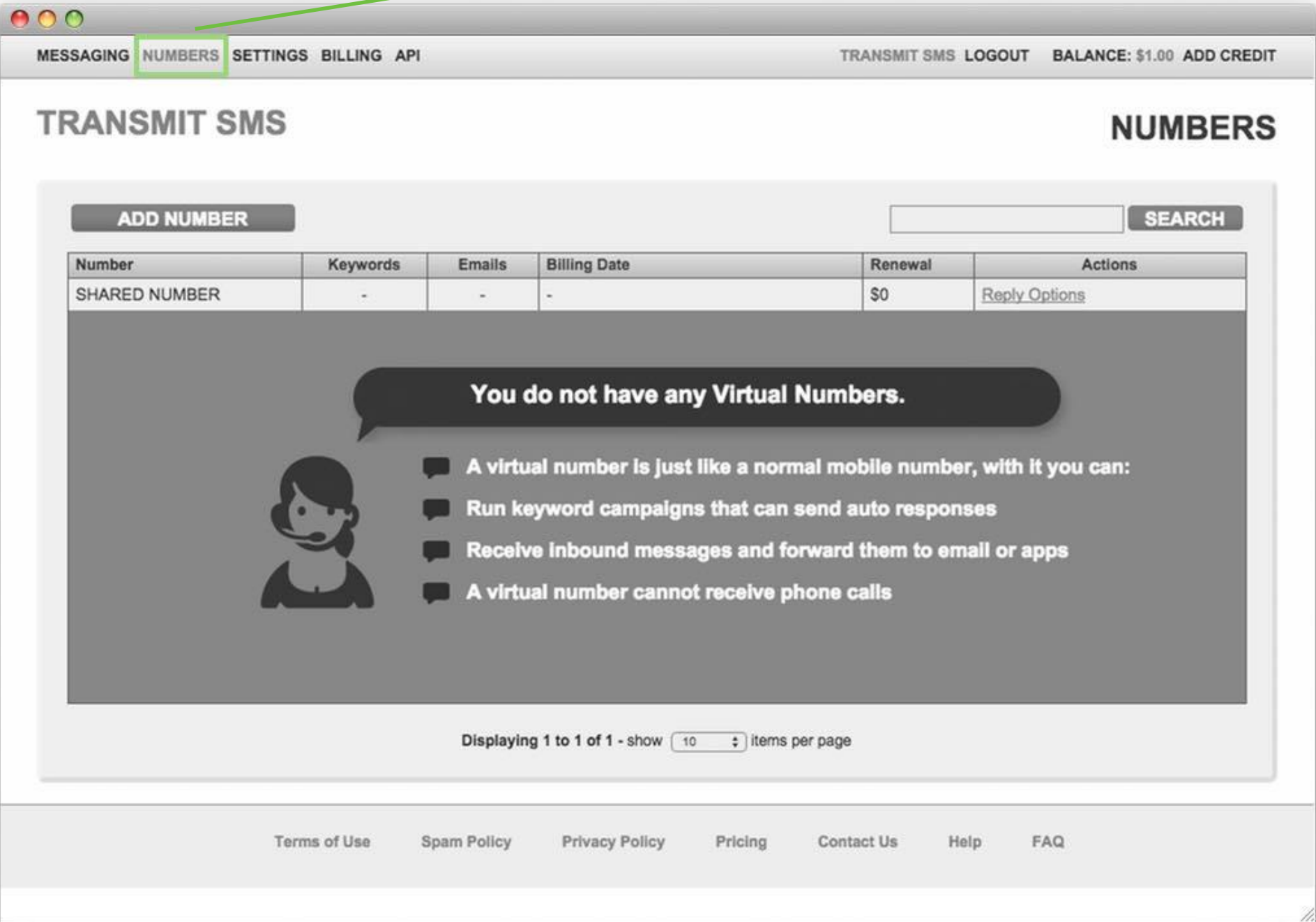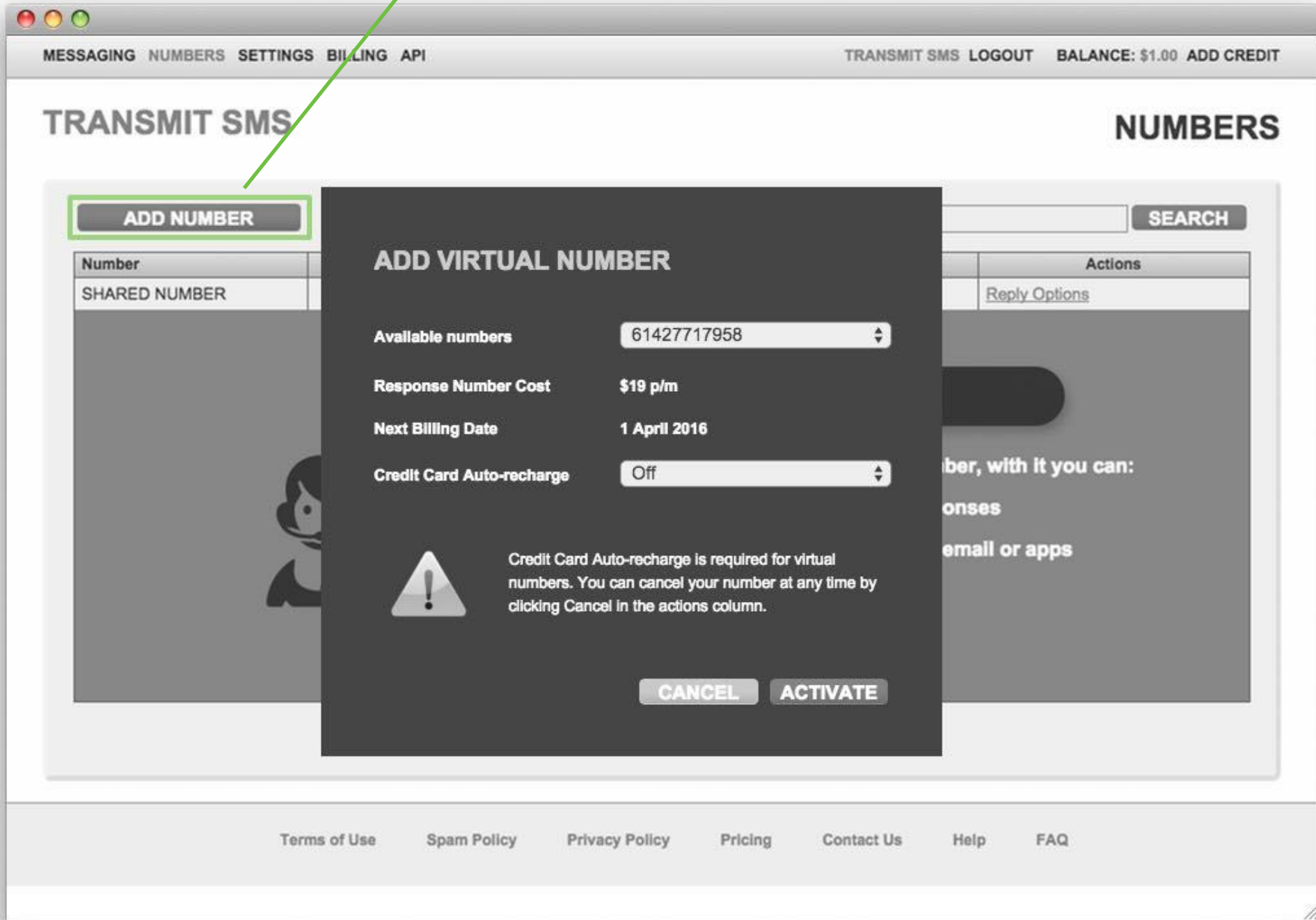
VIRTUAL NUMBERS

SETTING UP A VIRTUAL NUMBER

1. To setup a dedicated virtual number, click on the **NUMBERS** link in the main menu.

2. To get started click on the **ADD NUMBER** button. This will display a box where you can choose a number from our random selection. You will pay a monthly fee.

VIRTUAL NUMBERS are dedicated mobile numbers that you can receive text messages back to the platform on. They are used for keyword campaigns, email to SMS, 2 way SMS and delivering campaigns where a unique sender ID is important. You cannot call a virtual number, if somebody tries to call your number they will get a disconnected message, they are for receiving messages only.
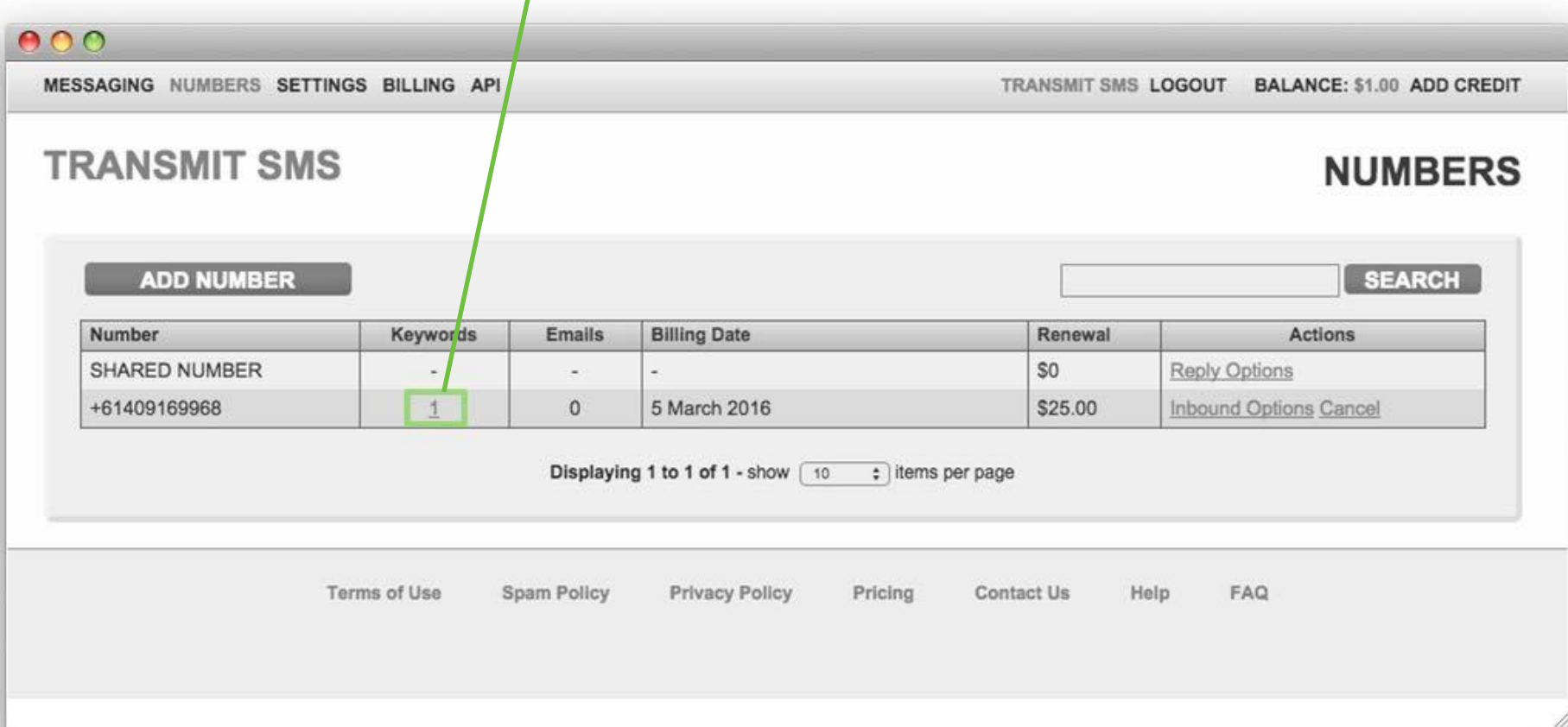
NB: Virtual numbers are available only in Australia, Singapore, US and the UK and costs vary depending on your region. Please review your local pricing screen to confirm the cost.
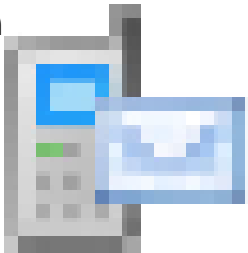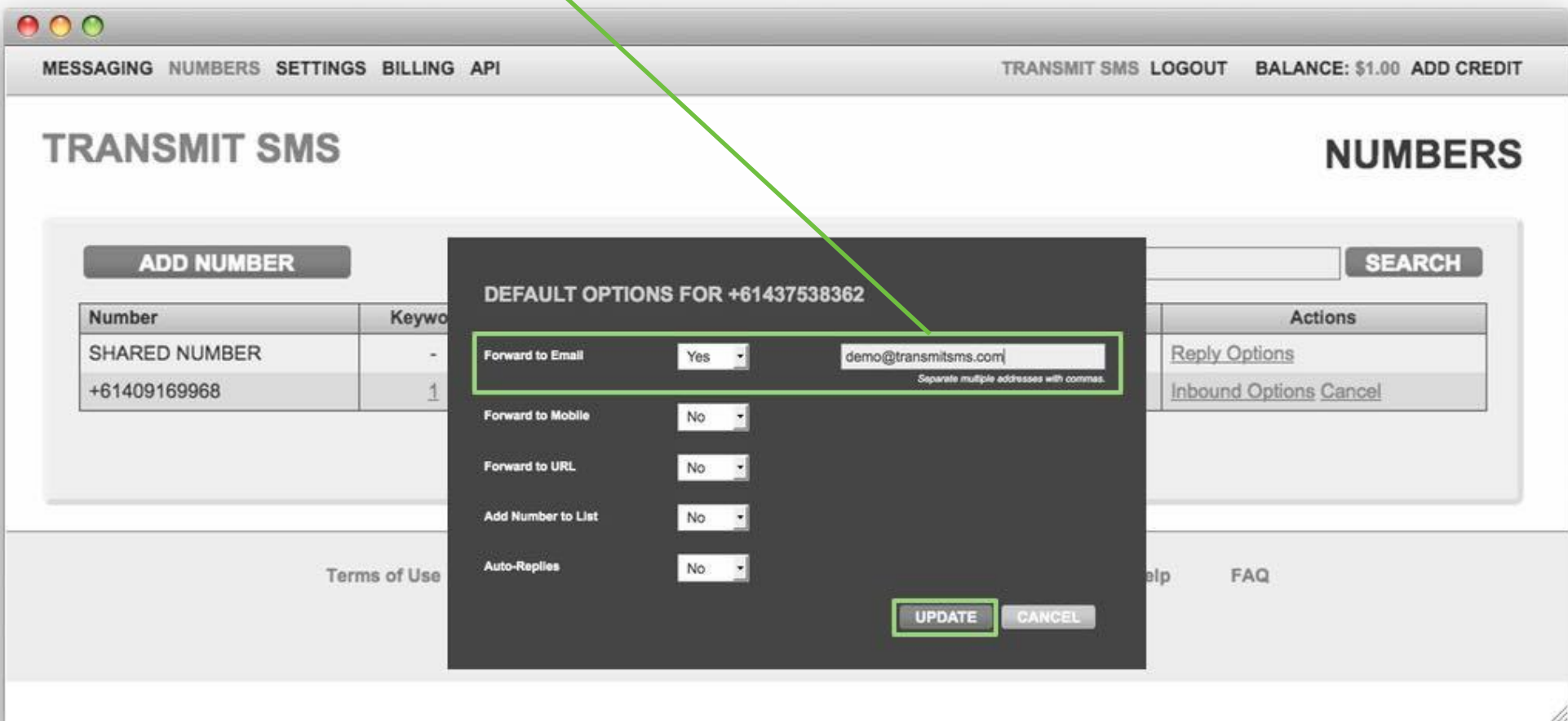
VIRTUAL NUMBERS

SETTING UP A VIRTUAL NUMBER

3. Once your number has been purchased, you will see it in the panel, it will also show you how many active **KEYWORDS** you have running with a link.

4. You can set a catch all email address for a number by clicking on **INBOUND OPTIONS**, select **YES** for **FORWARD TO EMAIL** and enter and email address and click on **UPDATE**.

VIRTUAL NUMBERS are dedicated mobile numbers that you can receive text messages back to the platform on. They are used for keyword campaigns, email to SMS, 2 way SMS and delivering campaigns where a unique sender ID is important. You cannot call a virtual number, if somebody tries to call your number they will get a disconnected message, they are for receiving messages only.

KEYWORD only plans are available. If you just need 1 or 2 keywords and the number doesn't really matter that much then it can be more cost effective to buy keywords on a shared number. Contact us for information.
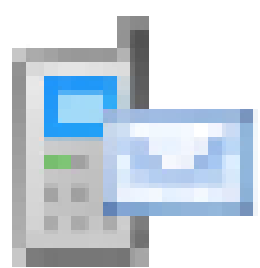
KEYWORD CAMPAIGNS

SETTING UP KEYWORD CAMPAIGNS

**1. To access click on KEYWORDS from your messaging section.**
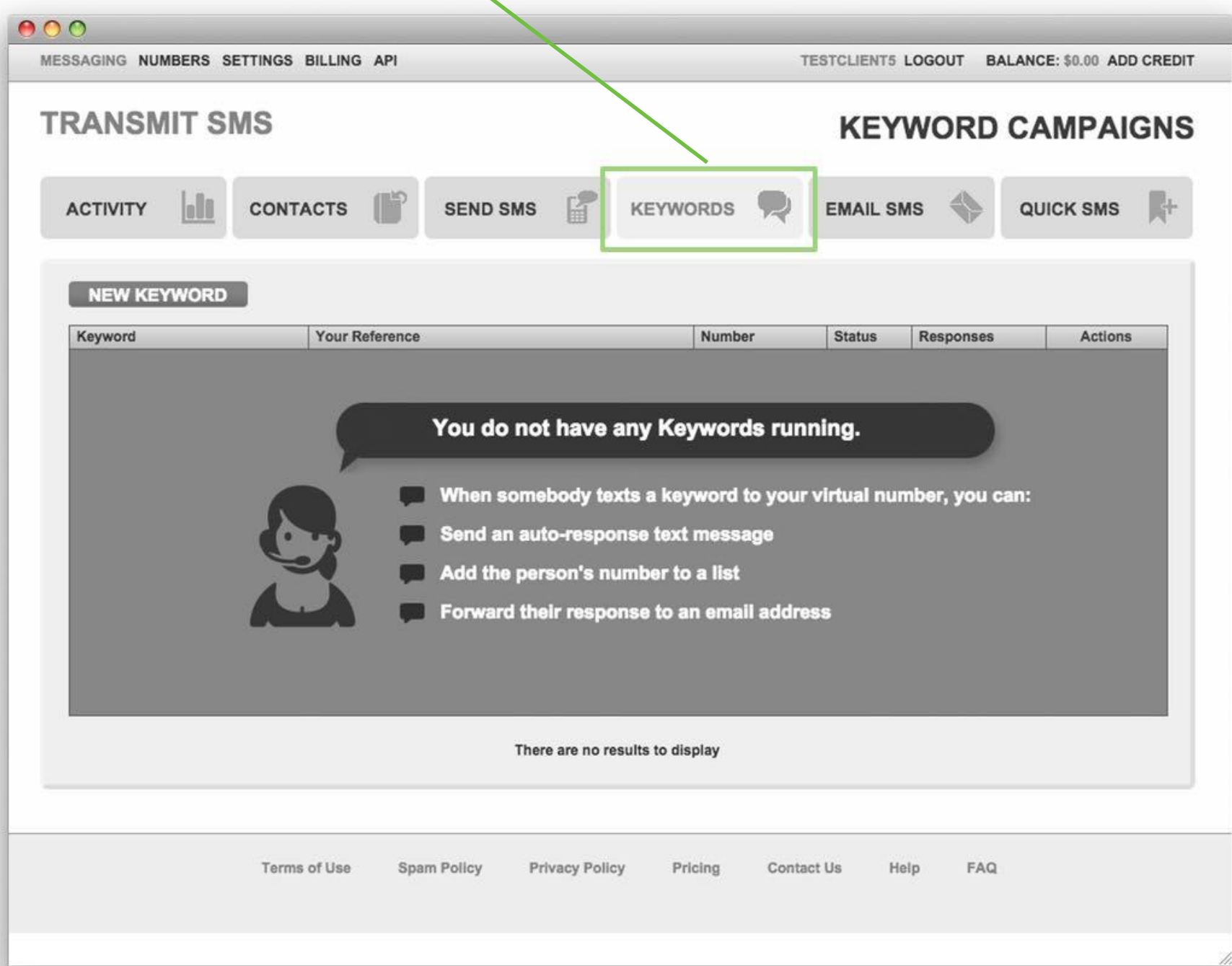
2. To get started setting up a campaign click NEW KEYWORD
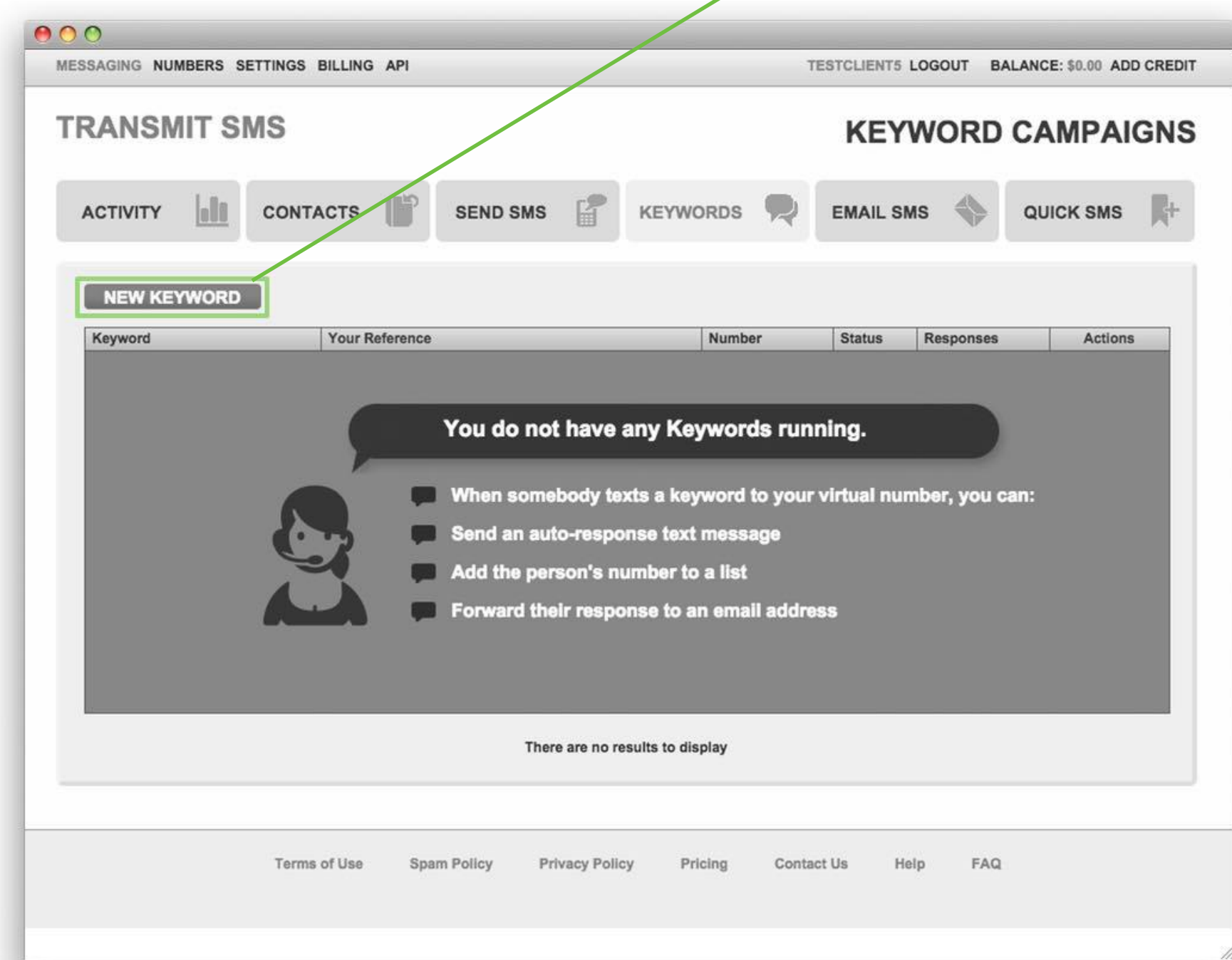
Keywords allow people to text something to a response number so that you can collect the numbers and manage the responses.

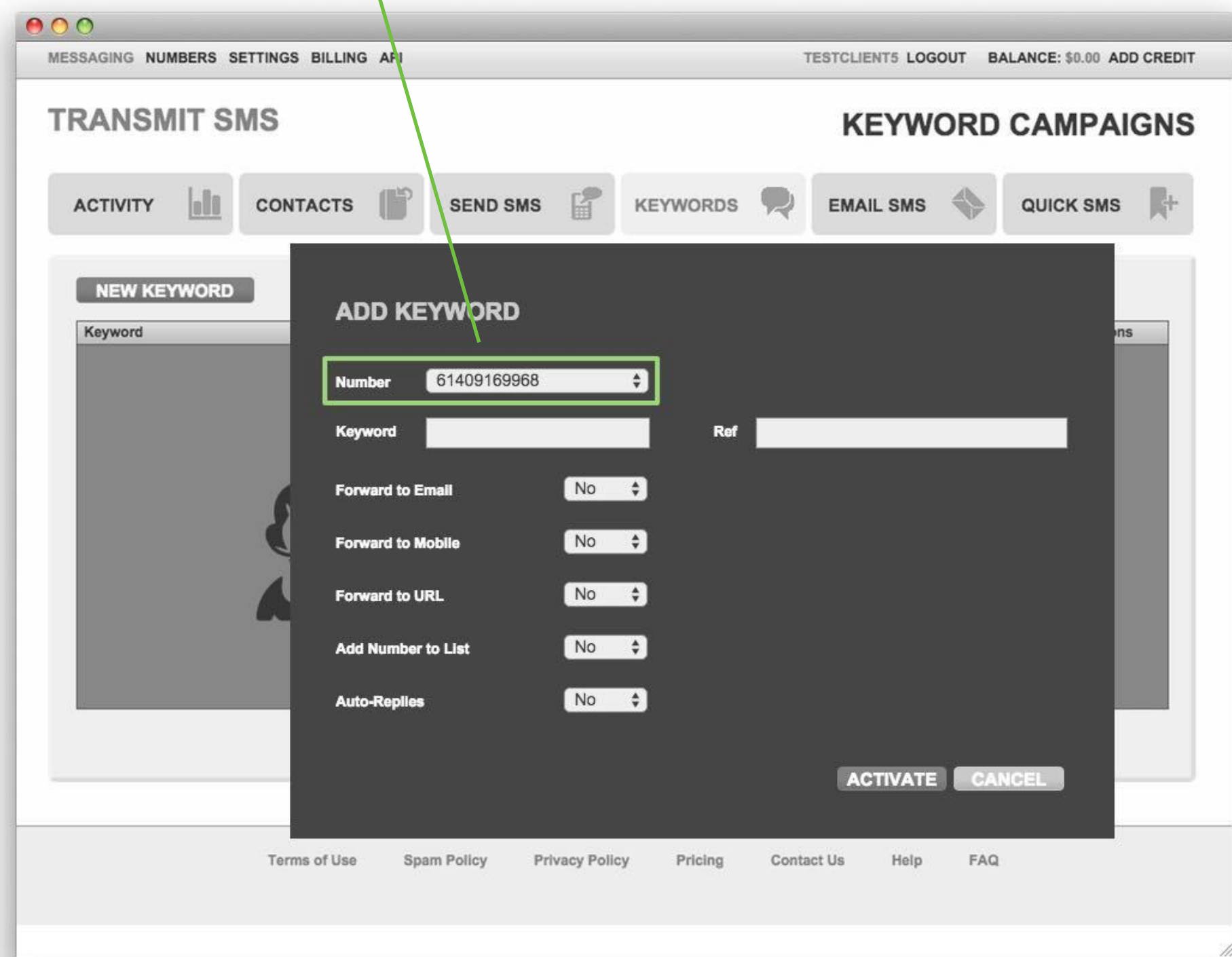eg. In a print ad you might have to enter our competition SMS ENTER and your name to 0490 123 456.
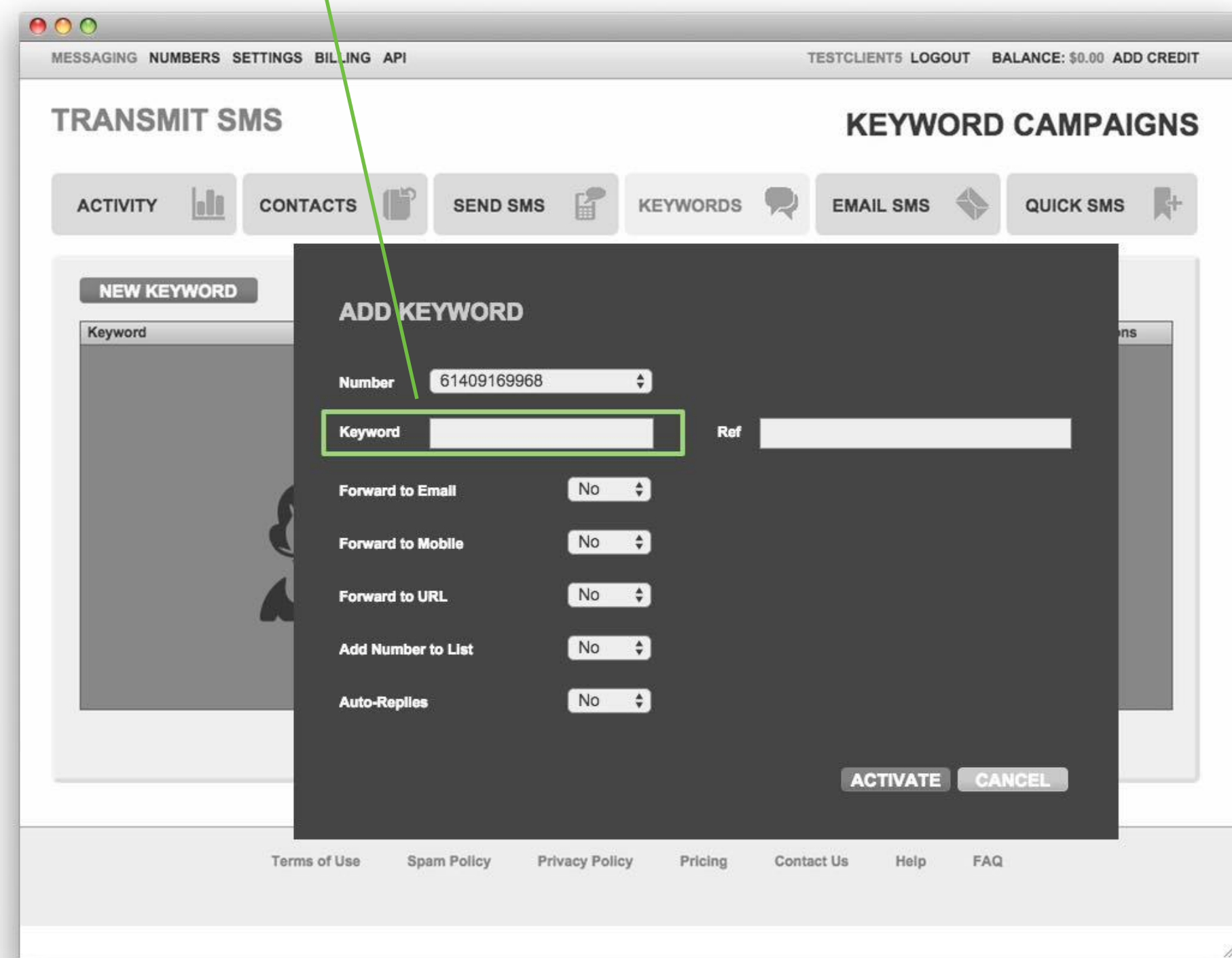
The message will be received and handled by our system.
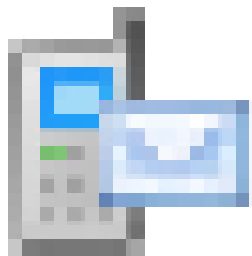
KEYWORD CAMPAIGNS

SETTING UP KEYWORD CAMPAIGNS

3. Choose your RESPONSE NUMBER

4. Enter your KEYWORD. Each keyword must be unique to the response number.
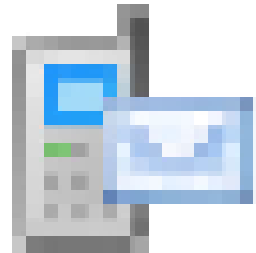
KEYWORD CAMPAIGNS

SETTING UP KEYWORD CAMPAIGNS

5. Add a description for your campaign. This will appear in your keywords overview panel. Add your description to the **REF** field.

6. Choose the **CONTACT LIST** you would like the incoming number to be added into. You can also create a new list from here if you haven't set one up already.
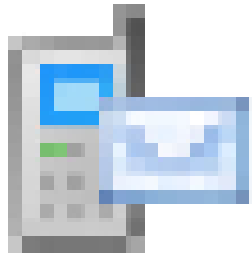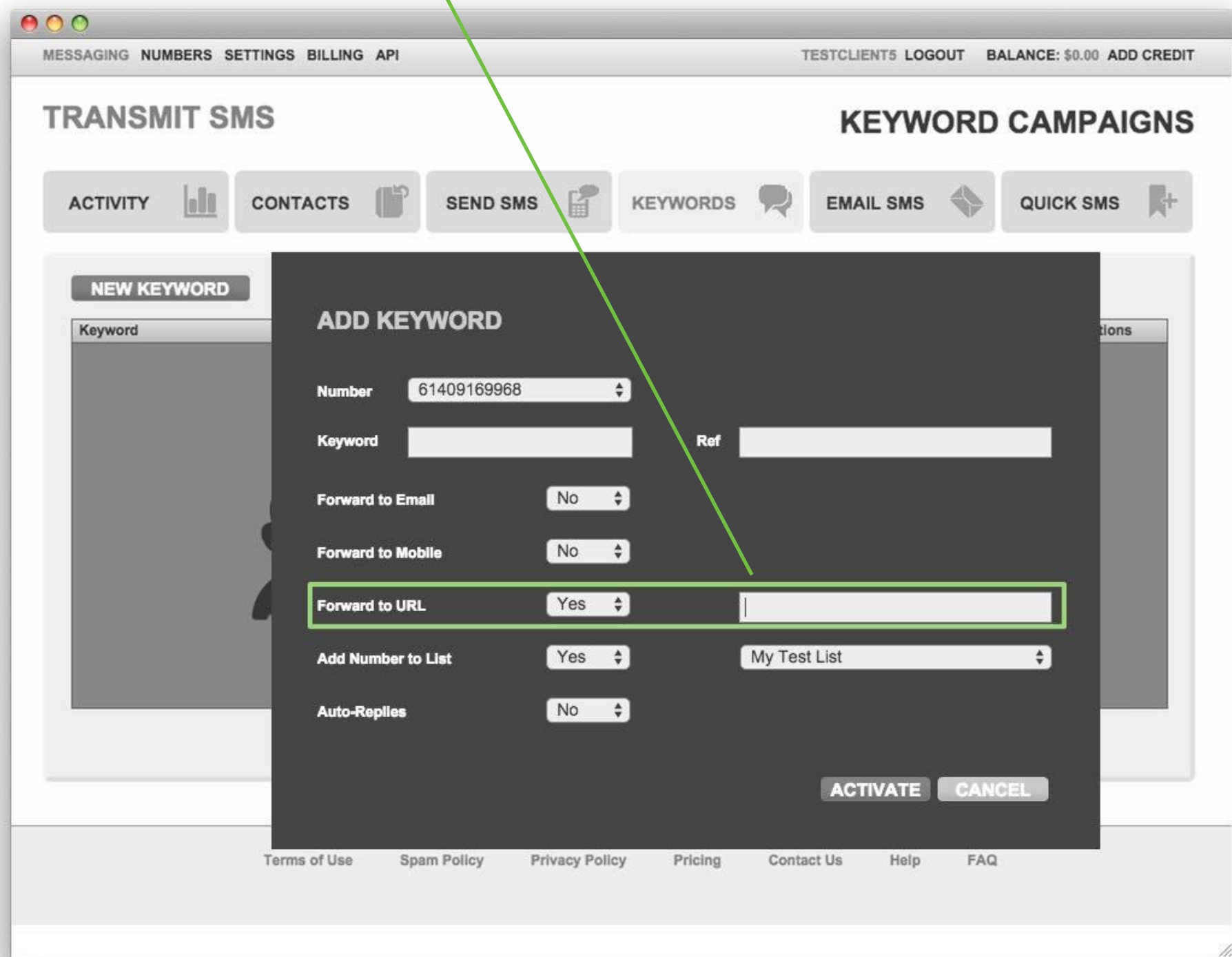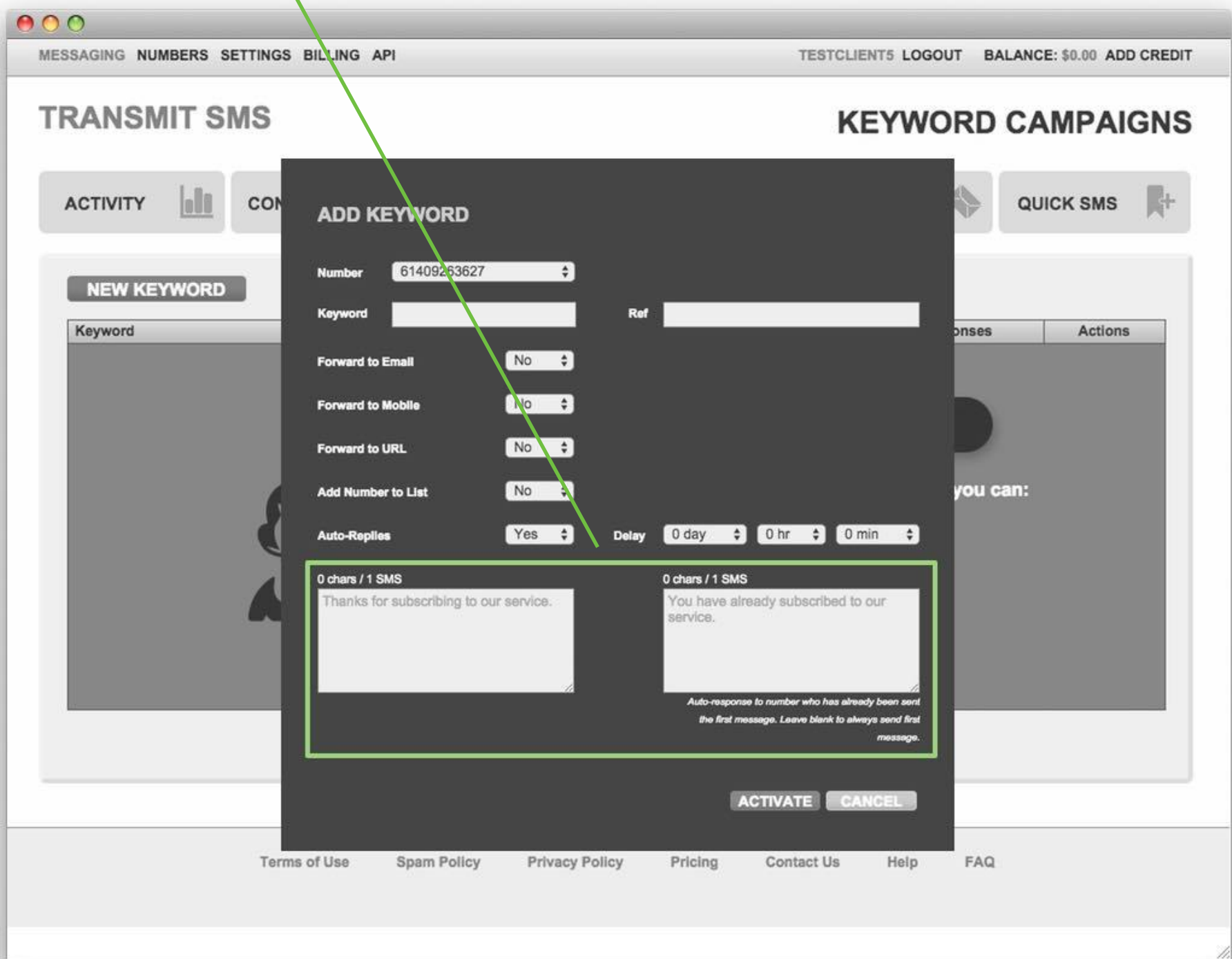
KEYWORD CAMPAIGNS

SETTING UP KEYWORD CAMPAIGNS

7. Send a response to a URL. Enter the full URL of your application that will handle the response.

8. Send an AUTO REPLY when somebody texts in. This is simply a message that goes back, usually containing a coupon or thank you message.

PROCESSING RESPONSES with your own application is simple as providing a URL for us to send them to. For detailed information on response callback URL's please review our API documentation.

LIMIT AUTO RESPONSES by adding a message to the second window. This will send a different message the second time somebody texts in.
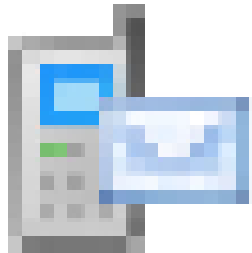
KEYWORD CAMPAIGNS

SETTING UP KEYWORD CAMPAIGNS

9. On your keyword screen you can see your campaign and **RESPONSES** link

10. On the responses page you can see all the incoming messages. Click **EXPORT** to download them as a CSV file
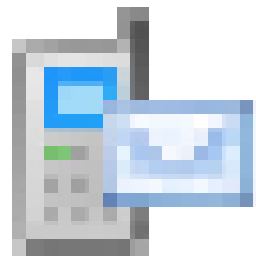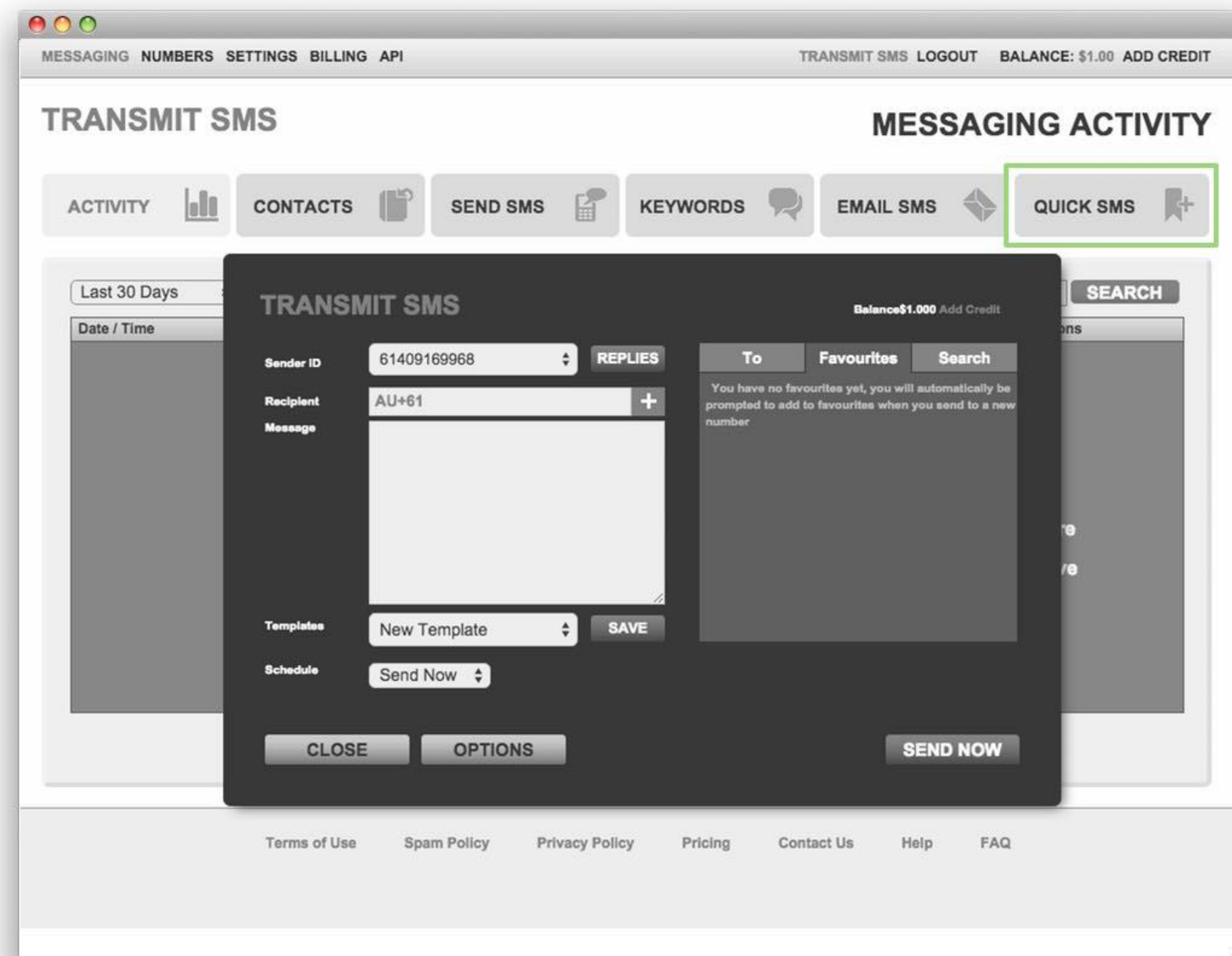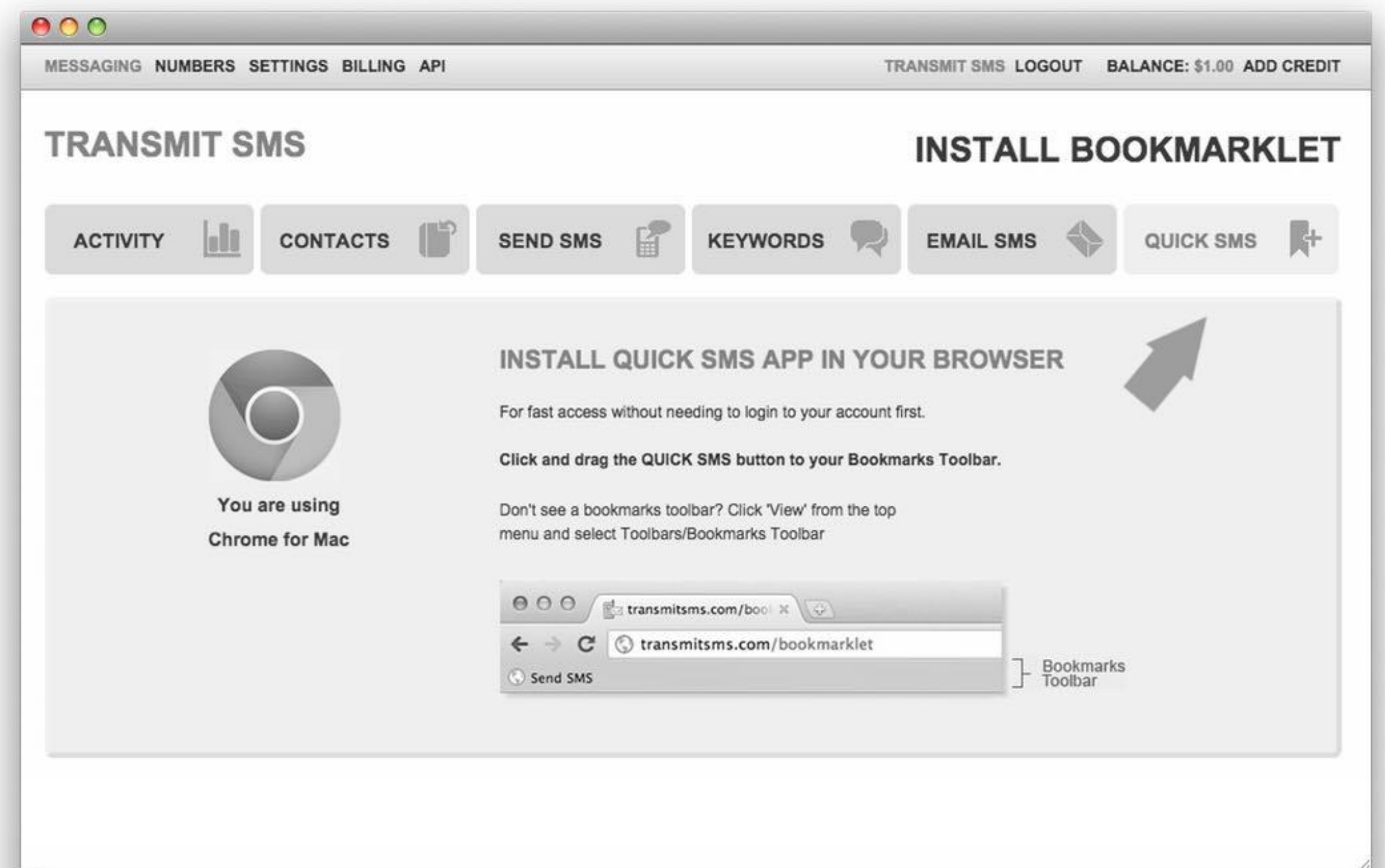
QUICK SMS

SETUP OPTIONS

1. To activate Quick SMS, click the **QUICK SMS** button from the main navigation.
   The Quick SMS window can be used to select contacts and send immediately.

2. You can also access the Quick SMS function from any web page without logging in.
   Installation varies from browser to browser, follow the instructions shown.
   Most commonly drag the QUICK SMS button to your bookmarks toolbar.

QUICK SMS

OPERATION

5. Enter your RECIPIENT number

ADD MULTIPLE NUMBERS To add more than one number, click the + button after each entry. These will be added to the 'To' tab.

6. Enter your MESSAGE

160 CHARACTERS PER SMS. If your message is 190 characters in length you will be charged for 2 SMS x Recipients. Spaces are counted as 1 character and returns are counted as 2 characters. The character counter on the panel will assist you as you type your message.

QUICK SMS

SCHEDULING REMINDERS

7. Optionally set the message as a reminder for later time by selecting **LATER** for the **SCHEDULE** field.

8. **SET YOUR TIME** of delivery and **SEND BUTTON** will tell you how long until send.

QUICK SMS

SAVING FAVORITES

9. Once you send a message if it is a new contact you can save it as a **FAVOURITE**

10. You can also **UPLOAD CONTACTS** to your favorites list via the website.

QUICK SMS FAVOURITES are saved in an automatically generated list in the CONTACTS section of your account. You can edit, delete and upload contacts manually here.
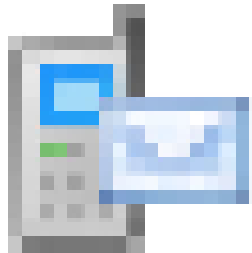
QUICK SMS

11. You can select multiple recipients from your FAVOURITES list

12. If you have a lot of recipients you can also SEARCH favourites and your online lists
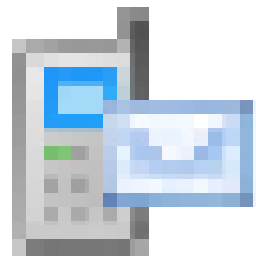
EMAIL SMS

HOW IT WORKS

1. To send an SMS from any email software, simply CREATE AN ADDRESS with a mobile number followed by @**transmitsms.com**. e.g.. 0438333061 @transmitsms.com
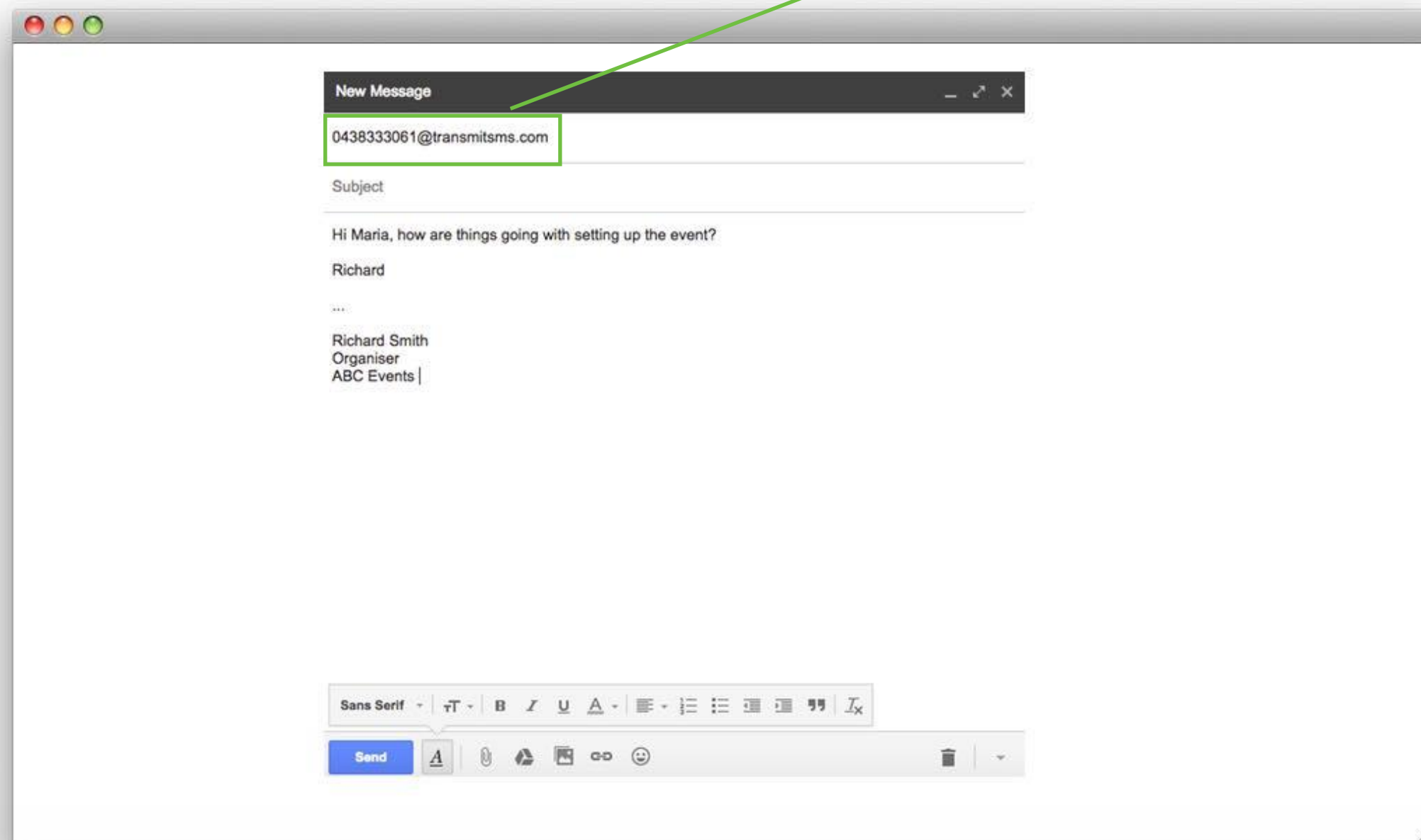
2. Leave the Subject Line blank to receive replies back to your email or you can enter a name or your own mobile number as the Subject to **CHANGE THE SENDER ID**
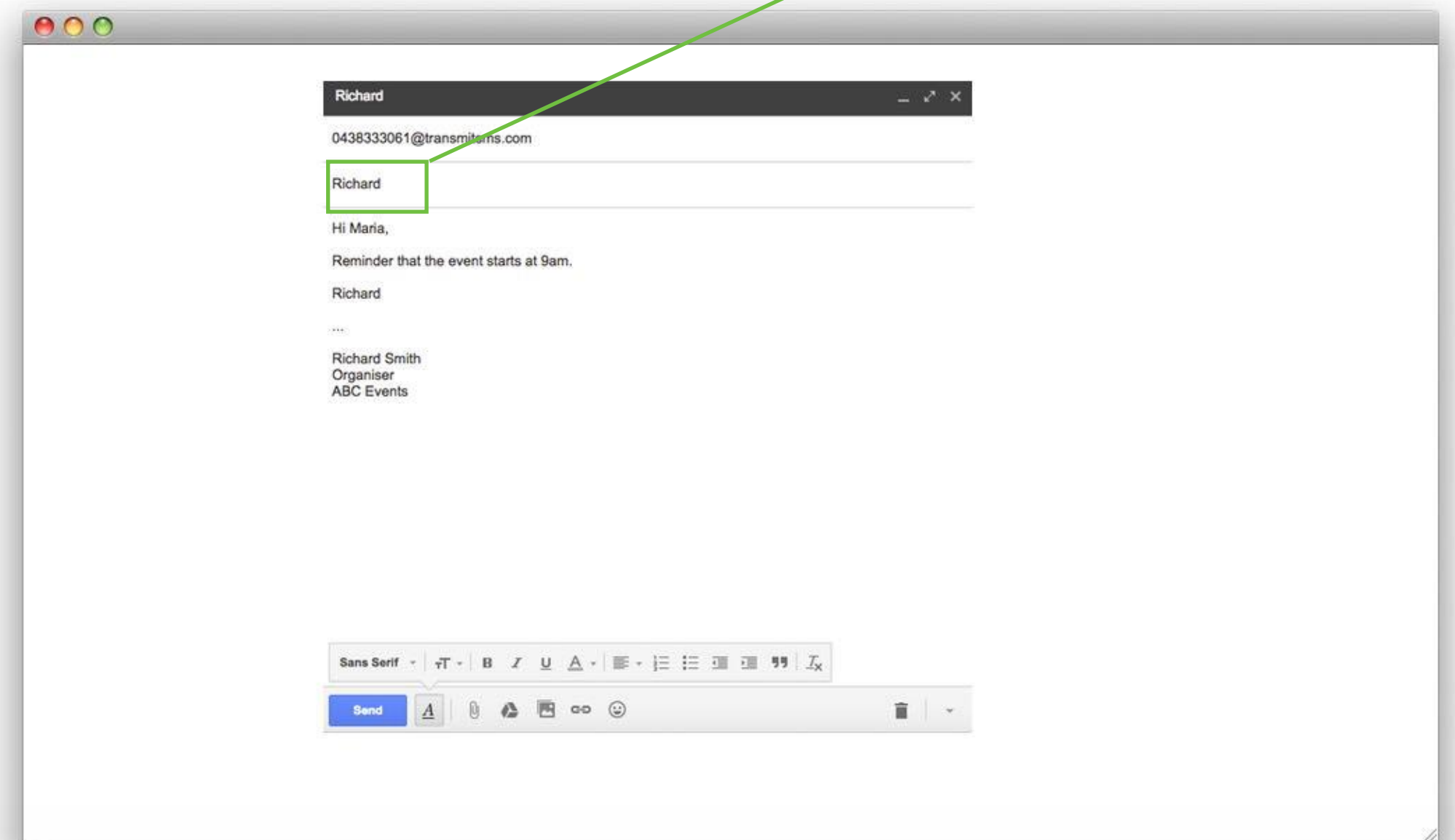
NB: CHANGING THE SENDER ID WILL DISABLE REPLIES BACK TO EMAIL
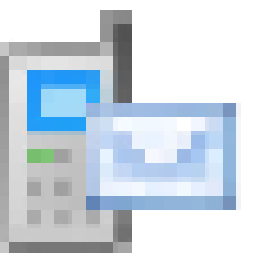
EMAIL SMS

HOW IT WORKS

3. When the recipient gets the message, it comes from a system **VIRTUAL NUMBER**. When the recipient **REPLIES** the message is returned to your email.

4. As replies go back and forward between email and SMS. the **CONVERSATION** builds in the email displaying send and receive messages.
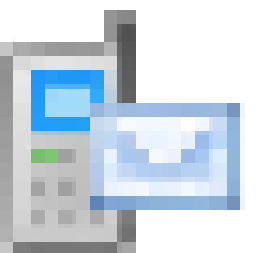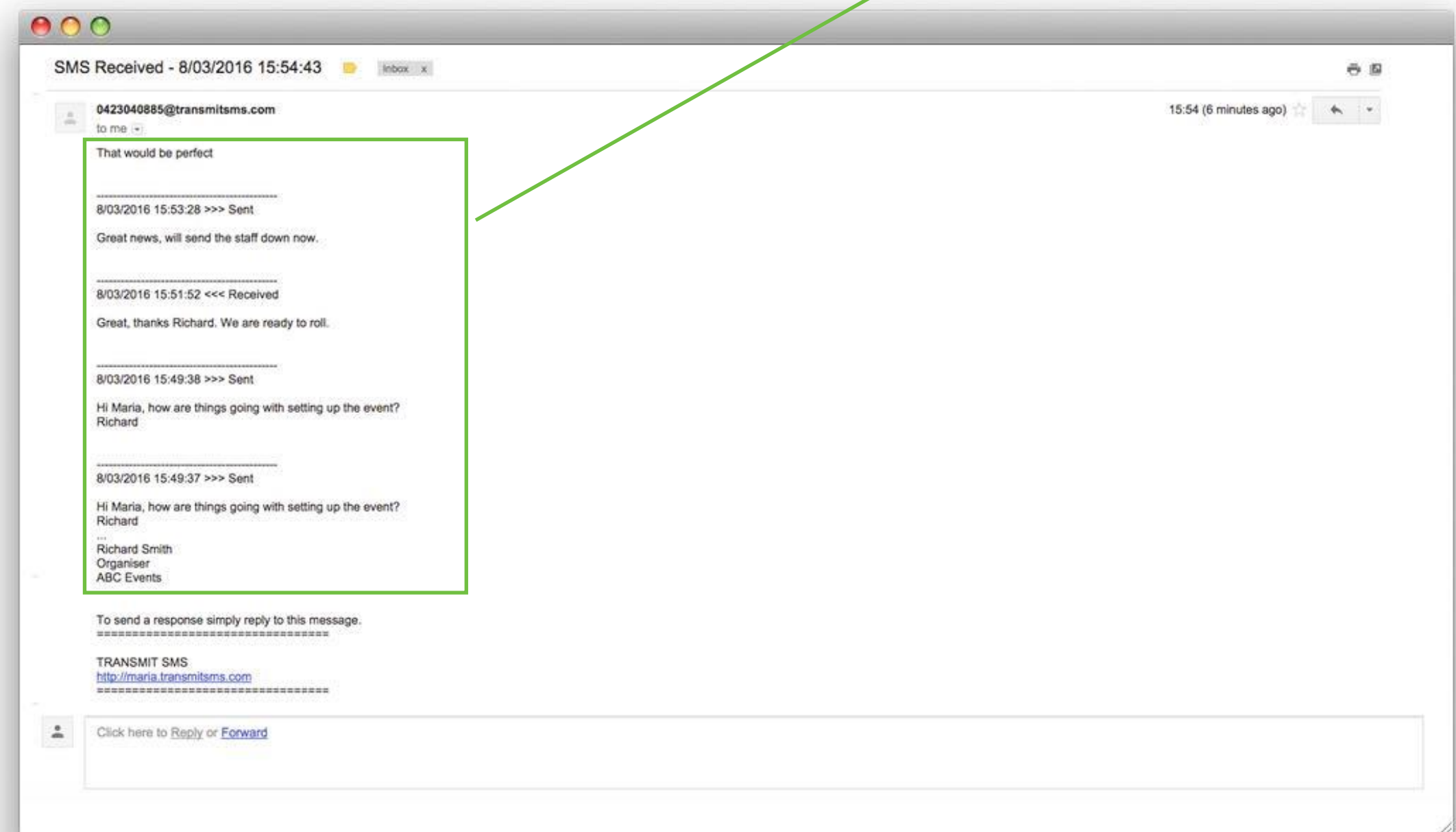
EMAIL SMS

SETUP

1. To send SMS from your email, the address must be authorized to your account. To add an email address, click **NEW EMAIL** in the **EMAIL SMS** section.

2. The **NUMBER FORMAT** dictates whether your account can use local numbers only or send internationally as well.

EMAIL SMS

SETUP

3. Emails can be long and you don't want to end up sending a lot superfluous info you can set a **MESSAGE LIMIT** on the number of characters that can be sent.

4. If you want your number to always be the same you can use your own dedicated number (Limited to certain countries), or you can set the **SENDER ID** to use one of our free shared numbers.

EMAIL SIGNATURES are trimmed automatically if they are standardised. Also if there are more than three line breaks the information is trimmed there as well.
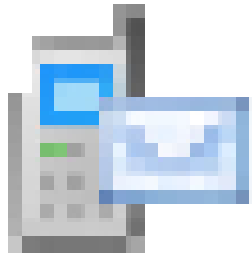
EMAIL SMS

SETUP

5. You can set your email to receive all **DELIVERY NOTIFICATIONS** or you can set it to receive failed messages only.

6. You can also set your **CONVERSATION HISTORY** to be on or off, this will return nothing but the reply itself in the email.

EMAIL SMS

SETUP

7. You can set whether to display the recipients name or number from the DISPLAY FROM NAME field

8. You can set the MESSAGE CONTENT to be the Email Body or Email Subject