

Alaris Campaign Portal

Release notes

version 1.4.0

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1 New functionality

Two-factor authentication

The new version of the product allows two-factor authentication using the Google Authenticator application. Two-factor authentication (further referred to as 2FA) is a method of user identification in any service where two different types of authentication data are used. 2FA provides an additional level of security beyond a password. Passwords provide the lowest level of security, so 2FA is increasingly becoming the primary security standard.

To use 2FA, enable the appropriate checkbox when creating/editing portals. When the feature is enabled, portal users will receive an email containing the generated secret code and detailed instructions for further configuration of 2FA and the Google Authenticator application.

Administrators can reset the code for users. Users themselves can also generate a new secret code in their profile.

URL Shortener

The *URL Shortener* functionality has been added in the new version. It allows reducing the number of characters used in SMS messages by shortening long URLs to a more compact format, which in turn reduces the number of message parts, and therefore the cost of the campaign itself.

This tool is useful for improving the visual appearance of links, tracking and analyzing the effectiveness of campaigns, hiding complex URLs, improving SEO, redirecting traffic and protecting against spam.

To use this functionality, the owner of the System must create Short Domains for its legal entities in the *URLShortener (AP)* interface. Once a *Short Domain* is successfully added, the domain becomes available to users during the short link creation process in the *Campaign Wizard* interface. Each *Short Domain* is used as a basis for generating unique short links for campaigns.

For Campaign Portal users, detailed statistics on all sent campaigns that utilized the *URL Shortener* are available.

NOTE: If the System is provided to a user by a Reseller, the *URL Shortener* functionality is not supported. Support for this feature for Resellers and their users will be added in future versions.

Flash messages

Possibility has been added to send Flash messages in campaigns.

Flash messages are a special type of SMS messages that are displayed on the screen of a mobile device immediately upon receipt, usually without the need to press the "Read" button. They can be used to send important notifications, reminders, promotional messages and other information that the sender considers critical and that requires instant attention.

Flash messages are limited in length (usually up to 160 characters, like regular SMS), are not stored on the recipient's device and if the device is in use, the message will be displayed on top of the current screen and may interrupt the user's current activity.

The *Flash messages* option available when sending campaigns provides an opportunity to use improved and more expressive messages in your marketing campaigns.

Enable the option for your customers when creating or editing Partners so that they can choose to send Flash messages when creating a campaign. When enabled, users will also have access to statistics of sent Flash messages in *Statistics > EDR*.

Turkish localization

New functionality

Support of the Turkish language has been added. All user interfaces, including menus, messages and notifications, are now fully localized into Turkish, improving the user experience for Turkish-speaking customers.

The Retry functionality

The mechanism for sending messages has been improved. Previously, if the highest priority endpoint was unavailable, the campaign was interrupted. In version 1.4.0, the ability has been added to resend messages if a campaign could not be sent from a high-priority endpoint.

Subscriptions

Significant enhancements and improvements have been made to the *Subscriptions* interface:

- The ability to specify an expiration date for *Pack* type subscriptions has been added. When purchasing a subscription with this type, an interval is set starting on the purchase date and ending on the Pack expiration date.
- If the created subscription of the *Pack* type has no subscribers, the following changes are allowed:
 - The start date can be changed to an earlier date, but cannot be less than the original Pack *Start Date*.
 - The Pack end date can be changed, but it must be later than the current date or the date specified in the *Start Date* field.

Filtering and sorting in interfaces

The mechanisms for filtering and sorting data in user interfaces have been improved.

Partners

The subscription can only be unsubscribed manually. When it is done, the full price of the package is returned to the balance, if it has not been used, or a proportional amount for the unused part, if the package has already been partially used.

Administrators can now unbind subscriptions with the *Pack* type from partners. Packs with an expired validity period are displayed with the *Expired* label. Subscriptions can only be unbound manually. The full price of the package is returned to the balance if it has not been used, or a proportional amount for the unused part if the package has been partially used,