

SMS Campaigner

SMS Content Delivery Solution

SMS Campaigner is an advanced application providing solutions for efficient in-house implementation of SMS marketing campaigns and service-related communication.

Fully integrated with Hypermedia's SMS Gateway, Campaigner is ideal for customers requiring independent, on-going bulk SMS delivery without relying on external suppliers. SMS Campaigner delivers value in multiple ways:

Interactive message response. Two-way messaging enables promoting a "call-to-action" by asking recipients for a response using pre-set answers in messages. Once a user responds with a selection, an auto responder can send additional messages based on the response.

Campaign creation. A simple, web-based interface enables generating campaigns within minutes with minimal training. Import users via CSV files; personalize SMS messages with dynamic variables like user names, location or any other parameter; and schedule campaigns for future delivery.

Management and monitoring. Campaigner enables efficiently monitoring and analyzing campaigns in real-time to track delivery and evaluate user's response.

Reporting and statistics. A reporting and analysis engine displays graphs, charts and campaign statistics, and enables exporting data.

Reliable Bulk SMS. Offering superior reliability and ease of use, Campaigner is used by governmental agencies, financial institutions, e-commerce, retail stores, security companies, transportation companies, and in many other vertical markets.

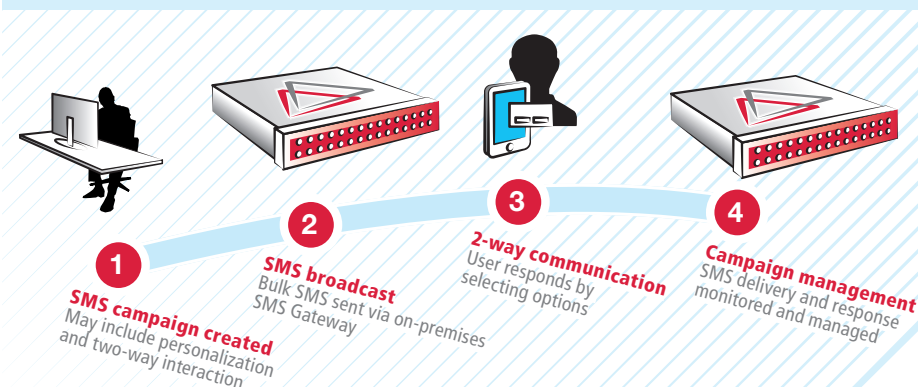
Opt-In SMS. Campaigner lets you automatically register Opt-in customers that send SMS to subscribe to campaigns published on external media, such as newspapers, TV, billboards, etc.

On-premises solution. Using the SMS Gateway, campaigns are sent directly from your premises to the cellular network without the need for SMS aggregators and resellers. Direct SMS broadcast provides maximum flexibility for scheduling and delivery, ensures superior data protection and privacy, and lowers operational costs.



Key Benefits

- Operational efficiency – send SMS campaigns immediately without relying on service providers
- Data protection – SMS sent off premises directly to wireless network
- Reduced communication costs (SMCs, aggregators, ISPs etc.)
- Interactive communication using two-way SMS



Create a Campaign

Campaign Name:

Import from CSV File:

Message text :

Available characters : 160
No. of SMS messages : 1

Sending options :

Schedule
 Send Now Send to Queue

Campaign Conversation : Disable Enable IMR

more.. **Periodic Activity:** Every: Days

Build your IMR Campaign

Choose :

Milk Demo
├─ yes:1
│ └─ Thanks Which milk product you like best? rep
│ └─ cow:5
│ └─ Deer:4
├─ No:2
├─ Maybe:3
└─ CHATCHALL:CHATCHALL

Type the response message for this choice

Progress IMR Details

Yes:1
Thanks, Which milk do you like best? Please replay 4 for Cow or 5 for goat
Cow:4
Thanks
Goat:5
Thanks
No:2
Thanks,
Maybe:3
Thanks,
CATCHALL:CATCHALL

Export Responses to CSV Export Submitted to CSV



Key Features

Campaign generation & management

- ▶ Web-based management interface
- ▶ Campaign delivery scheduling and prioritization
- ▶ Multiple campaigns support
- ▶ Multi users
- ▶ Interactive Message Response
- ▶ Acknowledgements – sent, pending, failed
- ▶ Reports and analysis engine

Bulk SMS delivery

- ▶ 4 to 32 cellular channels in a single device
- ▶ Scalable to N+1 GSM channels
- ▶ Multi SIM
- ▶ SIM server support
- ▶ SMS counters
- ▶ Optional redundant power supply
- ▶ Two-way communication
- ▶ 3U x 19" or 6U x 19" chassis size

Applications

- ▶ Marketing and sales campaigns
- ▶ Political campaigns
- ▶ Polls and surveys
- ▶ Medical and emergency
- ▶ Fund raising
- ▶ Contact centers
- ▶ Event notifications and announcements

About

Hypermedia Systems provides telephony and fixed mobile convergence solutions that empower flexible, scalable and cost-effective communication over wireline, wireless and IP/Internet networks. Operating through a network of business and OEM partners, Hypermedia products are installed at multiple enterprises and governmental organizations in more than 70 countries.

Contact Us

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