



modulus

mMP

Campaigns Manual

Release Number

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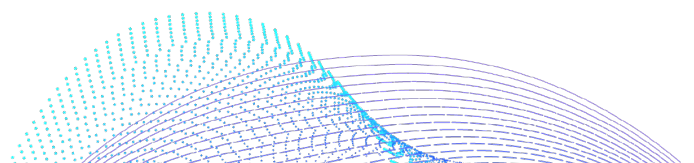
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Initial Version

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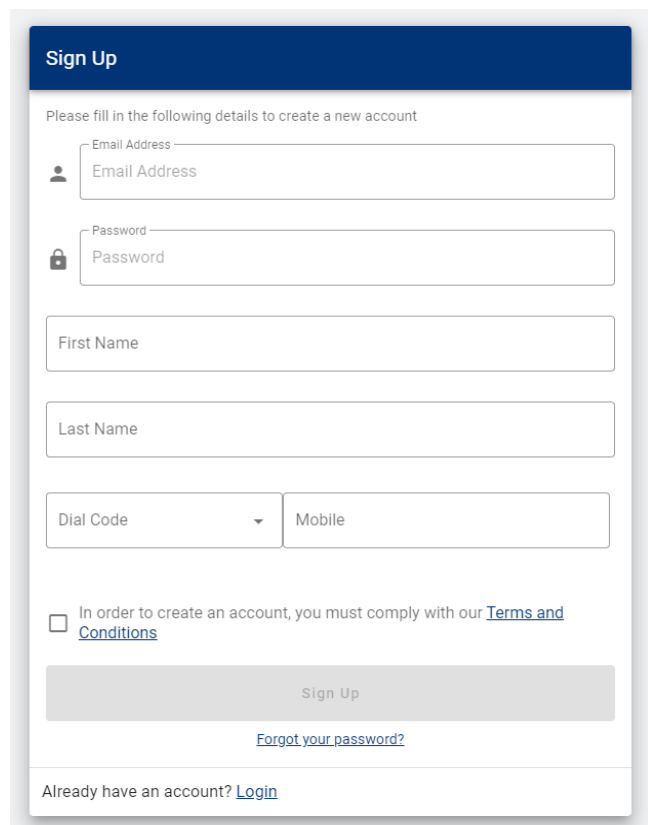
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1. Accessing the Web-Based Campaign Manager

Below there is information on how to log in to the Campaign Manager web-based user interface, as well as how to create an account on the system, if the users do not already have one.

1.1. Create an Account

If the user does not have an account yet, they can sign up using the Sign-Up form provided. The user can do that by pressing the “Sign Up” hyperlink included in the phrase “No account yet? Sign up” and fill in all the appropriate fields to create an account.



The image shows a 'Sign Up' form with a dark blue header. Below the header, it says 'Please fill in the following details to create a new account'. The form contains several input fields: 'Email Address' (with a person icon), 'Password' (with a lock icon), 'First Name', 'Last Name', and 'Mobile' (with a 'Dial Code' dropdown menu). There is a checkbox for 'Terms and Conditions' and a 'Sign Up' button. At the bottom, there is a link for 'Forgot your password?' and a link for 'Login' if the user already has an account.

1.1.1. Logging in

To log in to the application, insert the username and password at the login page, shown below.

Log In

Email Address

Email Address

Password

Password

Log In

[Forgot your password?](#)

No account yet? [Sign Up](#)

1.2. Forgot Password

Additionally, if, for any reason, the user has misplaced or forgotten their account password they can use the Forgot Password link on the Login page, to access the form shown below, where they can request a new password to be sent to them.

Reset password

Enter your e-mail address. Instructions to reset the password will be sent via email

Email Address

Email Address

Reset password

Already have an account? [Login](#)

No account yet? [Sign Up](#)

2. Generic Platform Set Up

2.1. Table Set Up

Tables of content are generally a really common element located on different pages, so it's crucial for the user to understand its format. Each of the table's rows are representing a table element. Each of the table's columns represent different fields of the element. On most tables, on the far right column of each row, there is a column called "Actions", representing the different actions that the user can perform on each element. On the bottom of the table, the user can preview the number of elements located on that page, and can change the page by pressing one of the back and forth icons. On the table header, next to the table's title, the user can preview the actions that they can take on the table. On the left side, there are some standard table actions, and on the right side, there are the table's specific actions.



Select Columns to Display

By pressing the "Select Columns to Display", a new pop up window appears, indicating the columns that the user can select, in order to update the displayed columns of the table rows.



Refresh

By pressing the "Refresh" button, the table will refresh its content by fetching any newly created/updated/deleted elements (rows).



Export

By pressing the "Export" button, a csv file will be downloaded with the content of the table.



Search

By pressing the "Search" button, a new pop up will appear providing to the user the available fields they can search upon.

2.2. Language Dropdown

At any point of the application, the user can change the displayed language by selecting the desired language by clicking on the language dropdown located on the header of the application. Once they do, the labels of the application change at once providing translated content.

2.3. Log Out

At any point of the application, if the user is logged in, they can log out by pressing the “Logout” button, located on the side menu of their screen.



3. Campaigns Management

First, we will need to examine what a ‘Campaign’ is, in the context of our Web-Based Campaign Manager, so the user can understand its utility and function:

3.1. What is a Campaign? Why use Campaigns?

The concept of the ‘Campaign’ is used to **group** many **different-but-related marketing actions together**, for:

- mixing and matching different marketing strategies,
- common reporting,
- singular participation of consumers.

Important! Each campaign has its own unique list of opt-in participants, allowing one consumer to continue participating in one campaign, but to choose to opt-out from another.

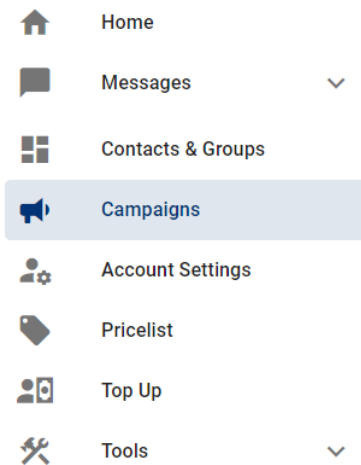
This way, it is possible to implement complex scenarios, depending on your use case:

- **One campaign per client:** In cases where they have many clients, for which they would like to keep the different marketing actions of each one grouped together.
- **Multiple campaigns per client:** So that they can even support:
 - different actions performed by the same client throughout the year – e.g. **Xmas campaign, Summer Sales campaign**, etc.
 - different products of the same client – e.g. one campaign for the marketing actions around **product A** and one campaign for the marketing actions around **product B**, maintaining **different lists of interested consumers for each product**.

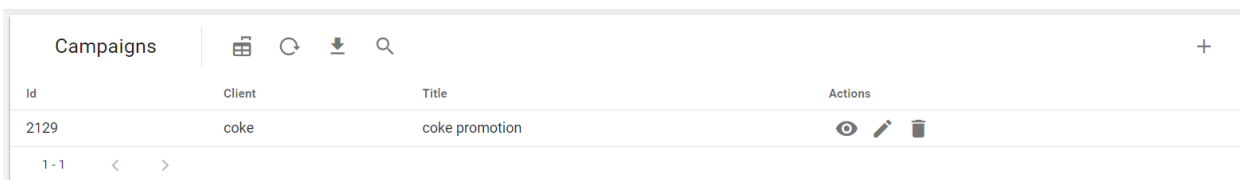
It is therefore possible to group any number of 2-way SMS services, Bulk SMS dispatches, Web Opt-In forms, etc. under the same campaign, so that they can e.g. group together different promotions (e.g. per time of year, per client, per geographic area, etc.), each including many calls-to-action or message broadcasts.




3.2. Accessing Campaigns

Once the user has logged in, they should see the main menu and the available options for their account, according to the access rights assigned to them. From this menu, as shown in the image below, they select “Campaigns”.



Once the “Campaigns” button is pressed the user is transferred to a page where it shows all the Marketing Campaigns that they have created (or that they have access to see).

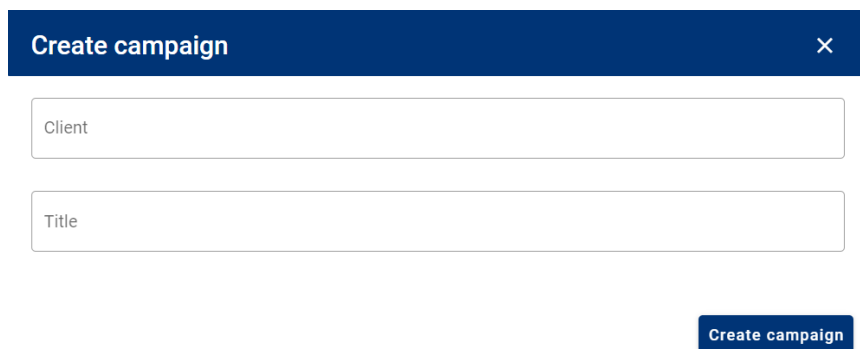


Id	Client	Title	Actions
2129	coke	coke promotion	  

This page allows the user to manage the list of their Campaigns by performing multiple actions, as described in the following sections.

3.3. Create a Campaign

To create a new Campaign, press the plus button located on the top right of the campaigns data table and fill in the appropriate information, as explained in the form below:



Create campaign ×

Create campaign

In particular they have to fill in:

- **Title:** The title of the Campaign
- **Client:** The client that is related with the Campaign

After the user has filled in the required information press the “Create Campaign” button and the new Campaign will appear in the list of Campaigns in the Campaign data table.

3.4. Manage an existing Campaign

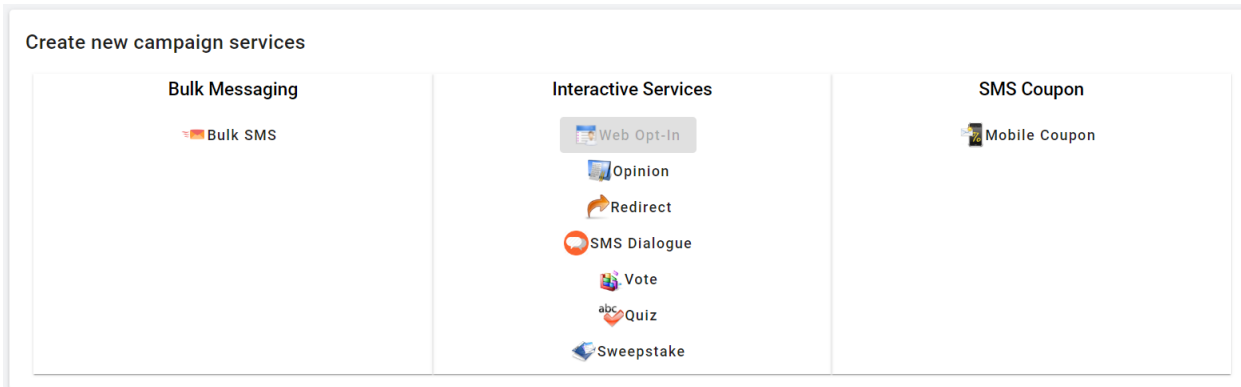
By clicking on a Campaign (or by pressing the “View Campaign” button on the actions column of the data table) the user will be directed to the administration page of this Campaign, which consists of sections as shown below:

3.4.1. Section I – Campaign Overview

The first section of the Campaign's page allows the user to update the basic information that they entered during the creation of the campaign. Re-enter the appropriate information in the fields, press the “Edit Campaign” button and they will see the following message to appear, once the process has been completed successfully.

3.4.2. Section II - Adding New Promotions (Bulk SMS, 2-way SMS, Web Opt-in) to the Campaign

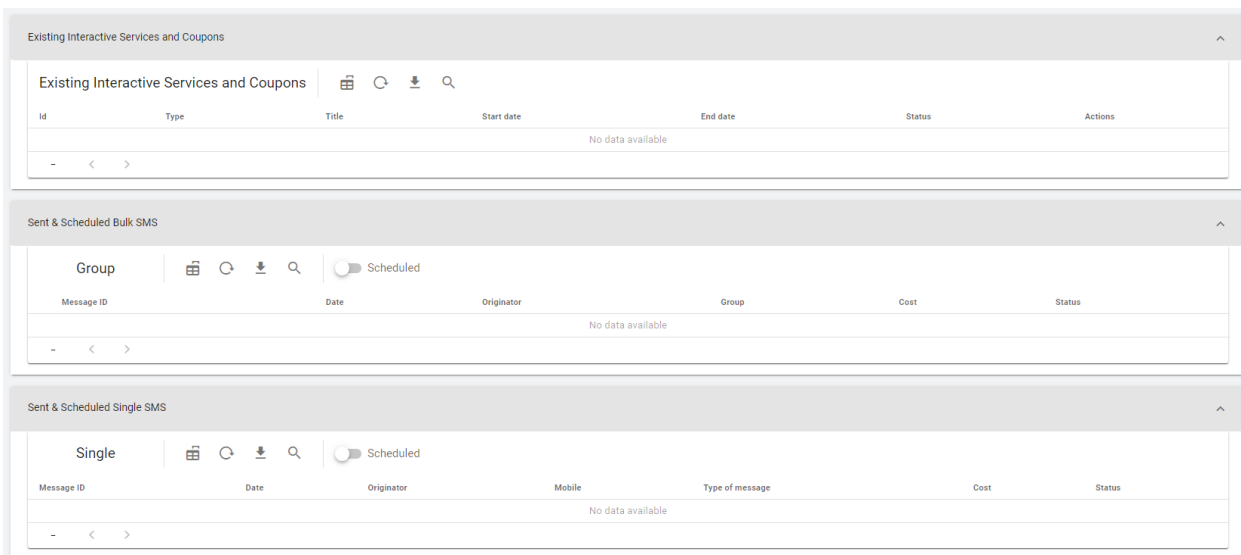
In the second section of the Campaign management page they will see the complete list of the SMS Services that they can add in the campaign. This list is divided into three main categories, the Bulk SMS (or 1-way SMS Services) and the 2-way SMS Services (or Interactive services) and the Web Opt-in.



They will find more information about the creation of a 2-way SMS Service in the following sections of this document. For more information about the SMS Coupon services, the user can see the “Mobile Coupons” manual.

3.4.3. Section III – Data Tables

The third section contains the history of all the services/dispatches that have been associated with this Campaign. The history has been divided into Interactive, Group and Single SMS Services as shown in the image below. Also, the Campaign management page contains the detailed list of opt-outs from this particular campaign, and last but not least, the payments api service settings.



Payments API Service Settings

User ID MO URL DLR URL Status: ACTIVE

One-off charge
 Allow invites
 Allow double opt-in via invite
 Pending double opt-in timeout (in seconds)

Allow pins
 DCB Success URL
 DCB Error URL
 Automatically opt-out subscribers who are barred

Include MSISDN in forwarded MO

Fail responses

Provider:

Create

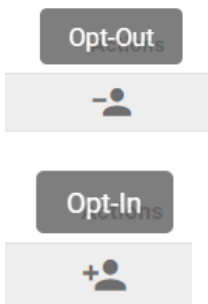
Refund Message: **Refund**

Mark as refunded: **Mark as refunded**

For each contact that has (been) opted-in to this campaign, they can see the original opt-in date, as well as the date they subsequently opted-out. For contacts that re-opt in after having opted out, an extra row appears.

3.4.3.1. Opt-Out Number from Campaign

For each entry on the “Campaign Opt-ins & Opt-outs” data table, an “Opt-Out” action is available giving the opportunity to the user to opt out the specific opted-in msisdn. Once this button is pressed, the entry will be opted out. Then, the user has the opportunity to “Opt-in” it again, by pressing the same button.



3.4.3.2. Opt-In Number to Campaign

By pressing the plus icon, located on the top right of the “Campaign Opt-ins & Opt-outs” data table, the user can add an Opt-in. Once this button is pressed, a new pop up window appears, asking the user to fill in the mobile number they want to opt-in. When the “Submit” button is pressed, this msisdn will be submitted and displayed to the data table below.

Add Opt-In ×

Fill the msisdn field below in order to Opt-in this number

Dial Code Msisdn

Submit

Finally, the last data table, displayed in the campaign overview page, refers to Payments API Service. It is an API that provides a service to merchants/customers in order to charge individuals for goods and services using mobile payment solutions. It allows the user to create a new Payment API service for a new campaign or update an existing one. It also allows the user to perform refunds of charges made via Premium MTs.

In order to create a new Payment API service the user must fill in the following parameters:

*This field is required.

- **User ID ***: Provide the user id. They can go to the **Admin** dropdown -> select **User**. In this page the user will find a list of all the users in your platform. The first column is the **Id** that they need in order to complete the field.
- **MO URL**: Provide the callback URL for the mobile originated messages (MOs). The platform will forward each MO message to the customer by performing a POST request to that URL. For more information please refer to the Mobile Payments Solution manual.
- **DLR URL**: Provide the callback URL of the delivery reports (DLRs). The platform will forward each DLR to the customer by performing a POST request to that URL. For more information please refer to the Mobile Payments Solution manual.
- **Failed response**: If they are going to charge the end user by sending a premium Mobile Terminated (MT) message and the message fails to get delivered, the user has the option to notify the end user about the failure. This option is available only for MTs that are auto-generated by 2-way SMS services. If the checkbox is checked, both fields failed sender and failed message will be activated so as to be completed.
- **Error Code**: Enter the error code of the request.
- **Sender**: Enter the mobile number of the sender.
- **Message**: Enter the text that will be delivered in case the payment fails.

If the toggle is off, then there won't be a response in case of a failed payment.

Provider Specific Parameters: It allows the user to choose provider specific parameters.

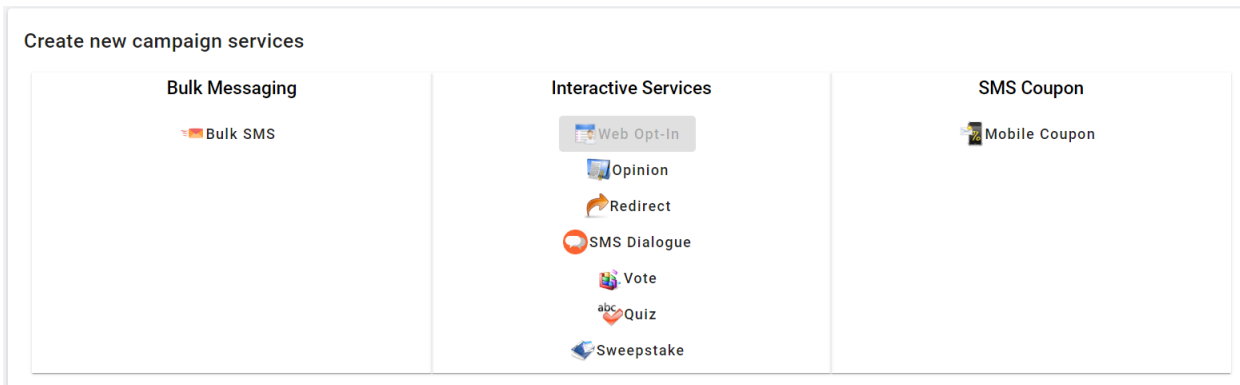
3.4.3.3. Refund

It allows the user to perform refunds of charges made via Premium MTs. If an end-user has been billed and they want to refund the charge to the end-user it can be done by providing the Message ID. Then, by clicking on the Refund button, the SMS is queued for refund.

The **Message ID** can be located in *Campaigns History*. For retrieving the message id for **Bulk SMS**, the user should go to the "Sent & Scheduled Bulk SMS" table. From the list presented they will locate the Bulk SMS and retrieve the message id.

4. 2-way SMS Services

- The modulus Platform provides a number of **2-way SMS Services**, in order to cover the wide variety of needs for today's **mobile marketing campaigns**. Although each service suits specific requirements, the open architecture of the platform allows new services to be added as well as the inter-communication with other platforms / technologies.
- Once the user has entered a “Create new campaign overview” page, the user will be able to create new Interactive services as shown in the image below:



4.1. SMS Opinion

The Opinion service allows **the general public to send in their opinion about a specific subject**. The owner of the service can use this service to record the opinion of the general public and accept questions or answers. The mobile users / participants of the service are invited to participate via a different medium – such as the TV, radio, advertising leaflets, etc. – by sending in their questions, answers or opinions as an SMS message to a short code. These messages are received by the modulus Platform and routed to the specific Opinion service. The owner can then view the incoming messages with the public's views.



4.2. SMS Vote

The Vote VAS allows its users to organize and **run votes or polls via SMS**. The participants of the vote can take part with their first SMS message answering the question of the vote, which is published in another medium, such as a newspaper, the radio or TV, a website, a magazine, etc. The service offers the organizer the ability to set a response SMS message, thanking each participant for their vote, etc. In addition, the organizer is also given the option to **automatically notify the participants of the vote results** at a predefined time when the voting window will end. Finally, the participants can – at any time – text in ‘Keyword ?’ in order to find out **the most up-to-date results of the vote**.



4.3. SMS Sweepstake

The Sweepstake service allows users to run and manage SMS based contests, mainly aimed for newspapers/magazines and “on-pack promotions”. The person running the contest is the Sweepstake owner and defines the set of winning codes and the prizes each of these codes will win (e.g. by running a draw), before the start of the contest. End users can then participate in the contest by sending in an SMS message with their code to see if they will win. This code is usually found either on the packaging or inside a product. If the user has sent in a winning code, he/she is recorded as a winner of the service and is sent the appropriate notification message defined by the Sweepstake manager. All users that do not win receive an SMS message thanking them for their participation, or asking them to try again.

4.4. SMS Redirect

The Redirect service allows the user to link their platform to any external, 3rd-party service that wishes to accept SMS messages to mobile users. The service is built to **forward all incoming messages** through HTTP to an external service, and then, if appropriate, accept from that service a response message, which is forwarded to the mobile user who originally sent the SMS message.



4.5. Quiz

The Quiz service provides the platform users with the ability to create quizzes or questionnaires with **one or more questions**. End users can participate by sending in their answer to the first question of the quiz or questionnaire, which has been advertised to the user through some other medium, such as the TV, the radio, a newspaper or the internet. If the first answer is correct the user is considered to have entered the quiz and is then sent the next question with its possible answers via SMS. **If the user answers correctly, then the next question will be sent, until either the user answers a question incorrectly or the user answers the final question correctly.** Users who answer all questions correctly are considered to have won the quiz, and users who answer incorrectly will be sent a notification SMS that they have lost.



4.6. SMS Dialogue

The SMS Dialogue service allows the service provider to set up an SMS Dialogue / SMS Survey with an arbitrary number of steps. The service integrates with a business rules system, where rules are triggered on each step of the SMS survey, and the service provider can therefore implement whatever custom logic is needed in each scenario.

5. 2-way SMS Service Management

To manage an SMS Service the user has first to select the service they want from the Interactive Services list in the “Existing Interactive Services and Coupons” data table.

Existing Interactive Services and Coupons							
[Grid Icon] [Refresh Icon] [Download Icon] [Search Icon]							
Id	Type	Title	Start date	End date	Status	Actions	
2131	Opinion	Opinion Service title	2023-06-01 00:00:00 +03:00	2023-06-10 00:00:00 +03:00	RUNNING		
1 - 1 < >							

5.1. List of SMS Messages

For each SMS Service they will see in the table the following information:

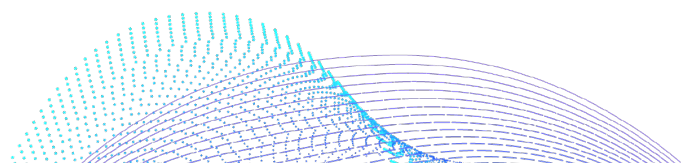
- **ID:** A unique identifier of this SMS Service.
- **Title:** The title declared for this SMS Service during its creation.
- **Type:** The type of the SMS Service
- **Start date:** The date this SMS Service was set to start accepting SMS messages from participants, as declared in the creation wizard.
- **End date:** The date when this SMS Service is scheduled to stop accepting SMS messages, as declared in the creation wizard.
- **Status:** The status of the service can be either a) Running (currently active) b) Pending (scheduled to start execution sometime in the future) c) Executed (has completed execution) d) Failed (there was a problem during execution of this service, and the SMS Service was abruptly terminated).
- **Actions:** The ability to “View Service” by clicking the preview icon located at the actions column of the service.

6. SMS Service details page (Interactive Service Overview)

From the list of “Existing Interactive Services and Coupons” the user can click on “View Service” on any service name, to access the “Interactive Service Overview” of that service. This page shows all messages received and successfully processed by the service, the SMS Service details, the Service Parameters, and the Opt-in and the double Opt-in Channels.

There are a number of different capabilities provided within this page:

- **Actions:** The user can reconfigure any of the parameters of this SMS Service, temporarily pause your SMS Service, terminate, or, finally, edit it.
- **SMS Messages:** There is a table showing the user all the messages received by this SMS Service.
- **Service Parameters:** The user can see all the parameters defined during the creation of this SMS Service.
- **SMS channels:** This section contains a table of all the SMS Channels used by this service.



6.1. SMS Service Actions



6.1.1. Edit

When the user presses the “Edit” button, a pop up window appears, with all the values for the SMS Service parameters filled in. There, the user is able to alter any of the prefilled values as they wish. While they are reconfiguring their SMS Service, and until they have successfully completed the process, their service is running and accepting SMS messages normally. Any changes they make will take place after the process has been successfully completed.

6.1.2. Pause

The “Pause” button allows the user to temporarily pause this SMS Service. Once the service has been paused, it can be resumed at any time they wish it to. While the SMS Service is paused, the “Pause” button will be replaced by the “Resume” button, which informs the user that they can resume their service at any time.

6.1.3. Stop

The “Stop” button allows the user to terminate the SMS Service. Once this action has been performed it cannot be undone. Also, note that the channels formerly now used by this SMS Service will once again be available to other VAS.

6.2. SMS Messages

The table displayed in the image below, contains all messages sent to this service.

The screenshot shows a web interface for viewing messages. At the top left, it says "Messages". To the right are icons for a grid, refresh, download, and search. Below this is a table with the following columns: Id, Date, Originator, Destination, Keyword, Text, and Status. The table is currently empty, with the text "No data available" centered in the body. At the bottom left of the table area, there are navigation arrows: a minus sign, a left arrow, and a right arrow.

For each SMS message, and depending on the type of SMS Service, there might be the following information available:

- **Id:** The id of the message
- **Date:** The exact date the message was received and processed by the service.
- **Originator:** The number the message originated from. This is the mobile phone number of the user who sent this message, if it is an incoming message, or the short code used by the service, if it is an outgoing message.
- **Destination:** The destination of the message.
- **Keyword:** A keyword used by this service.
- **Text:** The text of the message.
- **Status:** The status of the message.

6.3. SMS Service Instance Parameters

When scrolling down the “Interactive Service Overview” page, a table called “Instance Parameters” is shown where the user can see all the parameters defined during the creation of this SMS Service.

Parameter	Value
VAS Type	opinion
Owner ID	2
VAS Instance ID	2131
Campaign ID	2129
Title	Opinion Service title
Start	2023-06-01 00:00:00 +03:00
End	2023-06-10 00:00:00 +03:00
channels.0.numberId	22
channels.0.number	12345
channels.0.keyword	

Rows per page: 10 1-10 of 26 < >

This section contains some of the following elements, depending on the SMS Service type:

- **Title:** The name of the SMS Service.
- **Start:** The date when the VAS began accepting SMS messages.
- **End:** The date when the VAS will terminate / was terminated and will stop / stopped accepting SMS messages.
- **Send response:** Shows whether they have activated the option for sending response messages.
- **Response message:** The response message text.
- **Filter of outgoing SMS:** Shows whether they have activated the option for checking all outgoing messages for invalid characters.
- **Unique participants:** Shows whether they have activated the option for accepting only one SMS message (e.g. entry into the vote) from each mobile phone.
- **Send results:** Shows whether they have activated the option for sending the final results of the vote, when the SMS Service ends.
- **Question:** The question participants are voting on.
- **Winners' response message:** The response SMS message that is sent to all the service winners.
- **Username:** The username for the user that will log in to the server where the SMS messages will be redirected to, if logging in is required.
- **Protocol:** The protocol used to connect to the server where the SMS messages will be redirected to.
- **Server:** The address of the server where the SMS messages will be redirected to.
- **Port:** The port number to connect to on the server where the SMS messages will be redirected to.
- **Path:** The path on the server where the SMS messages will be redirected to.
- **Parameters:** The parameters used in the request to the server where the SMS messages will be redirected to.
- **OK Code:** The code returned by the server where the SMS messages will be redirected to, when a transaction has been completed successfully.
- **Timeout:** The timeout of the connection to the server where the SMS messages will be redirected to.
- **Password:** The password for the user that will log in to the server where the SMS messages will be redirected to, if logging in is required.

6.4. SMS Channels

This section contains two tables of all the SMS Channels used by this service. By ‘SMS Channel’ we mean a unique combination of short code and keyword, an example of which appears in the image below. Each SMS Channel can only be used by one service at any given time.

Opt-In Channels		
SMS Number ID	SMS Number	Keyword
24	12354	

Double Opt-In channels		
SMS Number ID	SMS Number	Keyword
No data available		

7. Create new 2-way SMS Service

This section describes how the user can create a new SMS Service. First of all, the user has to create or select the campaign in which they want to create the new SMS service. In the “Create new campaign services” section of the campaign's management page they will find the available 2-way SMS Service types that they can create.

Create new campaign services

- Bulk Messaging**
 - Bulk SMS
- Interactive Services**
 - Web Opt-In
 - Opinion
 - Redirect
 - SMS Dialogue
 - Vote
 - Quiz
 - Sweepstake
- SMS Coupon**
 - Mobile Coupon

After they select an SMS Service type, the service's creation pop up window will appear. All 2-way SMS Services also feature automatic Opt-Out, so that they can implement Subscription services that consumers simply text e.g. the word ‘STOP’ to unsubscribe, as well as Double SMS Opt-In capabilities, for countries with stricter SMS Opt-In regulations. The series of steps they have to follow are explained below.

Step Navigation: The user can navigate to the different steps of the SMS Service by clicking on the tabs of the pop up window. When all the mandatory steps are filled in, the previously disabled “Submit” button will now be available for the user to press it and submit the new interactive service.

7.1. Step 1: General Info

The 1st step is the main step in the creation process, and is common regardless of the type of SMS Service.

The screenshot shows a web form titled "Create Interactive Service" with a close button (X) in the top right corner. Below the title is a horizontal navigation bar with five tabs: "General Info", "Opt-In", "Auto Reply", "Advanced", and "Opt-Out". The "General Info" tab is selected and highlighted. The form contains three input fields: "Title", "Start date", and "End date". Each date field has a calendar icon on the left. At the bottom left of the form is a "Submit" button.

The fields they need to fill in are listed below:

- **Title:** The name of the SMS Service. The user will use this to identify the service, so choose an appropriate name that will differentiate the service from others. *Note: Two or more services **can** have the same title, however it will be practically harder for the user to find the correct one.*
- **Start date:** The date when the SMS Service begins accepting SMS messages. The date is set by default to the date the user started the SMS Service creation wizard, for their convenience, in case they wish their SMS Service to start immediately. They can, however, schedule their SMS Service to start at any point in the future.
- **End date:** The date when the SMS Service will terminate and will stop accepting SMS messages. This date is set by default to a year onwards from the date and time they started the SMS Service creation wizard. They can however select whichever date they want their SMS Service to stop operating.

7.2. Step 2: Opt-in Channels

In the Opt-in step of the creation wizard the user has to configure the SMS Channels that their SMS Service will use. An SMS Channel is a unique combination of short code and keyword. They can define a number of SMS Channels for their service, as long as they are available (i.e. not used by another service), as each channel can only be used by one service.

The platform supports two different opt-in scenarios of subscriber's participation in the SMS Services, which are both described in the following sections.

7.2.1. Single Opt-in

In the Single Opt-in scenario, when a subscriber participates in an SMS Service, no steps are taken to inform them for the terms of usage of the SMS Service (e.g. possible premium charges associated with the service). Single opt-in is also known as unconfirmed opt-in.

The screenshot displays the "Opt-In Channels" configuration screen. At the top, there are two tabs: "SINGLE OPT-IN" (which is selected) and "DOUBLE OPT-IN". Below the tabs, there are two input fields: "Select SMS Number" with a dropdown arrow and "Keyword". To the right of these fields is a "+ add" button. On the right side of the screen, there is a table titled "Opt-In Channels" with a search bar and a magnifying glass icon. The table has three columns: "Country", "SMS Number", and "Keyword". The table is currently empty, with the text "No data available" centered below the header. Below the table, there is a "Rows per page:" dropdown menu set to "10", followed by minus and plus navigation arrows.

To add or remove Single Opt-in SMS Channels from your SMS Service:

Select SMS Number

(GR: 0/0) 12354

(GR: 0/0) 12345

(GR: 0/0) 54321

Adding a channel: From the list of short codes select the desired short code, and type your desired keyword in the input box below. Your keyword must be a single word, with no spaces.

Opt-In Channels Search

Country	SMS Number	Keyword
GR	52341	

Rows per page: 10 1-1 of 1

To add the channel to the list of channels, click the “Add” button. If the channel the user has selected was available, they will see a message notifying them that the channel has been successfully added, and the channel will be added to the list of 'Registered Channels'. They can repeat this process to add all your desired channels to the list.

Please Note that If the channel is already used by another service, they will see a message notifying that the channel cannot be used by this SMS Service.

Removing a channel: If the user wishes to remove a channel from the list, they simply move their mouse over a channel in the list of registered channels, and then click on the trash can icon that appears.

Following this, the user will see the channel disappearing from the list of registered channels.

7.2.2. Double Opt-in

In the Double Opt-in scenario, the subscribers that participate in an SMS Service receive a confirmation message indicating the terms of usage of the SMS Service (e.g. possible premium charges associated with the service). Then the subscribers have to positively reply to that confirmation message from their handset in order to participate in the SMS Service otherwise their participation is not accepted by the SMS Service¹.

The screenshot shows a configuration interface for Double Opt-in. It has three main sections: 1. 'Opt-In Channels' with a dropdown for 'Select SMS Number', a '+ add' button, and a search table with columns 'Country', 'SMS Number', and 'Keyword'. 2. 'Double Opt-In Confirmation' with a dropdown for 'Double-Opt-In confirmation SMS originator', a dropdown for 'Double-Opt-In confirmation SMS encoding' (set to 'GSM'), and a text area for 'Double-Opt-In confirmation SMS message' with character/word/message counts. 3. 'Double Opt-In channels' with a dropdown for 'Select SMS Number', a '+ add' button, and a search table with columns 'Country', 'SMS Number', and 'Keyword'.

To configure a service to use the Double Opt-In scenario they have first to select the “Double Opt-In” option in the Opt-In section of the service’s creation wizard.

Country	SMS Number	Keyword
GR	52341	

After that, they have to add the channels that will be used to receive the participation messages of the subscribers (e.g. send “adv your opinion” to the short code 54555 to tell us your opinion)

This screenshot shows the 'Double Opt-In Confirmation' section. It includes a dropdown for 'Double-Opt-In confirmation SMS originator', a dropdown for 'Double-Opt-In confirmation SMS encoding' (set to 'GSM'), and a text area for 'Double-Opt-In confirmation SMS message'. To the right of the text area, it shows 'Characters: 0', 'Words: 0', and 'Messages: 0'.

¹ For example, both the Mobile Marketing Association (MMA) and most U.S. mobile operators require that the first time consumers try a specific service on a specific short code, they need to be given double opt in procedures.

Then they must fill in the originator, the encoding type and the text of the confirmation message, that will inform the subscriber about the terms of usage of the service (e.g. *They will be charged 0.5 euros. Reply OK to continue.*)

Finally, they have to add the SMS Channels to receive the replies from the subscribers, who accept the terms of usage (e.g. *the subscriber sends OK to the short code 54789*).

Double Opt-In channels

Select SMS Number + add

Double Opt-In channels Search

Country	SMS Number	Keyword
No data available		

Rows per page: 10

7.3. Step 3 (Optional): Type-Specific parameters

The 3rd step of the SMS Service creation wizard is the point at which the user will see the parameters that are specific to this type of service and differentiate it from other types of services in terms of the processing that occurs for each incoming SMS message.

This step is optional in the sense that only specific services have these extra parameters as a separate step.

Below they will find details on the parameters of each service type that contains this step:

7.3.1. SMS Vote

General Info Opt-In **Vote** Advanced Opt-Out

Question

Answers + add

Answer Text Answer Keywords

Response

Select SMS Number


Encoding GSM

Text

Characters: 0
Words: 0
Messages: 0

Defining the Question: When this page first loads, the user will see an input box, where they will be prompted to fill in the question description and a single answer. For each answer they will need to fill in:

- **Answer Text:** A **short** description for this answer.
- **Answer Keywords:** These are the keywords that the participants will use to indicate their answer to the question they have set. The user can insert a comma-separated list of keywords for each answer. Spaces are ignored and each keyword cannot exceed 9 characters. This keyword is the second word that should appear in the participant SMS, i.e. immediately after the SMS Service keyword. For example, if their SMS Service has `key` as keyword, and they insert `a` as the keyword for an answer, then the SMS of a participant wishing to vote for this answer should be: `key a`. Please note: They cannot insert the same keyword in more than one answer.


Adding Answers: To add an answer to the question, they will need to click on , located at the top next to the word “Answers”. Then, the user can fill in the fields as above.


Removing answers: To remove an answer, they simply click on the  button located on the right of the answer they wish to remove.



Please note: The user will not be able to create the service until they have completed at least one answer with keywords in this list.


7.3.2. SMS Sweeptake


Run a prize draw with predefined winning codes.


Categories 

Category 1 


Category  Codes 


Select SMS Number 


abc Encoding GSM 


Text  Characters: 0
Words: 0
Messages: 0

Incorrect Response

Select SMS Number 

abc Encoding GSM 


Text  Characters: 0
Words: 0
Messages: 0


Unique winner per code 

A category is made up of the category name, the winning codes and the response message for the winners of this category.

Defining the Category: When this page first loads, they will be prompted to fill in a single category. For each category they will need to fill in:

- **Category:** A descriptive name for this category.
- **Response message:** An appropriate response message for all winners of this category.
- **Codes:** These are the codes that win the prizes for this category. These will usually be found in the leaflets, magazines, newspapers, etc. or on the packaging of the products on which the promotion for the contest is running. They can insert a list of winning codes by using the ',' as a separator. All spaces are ignored.

Adding categories: To add a category, they will need to click on , located at the top next to the word "Categories". The user can then fill in the fields as above.

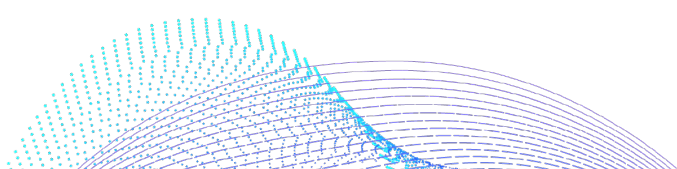
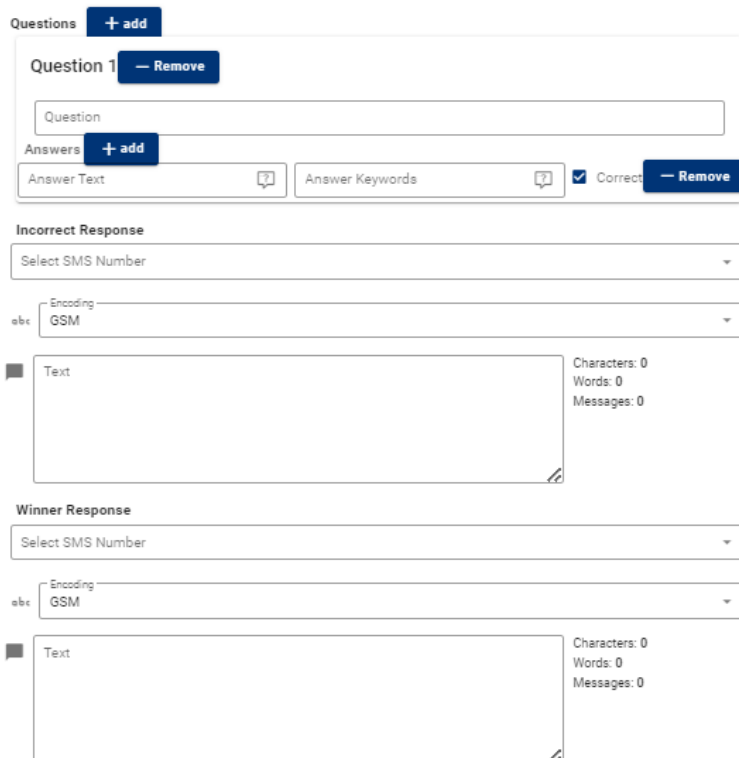
Removing categories: To remove a category, they simply click on the  button located on the right of the category they wish to remove.

Please note: They will not be able to create the service until they have registered at least one Category.

7.3.3. SMS Quiz

The first question of the Quiz needs to be published via TV, Radio, Newsletter etc., to advertise the Quiz to the public and gather participants. After sending an answer to the first question, each participants that answers correctly receives the next question with the possible answers and their corresponding key.


The format of the SMS that is sent to the participants is Question1 --Answer1Text (Answer1Key) --Answer2Text (Answer2Key) -- Answer3Text (Answer3Key)





A question is made up of the question text, and its possible answers, one of which is marked as correct.


Defining the Question: When this page first loads, they will see an input box, where they will be prompted to fill in the question description and a single answer. For each answer they will need to fill in:

- **Answer Text:** A **short** description for this answer.
- **Answer Keywords:** These are the keywords that the participants will use to indicate their answer to the question they have set. They can insert a comma-separated list of keywords for each answer. Spaces are ignored and each keyword cannot exceed 9 characters. This keyword is the second word that should appear in the participant SMS, i.e. immediately after the SMS Service keyword. For example, if their SMS Service has `key` as keyword, and they insert `a` as the keyword for an answer, then the SMS of a participant wishing to Quiz for this answer should be: `key a`. Please note: The user cannot insert the same keyword in more than one answer.
- **Correct:** Whether this is the correct answer to the question.

Adding Answers: To add an answer to the question, they will need to click on , located at the top next to the word “Answers”. They can then fill in the fields as above.

Removing answers: To remove an answer, they simply click on the  button located on the right of the answer they wish to remove.

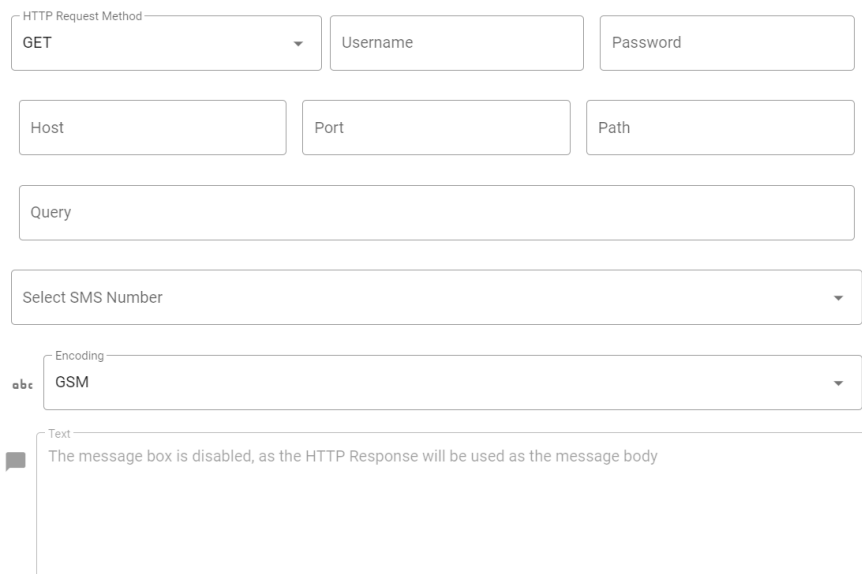
Adding questions: To add a question they can simply press the  button located next to the word “Question” or next to the phrase “Add question”. A question with one answer will appear at the bottom of your list of questions. They must complete both the question text, and at least one correct answer.

Removing questions: To remove a question, they simply click on the  button located on the right of the question they wish to remove.

Please note: They cannot proceed to the next step until they have completed at least one question with an answer with keywords in this list.

7.3.4. Redirect

In the “Redirect Parameters” tab, the user is asked to select the redirect’s protocol via dropdown. If the selected protocol is “HTTP” or “HTTPS”, then new mandatory fields appear. These fields are described below.



The form contains the following fields:

- HTTP Request Method (dropdown menu, currently showing GET)
- Username (text input)
- Password (text input)
- Host (text input)
- Port (text input)
- Path (text input)
- Query (text input)
- Select SMS Number (dropdown menu)
- Encoding (dropdown menu, currently showing GSM)
- Text (text area, currently containing the message: "The message box is disabled, as the HTTP Response will be used as the message body")

The parameters they need to fill in are the following:

- **Request method:** The http/https request method. Possible values: POST/GET
- **Username:** The username for the user that will log in to the server where the SMS messages will be redirected to, if logging in is required.
- **Password:** The password for the user that will log in to the server where the SMS messages will be redirected to, if a logging in is required.
- **Host:** The IP address of the server where the SMS messages will be redirected to.
- **Port:** The port number to connect to on the server where the SMS messages will be redirected.
- **Path:** The path of the URL where the SMS messages will be redirected to. E.g. /testService/index.jsp
- **Query:** The parameters used in the request to the server where the SMS messages will be redirected to. The parameters need to be defined in the form [par1=val1&par2=val2]. They can use special values to indicate some variables:
 - {0}: the sender of the message
 - {1}: the recipient of the message
 - {2}: the message body
 - {3}: the message keyword

They can thus, for example, use the following: **from={0}&to={1}&text={2}**

7.3.5. SMS Dialogue

The SMS Dialogue VAS allows the service provider to specify the **Dialogue Flow**, the available steps of the Dialogue and the logic for moving from one step to the next, up to the end of the Dialogue, as well as any possible advanced **Dialogue Rules**, triggering actions whenever the specified conditions of a rule match an ongoing dialogue.

- **encoding:** The encoding of the auto reply. It can be either *GSM* (base character set with support for single SMS up to 160 characters) or *UCS-2* (full character set with support for single SMS up to 70 characters). If the text body contains more characters than allowed by the selected *encoding*, the SMS will be *concatenated*: it will appear as a single SMS to the participants' mobile numbers, but it will cost as much as the single SMS required by the selected encoding to reach the number of contained characters. For example, if the encoding is *GSM* and the text body contains 200 characters, 2 SMS will be charged.
- **text:** The text body of the auto reply. This text will usually guide the users towards providing an answer related to the current step. For example, if the step is about allowing the user to choose the language that will be used for the rest of the dialogue, the text would be similar to *"Please respond with 1 to continue in English, or 2 for Spanish"*. The service allows to specify certain placeholders that will be replaced with their actual value during submission. Please note that the placeholders are case-sensitive:
 - **\${msisdn}**: The mobile number of the participant
 - **\${dialogueId}**: The unique ID of the current dialogue (it is different for each dialogue for the same or other services and it is the same for the whole dialogue with the current participant).
 - **\${dialogueFlowId}**: The ID of the SMS Dialogue service. This is unique for each different SMS Dialogue service, but it will be the same for dialogues with all participants in the current SMS Dialogue service.
 - **\${currentStepId}**: The unique identifier (the *step_id* parameter) of the step that the current participant is on.
 - **\${StepId}**: If a configured *step_id* value is specified as a placeholder, it will be replaced with the actual captured value. For example, if the dialogue flow contains a step with *step_id* **ExampleStep**, then the placeholder **\${ExampleStep}** will be replaced with the captured value during that step.
- **conditions:** An array of steps and values. If they are met in a dialogue flow, this auto-reply will be used in this step. This tool helps with cases where two or more languages are used in a dialogue. We can use for example as a condition: **step:** langStepId **value:** German , and define an auto-reply in German since it is the language the user selected. If this array is left empty, then this auto-reply will be used as a default.
- **answers:** A list of possible answers to the current step. If no possible answers are provided (the list is empty), this automatically signifies that the current step will **end** a dialogue, i.e. when a participant reaches this step, the dialogue will be finished and if the participant sends another MO, a new dialogue will start (if the service does not have *unique participants*, explained later). Each answer must have the following properties:
 - **pattern:** This is the answer text. The wizard offers two ways of matching the answer text, either *exact match* or via *regular expression*:
 - Exact match: the participant's response must exactly match the keyword contained in the *pattern*.
 - Regular Expression: A regular expression matching a specific type of answer. For example, as demonstrated in Image 69, if a step's auto reply asked the participant to select between 1 and 2, our regular expression would be "(?iu)1.*|First.*", which would mean that it would match an answer starting from "1" or "First", case-insensitive.
 - **map_to:** The text that the provided answer will be mapped to for the given answer. If empty, the actual value sent by the user will be used. This is mostly useful for mapping several ways of expressing the same thing to one common value (e.g. mapping possible answers of 1, One, First, etc to *First*).
 - **next_step_id:** The unique identifier of the next step (the *step_id* field) that a participant should be moved into, if they provided the currently edited answer. This offers the possibility of moving to different steps, depending on the answer to a given step/question.

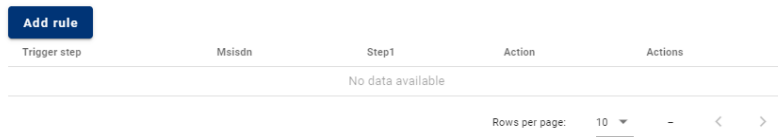
Warning: It is important to note that if a step contains one or more possible answers, but the participant's answer does not match any of them, then the auto-reply of the current step will be (re)sent back to the participant and the answer will be marked as invalid, i.e. no progress will be made with regards to the dialogue and the step's *question* will be repeated. This will happen until the participant responds with one of the expected answers.

Warning: If a participant responds with * (the asterisk symbol) at *any time* during the dialogue, then this will automatically signify that the current dialogue will be restarted.

Warning: If an SMS Dialogue service's steps are re-configured/changed, then all ongoing dialogues will be reset.

7.3.5.2. Dialogue Rules

Advanced rules can be configured for each SMS Dialogue service, triggering actions when meeting specific conditions. The image below illustrates the wizard for adding/editing/viewing the rules of an SMS Dialogue service.

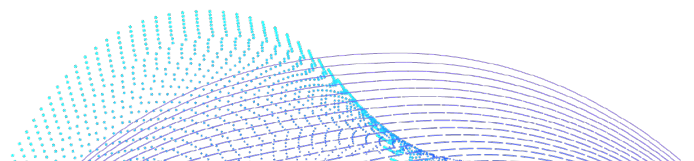


When pressing the “Add rule” button, a new pop up window appears giving the possibility to the user to add a new rule. As shown in the image below.

A screenshot of a form for configuring a rule. It contains several input fields: "Trigger step" (dropdown menu with "All" selected), "Dial Code" (dropdown menu with "Msisdn" selected), "Step1" (dropdown menu), "Action Type" (dropdown menu with "Send SMS to group" selected), "Originator" (text input field), "Group ID" (text input field), "Text" (large text area), and "Encoding" (dropdown menu with "GSM" selected).

The available fields that can be configured for each rule are:

- **Trigger On Step:** The unique ID of the step that a participant should be in for the rule to activate. If *All* is selected, then the rule will trigger regardless of the participant’s current step, otherwise the rule will only trigger if/when a participant enters the given step.
- **Step Identifier:** For each (arbitrary) step configured in the SMS Dialogue wizard’s Steps (i.e. the dialogue’s flow), the user can specify the value that must be matched for the rule to trigger. This means that the rule will only trigger if the participant has responded with the given answer during the defined step. Please note that the value that will be *captured* from a participant’s response will be the step’s *map_to* value (if it is specified). Otherwise, the whole text body of the participant’s response will be used.
- **Action:** the action that will be performed when a rule’s conditions are met and it triggers. There are two action types supported: *Send SMS to Group* and *Make an HTTP Request*:
 - **Send SMS to group:** This action submits a new group SMS when a rule triggers. The required fields for this action are:
 - **Originator:** The originator of the group sms dispatch.
 - **Group ID:** The ID of the contact group that the SMS will be dispatched to. The owner of the SMS Dialogue service must have access to send group sms dispatches to the specified group.
 - **Text:** The text body of the group sms dispatch. Similar to the text for a step’s auto reply message, the text can contain placeholders (case-sensitive), that will be replaced with their actual value during the group dispatch:



- ⇒ **`\${msisdn}`**: The mobile number of the participant
 - ⇒ **`\${dialogueId}`**: The unique ID of the current dialogue (it is different for each dialogue for the same or other services and it is the same for the whole dialogue with the current participant).
 - ⇒ **`\${dialogueFlowId}`**: The ID of the SMS Dialogue service. This is unique for each different SMS Dialogue service, but it will be the same for dialogues with all participants in the current SMS Dialogue service.
 - ⇒ **`\${currentStepId}`**: The unique identifier (the *step_id* parameter) of the step that the current participant is on when the group sms dispatch took place.
 - ⇒ **`\${StepId}`**: If a configured *step_id* value is specified as a placeholder, it will be replaced with the actual captured value. For example, if the dialogue flow contains a step with *step_id* **ExampleStep**, then the placeholder **`\${ExampleStep}`** will be replaced with the captured value during that step.
- Encoding: The encoding of the auto reply. It can be either *GSM* (base character set with support for single SMS up to 160 characters) or *UCS-2* (full character set with support for single SMS up to 70 characters). If the text body contains more characters than allowed by the selected *encoding*, the SMS will be *concatenated*: it will appear as a single SMS to the participants' mobile numbers, but it will cost as much as the single SMS required by the selected encoding to reach the number of contained characters. For example, if the encoding is *GSM* and the text body contains 200 characters, 2 SMS will be charged (instead of 1) for each contact contained in the group.
- Make an HTTP Request: This action allows integration with any external web service. When a rule triggers, this action type will perform a POST HTTP request to the specified URL. The request's body will contain the JSON representation of the state of the participant's dialogue. The required fields are:
 - URL: The URL of the external web service that the POST HTTP Request will be made. It must be a full URL, e.g. <http://example.com/rest/service>

The JSON schema of a dialogue that will be submitted to the external web service will be similar to the following:

```
{
  "msisdn": "PARTICIPANT_MOBILE_NUMBER, e.g. 306900000000",
  "status": "the current status of the dialogue, can be ONGOING or ENDED",
  "comments": "Comments made through the service's overview page",
  "dialogue_id": "The unique ID of the dialogue (e.g. 1)",
  "current_step": {
    "step_id": "The ID of the current step, as specified in the dialogue's flow",
  },
  "start_tstamp": "A long value signifying the start of the dialogue, as UNIX Epoch time in UTC, e.g. 1451606400000",
  "captured_data": {
    "Step_Identifier (as specified in the step's step_id property in the dialogue flow)": {
      "mo_id": "A unique identifier of the MO message received, e.g. 1 (integer value)",
      "value": "The captured value, either the map_to property of the step (as specified in the dialogue flow, or the MO text body), e.g. hello",
      "mo_text": "The full text body of the MO, e.g. hello",
      "to_step": "The ID of the next step the dialogue moved to, e.g. Step5",
      "mo_timestamp": "A long value signifying the time the MO was received, as UNIX Epoch time in UTC, e.g. 1451606400000",
      "invalid_answer_messages": "[A list of integer values with unique identifiers of received MO messages during the current step that were considered invalid]"
    },
  },
  "last_mod_tstamp": "A long value signifying the time the dialogue was last modified, as UNIX Epoch time in UTC, e.g. 1451606400000",
  "dialogue_flow_id": "The unique ID of the current SMS dialogue service (integer)"
}
```

Important: The rules are evaluated in the exact order they are specified in the wizard. If more than one rules' conditions are matched for a single MO received, then they will **all** trigger (not just the first one whose conditions are matched).

7.4. Step 4: Auto Reply

In this section of the creation wizard, the response message(s) of the SMS Service are defined.

Select SMS Number

Encoding
abc GSM

Text

Characters: 0
Words: 0
Messages: 0

The fields they will need to fill in are the following:

- **Response Sender:** This is the sender of the auto-response message. Which can be filled in by selecting an SMS Number.
- **Encoding:** This is the encoding of the auto-response message
- **Text:** This is the response message that all the participants of this service will receive.

7.5. Step 5: Advanced Options

In this section of the creation wizard, the response message(s) of the SMS Service are defined.

Select SMS Number

Encoding
abc GSM

Text

Characters: 0
Words: 0
Messages: 0

The fields they will need to fill in are the following:

- **Response Sender:** This is the sender of the auto-response message. Which can be filled in by selecting an SMS Number.
- **Encoding:** This is the encoding of the auto-response message
- **Text:** This is the response message that all the participants of this service will receive.

7.6. Step 6: Opt-out

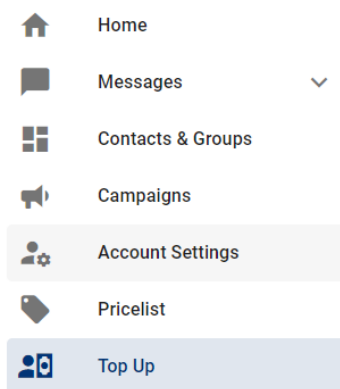
All subscribers who are opted in to the service must be given the option to opt out at any time. Once a subscriber has opted out the service ceases to send any more SMS messages until that person goes through an opt-in again. In this section the user can configure the message that will receive a subscriber when they request to opt-out from the service.

The screenshot shows a configuration form for an SMS message. At the top is a dropdown menu labeled "Select SMS Number". Below it is another dropdown menu labeled "Encoding" with "GSM" selected. To the left of the "Encoding" dropdown is a small "abc" icon. Below these is a large text input field with a "Text" label and a small speech bubble icon. To the right of the text field, the following statistics are displayed: "Characters: 0", "Words: 0", and "Messages: 0".

The opt-out section is not required. If no opt-out message is defined, the platform's general opt-out message will be used. For more information check the Platform Administration manual.

8. Account Balance Top up

The user can select to top up their account's balance, by visiting the respective pages. The user can find a link to navigate to the top up page by going to the side menu and selecting *Top Up*, as shown in the image below.



The screenshot shows a multi-step process for top-up. The first step, "1. Package Selection", is active and highlighted. The second step is "2. Payment methods" and the third is "3. Payment". Below the step indicators, there is a text prompt: "Please select one of the available packages in order to continue. You can select them by clicking on one of the rows." Below this is a form field labeled "Amount (EUR) *" with the value "10" entered. A small asterisk note below the field reads: "* In the values above VAT is not included". A "Continue" button is located at the bottom right of the form area.

As demonstrated in the image above, this page consists of several steps, explained below.

8.1. Packages

The packages section contains the available packages for purchasing, depending on the currency settings of your user account:

Quantity (CRD)	Amount (EUR) *	Price (EUR) *
10	10	1.000

Amount (EUR) *
10

The packages that they can view and select for purchasing contain:

- **Amount:** The payment amount in your platform installation's real currency.
- **Quantity:** This option only appears if the user is using a virtual currency (e.g. credits) in their platform installation. This is the amount that will be credited to the user, in virtual currency. If their installation supports only real currency, then only the previous Amount field will be displayed, which will be the amount credited to the user after a successful transaction.
- **Price:** This option only appears if they are using a virtual currency (e.g. credits) in their platform installation. This value represents the cost of each virtual credit in your platform installation's real currency, e.g. the cost of 1 virtual credit in Euros, for each package.

8.2. Payment Methods

In this section the user can find the available payment methods for their platform installation, as well as links to their websites for details and instructions.

Please select one of the platform's available payment gateways:

- Viva 
- PayPal 
- Stripe 

8.3. Payments

This section allows the user to preview in detail the cost of the top up. This page indicates the Initial cost of the selected package, VAT cost of the selected package and the Total cost of the selected package. By pressing the "Proceed to Checkout" button, the top up will be performed.