

# Alaris Campaign Portal

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## User's Guide

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# 1 Terms and acronyms

Term	Definition
Administrator (also referred to as System Owner)	Company that provides the campaign delivery service to other companies. This is a customer that has purchased a license to use the Alaris Campaign Portal 2.0 product. It is the primary entity that creates partners as well as users of ALCP. System owners can be wholesale service providers as well as big retail companies.
Admin Panel (AP)	Web application that serves for System configuration and administration and is only available for System owners and Resellers.
Alaris Campaign Portal 2.0 (also referred to as ALCP or the System)	System for configuring, administering and sending out SMS or instant messaging (IM) campaigns. ALCP comprises two components: Admin panel (AP) for System configuration and administration and Campaign Portal (CP) for campaign delivery.
Campaign	A mass message broadcast that is sent to a list of contacts specified in it.
Campaign Portal (CP)	A web application designed to send messages within campaigns launched by end users.
Cascade campaign	Sending messages via multiple delivery channels (SMS/IM) one by one. If a message cannot be delivered through one channel within a certain time period (TTL), the next channel is used. The method increases the probability that a subscriber will receive the message. It is possible to change the order of channels and TTL. The message text can be different for each channel within the same campaign.
Client	A company that needs to inform its own potential or actual customers about discounts, sales or marketing campaigns, wish happy holidays or otherwise communicate with them.
Contract Company	Legal entity on behalf of which the System owner or a Reseller conducts business.

<b>Term</b>	<b>Definition</b>
Delivery Channel	Channel through which messages or content are delivered (SMS, IM).
EDR (Event Detail Record)	A detailed record of an attempt to send a message.
Endpoint	Connection endpoint through which traffic is routed.
End User	Campaign Portal user who sends campaigns to their customers.
Flash messages	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.
IM	A messaging technology that allows users to send text messages, images, videos, or files (for example, Whatsapp, Viber, Telegram).
MO (Mobile Originated)	Messages sent by the user from the mobile device to an application.
MT (Mobile Terminated)	Messages sent from an application to the user's mobile device.
Pack	Entity that, when purchased, allows sending a limited number of messages. It is paid for once. Later on, when a campaign is sent, the messages are deducted from the pack. Packs are created in the Admin Panel and purchased in the Campaign Portal. You can purchase several packs for the same channel (SMS/IM channel). Also, packs can be assigned to a partner in the Admin Panel, after which they will become available for the partner in Campaign Portal.

Term	Definition
Partner	Entity on behalf of which a company deals with its clients. There are 3 types of partners in the System: System Owner, Reseller, and End User.
Plan	Entity that provides country- and network-specific rates for sending messages. Plans can be created in the Admin Panel and purchased in the Campaign Portal. Also, plans can be assigned to a partner in the Admin Panel, after which they will become available for the partner in Campaign Portal. When sending messages, if there is no pack for a particular destination, a rate is searched for in the plan. The cost of a message is calculated using the rate and charged off the balance. It is possible to have only one plan for one delivery channel. (e.g., it is impossible to have two rate plans for an SMS channel, but it is possible to have one plan for SMS, one plan for Viber Promotion and one plan for Viber Transaction).
Product	One of the parameters of rates. Each rate is assigned to a certain product, and this product has a name, currency, and type of traffic.
Rate	Vendor rate assigned to a certain product. A rate exists only in connection with a product.
Reseller	Company that resells traffic delivery services to other companies. Reseller has access only to the Admin Panel and cannot send campaigns using Campaign Portal (in order to send campaigns, the Reseller needs to log in to AP and create its own partners and CP users). A Reseller can create its own resellers.
Reseller plan	Rate plan designed for resellers. Resellers can generate new plans based on this plan and resell them to their own Resellers or customers. This rate plan is not visible to anyone except the Owner of this rate plan and the Reseller assigned to this rate plan. An unlimited number of resellers can be assigned to one such plan. In order to subscribe to a plan, it is necessary to have the rates in the Vendor rates interface. Reseller exports rates from there and generates their own price lists, creates plans (regular plan/reseller) of the required type in the Subscriptions interface and uploads generated .csv price lists there.

<b>Term</b>	<b>Definition</b>
Sender ID (SID)	Numeric or alphanumeric message sender identifier that allows a recipient of a message to identify the sender and frequently confirms that the sender is legitimate. Campaign Portal users can submit a Sender ID registration request to a higher-level partner. This request is passed on to the System Owner for approval, who then submits a Sender ID registration request to the appropriate service provider.
Subscription	Rate plan or SMS pack which the Client is subscribed to.
Vendor	Provider to which the System Owner of the Alaris Campaign portal 2.0 sends traffic.
Vendor product	An entity that represents a container with rates.

## 2 About Alaris Campaign Portal

Alaris Campaign Portal (ALCP) is a user-friendly, white-labeled tool for enterprises willing to connect with customers through flexible communication channels. ALCP includes two components: the Admin Panel (AP) intended for customizing and managing the System, and the Campaign Portal (CP) for configuring and sending campaigns.

This document provides a full description of the Campaign Portal component. Please refer to the Admin Panel User's Guide for detailed information on Admin Panel.

Campaign Portal is a web application that allows you to:

- Manage contacts for campaigns ([Contacts](#)<sup>[23]</sup> interface)
- Create and send marketing campaigns which can be one-time or scheduled ([Campaigns](#)<sup>[34]</sup> interface)
- View business-critical metrics: number of sent/delivered/undelivered SMS and/or IM, current balance, campaign cost ([Dashboard](#)<sup>[21]</sup>)
- Receive MO messages and set up automatic replies to them ([Templates](#)<sup>[47]</sup> interface)
- View detailed records of all sent messages ([Statistics](#)<sup>[65]</sup> and [URL Shortener](#)<sup>[77]</sup> interfaces)
- Manage subscriptions ([Purchase](#)<sup>[71]</sup> interface)
- Manage Sender IDs by requesting Sender IDs from your Partner, unsubscribing from SIDs ([Campaigns](#)<sup>[34]</sup> interface)
- View payments history ([Finance](#)<sup>[79]</sup> interface)
- Connect to the platform to send SMS messages using third-party integrated applications

### 3 Messaging campaign workflow

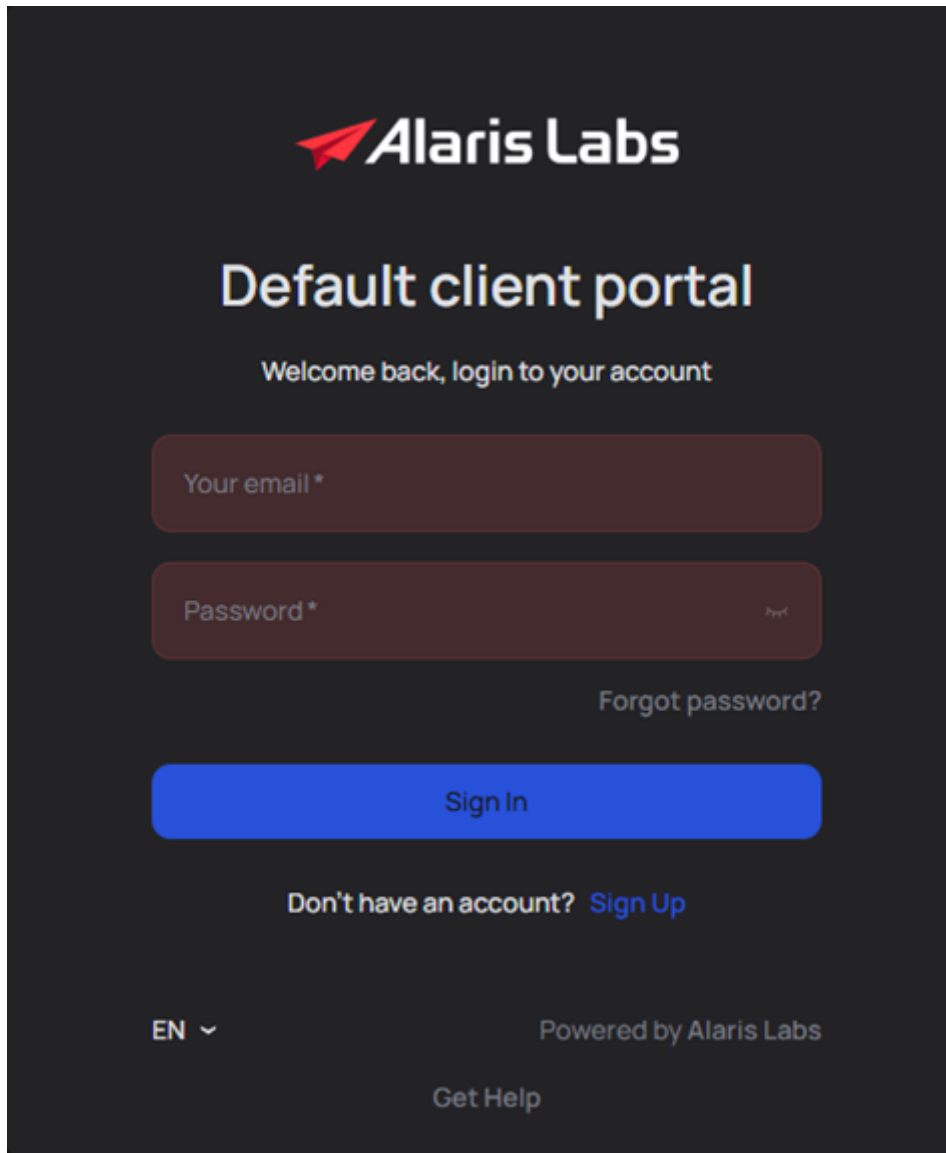
To start sending messaging campaigns, follow the procedure detailed below:

1. [Register an account](#)<sup>[11]</sup> at Campaign Portal
2. Request Sender IDs (the controls are located at the [Dashboard](#)<sup>[21]</sup>)
3. Top up the balance (the top-up button is on top of the main menu, see [Access to Alaris Campaign Portal](#)<sup>[11]</sup>)
4. Purchase a rate plan (pack): (the controls are located at the [Dashboard](#)<sup>[21]</sup>)
5. Upload the [contact list](#)<sup>[23]</sup>
6. [Launch](#)<sup>[34]</sup> the campaign

## 4 Access to Alaris Campaign Portal

There are two ways to access the Campaign Portal:

1. Portal users receive a link and login credentials from a higher-level partner (System Owner or Reseller) to access the portal.
2. A user can self-register provided that the registration is open (the *Allow user self-registration* checkbox is enabled during the creation of a Campaign Portal in the Admin Panel web interface). To self-register on the web login page, click on the *Sign Up* button and fill in the required fields.



### Campaign Portal > Sing In

The following parameters must be filled in for self-registration:

1. First name
2. Last name
3. Company name

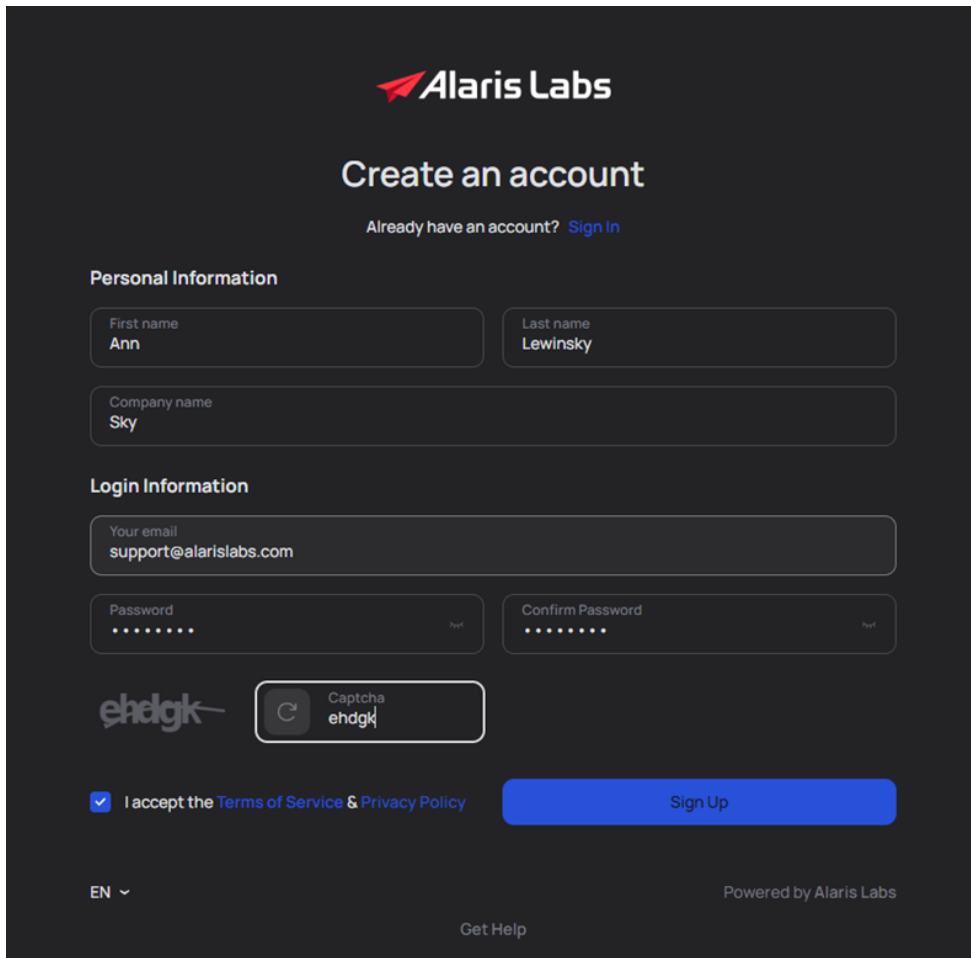
4. Email
5. Password
6. Confirm password
7. Captcha
8. Confirm the consent to process personal data (only displayed if *Terms & Conditions* were added in the Admin Panel web-interface when creating the portal)
9. The user is asked to agree with *Terms of service and Privacy policy*
10. If necessary, select the language (EN, ES, RU, TR)

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**NOTE:** If the System owner has created custom fields for the registration form in the *Form Customization* interface in the Admin Panel for the contract company to which the partner belongs, these fields will be displayed to the partner during self-registration.

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After filling in all the parameters, click on the *Sign Up* button, after which an email will be sent to the specified email address to confirm the registration.



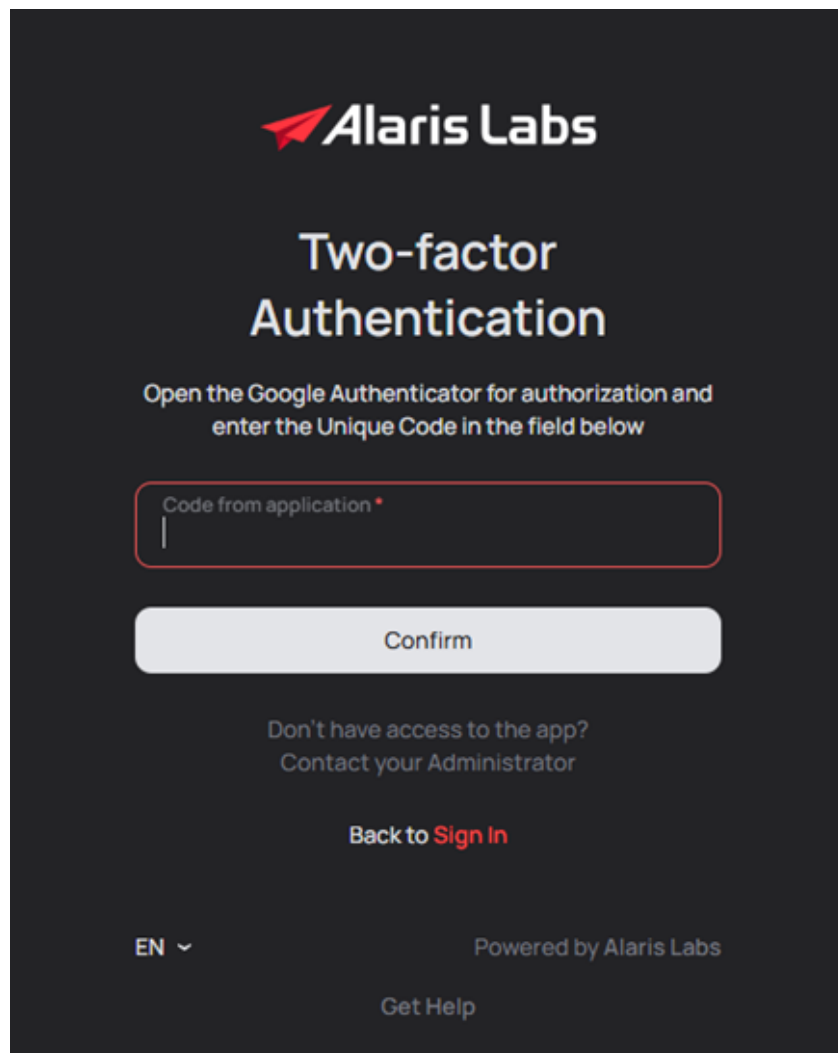
The screenshot shows the 'Create an account' registration form for Alaris Labs. The form is set against a dark background with white text and blue accents. At the top, the Alaris Labs logo is displayed. Below the logo, the title 'Create an account' is centered, followed by a link for users who already have an account: 'Already have an account? [Sign In](#)'. The form is divided into two main sections: 'Personal Information' and 'Login Information'. In the 'Personal Information' section, there are input fields for 'First name' (containing 'Ann'), 'Last name' (containing 'Lewinsky'), and 'Company name' (containing 'Sky'). The 'Login Information' section includes a 'Your email' field (containing 'support@alarislabs.com'), a 'Password' field (masked with dots), and a 'Confirm Password' field (also masked with dots). A captcha widget is located below the password fields, showing a distorted image of the letters 'ehdgk'. At the bottom of the form, there is a checkbox labeled 'I accept the [Terms of Service](#) & [Privacy Policy](#)' which is checked, and a prominent blue 'Sign Up' button. The footer of the form includes a language selector set to 'EN', a 'Get Help' link, and the text 'Powered by Alaris Labs'.

### Campaign Portal > Sign Up

2Factor Authentication has been also implemented for the Campaign Portal web application. Now it is possible to enable 2FA for users authentication with one-time passwords via Google Authenticator app.

2FA works the following way:

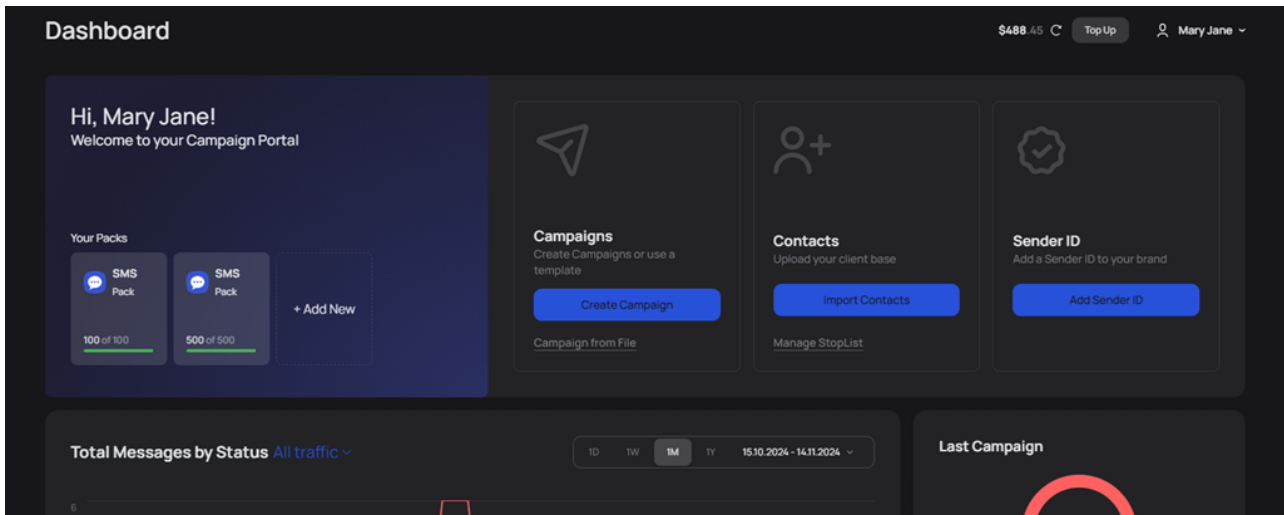
1. System Owner or Reseller can enable the 2FA checkbox in the Admin Portal web interface at the portal creation step. Then a generated secret key will be sent to all the users of the created portal by email. The users will be instructed to add the received alphanumeric code to the Google Authenticator app.
2. User should enter the alphanumeric code in the Google Authenticator app.
3. During the next authorization attempt the user will see a one-time password input box. The password will be displayed at the Google Authenticator app.



### Campaign Portal 2FA logon window

Users can also reset the code themselves in the *Account Settings* of the *User Menu*.

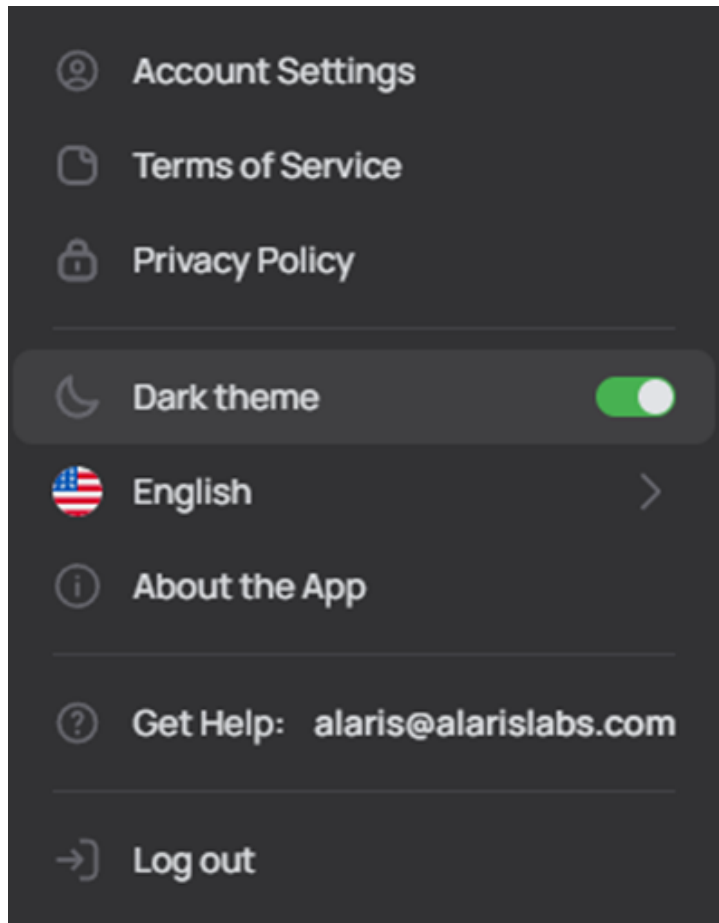
When logged in to its account, a user is directed to the Campaign Portal home page - the *Dashboard* interface.



### Campaign Portal Main Page

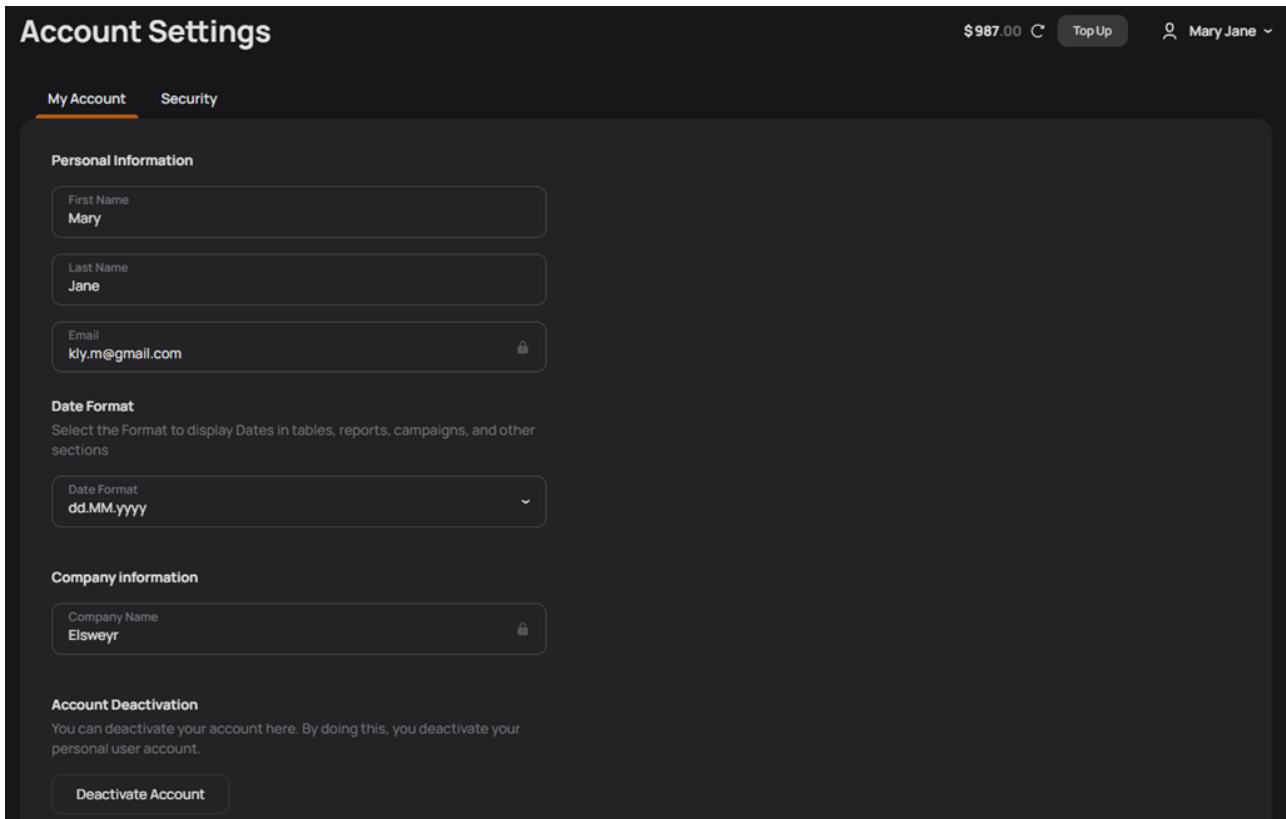
At the top right of the screen, the **User Menu** settings are located. They contain:

- Account Settings
- *Terms of Service*: opens the Terms of Service document. It is displayed only if the corresponding field was filled in during portal setup.
- *Privacy policy*: opens the Privacy policy document. It is displayed only if the corresponding field was filled in during portal setup.
- Web interface theme settings (Dark/Light)
- Language selection
- *About the App*: the System version
- *Get Help*: contact email address of the higher-level partner. It is displayed only if the corresponding field was filled in during portal setup.
- Log out of the account



### User Menu

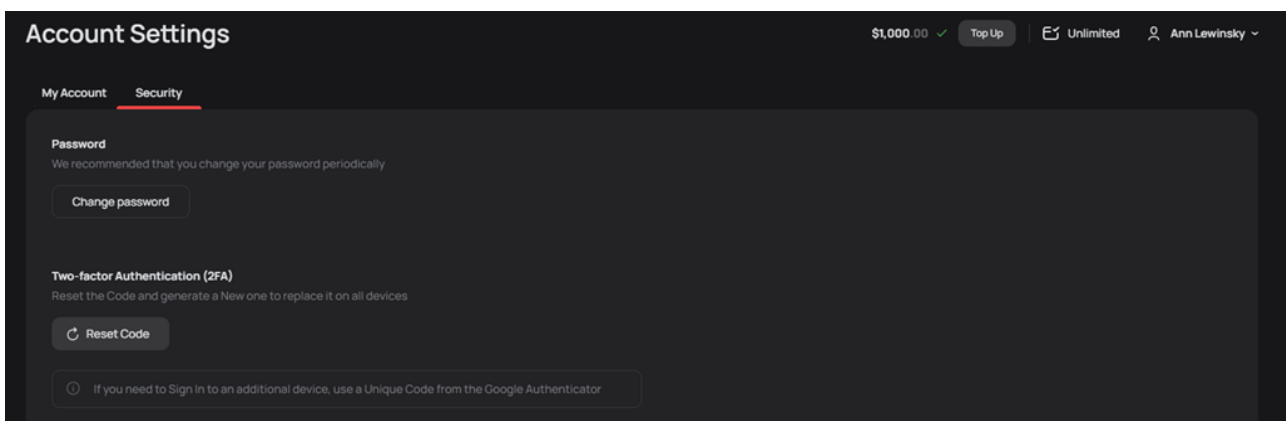
In *My Account* tab of the *Account Settings*, the user can change its first name and last name, and also specify the date format to be applied to all dates in the System interface:



### Account Setting > My Account


**NOTE:** If the System owner has created custom fields for the registration form in the *Form Customization* interface in the Admin Panel for the contract company to which the partner belongs, these fields will be displayed to the partner during self-registration. After filling in these fields, the user will be able to view and edit them in *Account Settings*.

The user can change its profile password at the *Security* tab of the *Account Settings*. In case the 2FA was enabled, it is also possible to generate a new code for the Google Authenticator app.



### Account Setting > Security

Also the partner's balance is displayed in the top right corner, as well as the *Top Up* button. Click on it to open the balance top-up window. Specify the amount and select the payment system, after which a new page of the selected payment system will open to complete the payment.



### Top Up Balance

**Choose Payment Method**

Please note that payments may not be processed immediately and payment gateway can also have transaction fees resulting in different amount being added to the balance.

**Top Up**

## 5 Quick start

To get your first Campaign Portal campaign fully functional and up and running, you will need to make a few preliminary settings:

1. Top up your balance by clicking on the Top Up button located in the top right hand corner.
2. Purchase message packs or a rate plan in the [Purchase](#)<sup>[71]</sup> interface:
  - Sending campaigns requires available Message Packs or Rate Plans.
  - If no rate plans are available, send a request to the Campaign Portal owner to create one by clicking the *Request to create Rate Plans* button.
3. Prepare a list of contacts in the [Contacts](#)<sup>[23]</sup> interface:
  - Contacts are the backbone of any campaign:
    - Add, edit and delete contacts manually
    - Import data from a file
    - Group contacts for convenience
  - The contact list is selected at the stage of campaign setup.
4. Request and retrieve approved sender IDs in the [Sender IDs](#)<sup>[58]</sup> interface:
  - You must have approved sender names to launch campaigns.
  - Request a new Sender ID by providing the sender name, delivery channel (Viber, SMS, Whats App), a comment and attaching legal documents if necessary.
    - The WhatsApp channel requires additional parameters such as Facebook Business Manager ID and phone number, and optionally a company logo, description of the business, address, email and website.
  - Sender ID requests go through a process of approval by higher-level partners. The approval status can be seen in the Sender ID list.
5. Approve campaign templates for the WhatsApp channel created in the [Templates > Campaign Templates](#)<sup>[47]</sup> interface.
  - It is mandatory to use approved message templates for WhatsApp messaging:
    - Create a template and wait for it to be approved;
    - This condition applies to both manual campaigns and those created through an API.
  - If you have pre-moderation of templates enabled, you can use them when creating a campaign only after a higher-level partner confirms the application. The request is created at the moment of saving your template. You can see the status of the application on premoderation in the list of templates.

Once you've completed these steps, you're fully prepared to launch your campaigns.

Campaigns can be created through the [Campaign Wizard](#)<sup>[36]</sup> or [Campaign From File](#)<sup>[62]</sup> interface, or launched over the API:

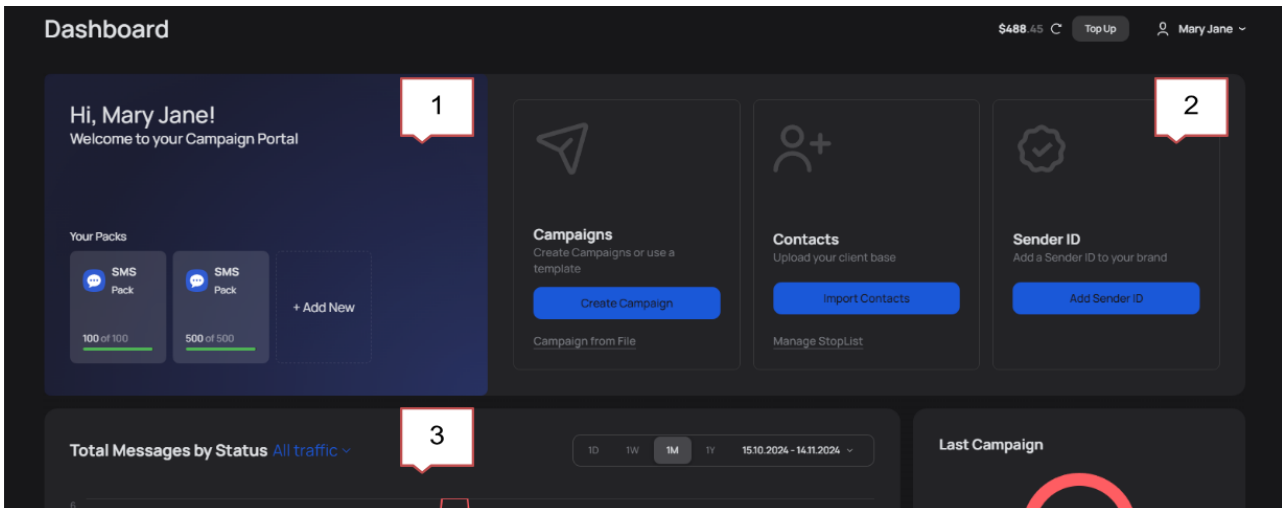
1. **Campaign Wizard** is the primary and most illustrative way to launch campaigns through the user interface:
  - In the *Setup* step, select a channel (SMS, Viber, WhatsApp), Sender ID and customize the content.
    - You can use variables, emoji, images and buttons.
    - You can use ready-made templates if they have been created in the interface [Templates > Campaign Templates](#)<sup>[47]</sup>.
    - You can enable sending automatic replies to MO messages if your partner has enabled this option for you. Auto-replies are configured in the interface [Templates > Reply Templates](#)<sup>[56]</sup>.
    - For the SMS channel, you can activate sending Flash messages if your partner has enabled this option for you.
  - In the *Recipients* step, load or select a list of recipients.
  - In the *Complete & Send* step, set up the sending immediately or schedule it for a desired time.
    - Enable email notifications if needed.
    - In case of a cascade campaign you can configure TTL - time after which the System will send the message to the next channel.
2. **Campaign From File** is a quick way to launch a campaign from a pre-prepared file:
  - Upload a file with the message parameters. You can download a sample template to see an example of the required format.
  - Specify the channel and Sender ID.
  - Match the columns of the file to the campaign fields.
  - The campaign will be automatically created and ready to launch.
3. **API campaigns** are designed for automated message sending:
  - In the API Connections interface, create an API key (Bearer token), specifying its expiration date and Callback to receive message statuses.
  - Use the API key in request headers: Authorization: Bearer <API Key>.
  - To send messages, use POST or GET requests to the API, specifying:
    - Delivery channels
    - Sender ID
    - Recipient numbers (maximum 700 in one request)
    - Message text or templates if they were created in the interface [Templates > Campaign Templates](#)<sup>[47]</sup>
    - Optional parameters (template, pictures, etc.)

- Use the AutoReply option to send auto-replies to MO messages if your partner has enabled this option for you. AutoReply is configured in the interface [Templates > Reply Templates](#) <sup>56</sup>.
- Additionally, in the [API Connections](#) <sup>81</sup> interface you can:
  - Configure Callback URL to handle incoming MO messages at the Sender ID level.
  - Specify Default MO Callback URL for backup routing if Callback is not specified at the Sender ID level.

If you have pre-moderation of campaigns enabled, a request for its approval by a higher-level partner is created before it is launched. Only after the higher-level partner has approved it, it will be launched. You can see the status of the request for premoderation in the [Campaigns List](#) <sup>34</sup> interface.

## 6 Dashboard

The *Dashboard* is the interface displayed first when a user logs into the Campaign Portal. It contains an overview of the cost and number of sent messages presented in graphs with the option to select the period of data display, and includes links to the most frequently used interfaces.



### Dashboard

The Dashboard contains:

1. *Pack & Plans*: purchased message packs and rate plans available to the user and the *Add New* button that opens the [Purchase](#)<sup>[71]</sup> interface for purchasing new subscriptions. If more than 3 subscriptions are available, then the last 3 subscriptions are displayed (by date of purchase or subscription).
2. *Quick access*: a collection of shortcuts to the most frequently used interfaces:
  - *Campaigns*, containing:
    - *Create Campaign*: a button leading to the [Campaign Wizard](#)<sup>[36]</sup> interface for campaign creation.
    - *Campaign from File*: a button leading to the [Campaign from File](#)<sup>[62]</sup> interface for campaign dispatch from an uploaded file.
  - *Contacts*, containing:
    - *Import Contacts*: a button leading to the [Import Contacts](#)<sup>[31]</sup> interface for contact upload.
    - *Manage StopList*: a button leading to the [Stop List](#)<sup>[30]</sup> interface which is used to add numbers to the *StopList* System group in order to exclude them from use in campaigns.
      - *Import Contacts*: a button leading to the *Import Contacts* interface for contact upload.
      - *Manage StopList*: a button leading to the *Stop List* interface which is used to add numbers to the *StopList* System group in order to exclude them from use in campaigns.
  - *Sender IDs*, containing:
    - *Add Sender ID*: a button leading to the [Sender IDs](#)<sup>[58]</sup> interface which is used to request a SID from a higher-level partner (System Owner or Reseller) or to unsubscribe from a current SID.

### 3. Graphs:

- **Total Messages by Status:** graph displaying the number of sent messages broken down and filtered by their statuses (*Sent, Delivered, Seen, Undelivered, Failed*) with filtering by channel type (*All traffic* by default) and period selection. Each status is highlighted with its own color for easy visual perception. The graph allows enabling/disabling the display of each status:
  - When a checkbox is enabled/disabled, the corresponding status is added to or removed from the graph
  - Each checkbox displays the status name and its share of the total number of messages.

The distribution of messages by status is displayed on the right side in the form of a ring diagram. *Total cost* shows the cost of all sent messages.
- **Total Messages & Cost by Channel:** graph showing the number and cost of sent messages broken down and filtered by delivery channel (SMS/IM) with the period selection option. Each channel is highlighted with its own color for easy visual perception. The graph allows enabling/disabling the display of each channel:
  - When a checkbox is enabled/disabled, the corresponding channel is added to or removed from the graph.
  - Each checkbox displays the channel name and its share of the total number of messages.

Total Sent displays the total number of sent messages. The distribution of messages by channel is displayed on the right side in the form of a ring diagram. Total shows the cost of all sent messages.
- **Total MO Messages by Channel:** graph showing the number of received MO messages broken down by delivery channel (SMS/IM) with the period selection option. The graph allows enabling/disabling the display of each channel:
  - When a checkbox is enabled/disabled, the corresponding channel is added to or removed from the graph.
  - Each checkbox displays the channel name and its share of the total number of messages.

*Total Received* shows the total number of all received messages.
- **Total MO Messages by Sender ID:** graph showing the number of received MO messages broken down by Sender ID with the period selection option. The graph allows selecting the display of Sender ID subscriptions and subscription cancellations:
  - *All Messages* (default)
  - *Subscribed*
  - *Unsubscribed*
- **Last Campaign:** graph showing the number of messages of the last campaign by status (*Sent, Delivered, Seen, Undelivered, Failed*). Each channel is highlighted with its own color for easy visual perception. When hovering over a chart sector or status, it displays the name of the status and the number of messages sent with it. *Total Cost* shows the cost of all sent messages in the campaign.

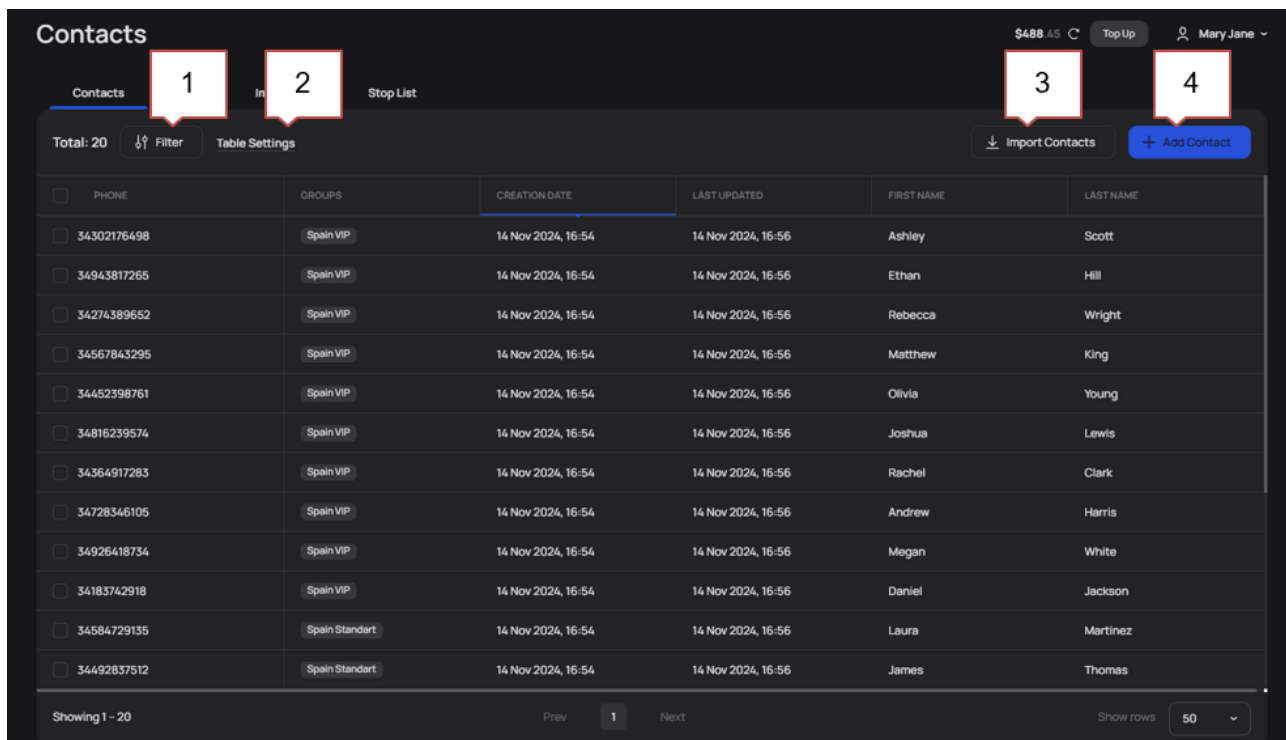
## 7 Contacts

The *Contacts* interface serves for cooperation of the user's end-company with its target audience. It contains information about customers, namely: phone numbers, first and last names, as well as other relevant information about the end customer which is of practical value for marketing campaigns. In addition, the interface allows you to group contacts, compile stop lists and import data into the contact database.

The interface consists of 4 tabs:

1. [Contacts](#)<sup>[23]</sup>: allows the user to add, view, edit or delete contacts, manage their grouping and create target group selections for sending messages. Besides, here you can set custom fields for contacts and define what content should be added.
2. [Groups](#)<sup>[28]</sup>: allows the user to add, edit or delete groups of contacts, as well as transfer contacts from one group to another, copy or delete contacts from a group.
3. [Import History](#)<sup>[30]</sup>: displays a list of contact import tasks with import details.
4. [Stop List](#)<sup>[30]</sup>: contains a list of contacts that have at least one blocked Sender ID, sending messages to which is prohibited.

### 7.1 Contacts



**Contacts** \$488.45 Top Up Mary Jane

Contacts **1** in **2** Stop List **3** **4**

Total: 20 Filter Table Settings Import Contacts + Add Contact

PHONE	GROUPS	CREATION DATE	LAST UPDATED	FIRST NAME	LAST NAME
<input type="checkbox"/> 34302176498	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Ashley	Scott
<input type="checkbox"/> 34943817265	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Ethan	Hill
<input type="checkbox"/> 34274389652	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Rebecca	Wright
<input type="checkbox"/> 34567843295	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Matthew	King
<input type="checkbox"/> 34452398761	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Olivia	Young
<input type="checkbox"/> 34816239574	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Joshua	Lewis
<input type="checkbox"/> 34364917283	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Rachel	Clark
<input type="checkbox"/> 34728346105	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Andrew	Harris
<input type="checkbox"/> 34926418734	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Megan	White
<input type="checkbox"/> 34183742918	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Daniel	Jackson
<input type="checkbox"/> 34584729135	Spain Standart	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Laura	Martinez
<input type="checkbox"/> 34492837512	Spain Standart	14 Nov 2024, 16:54	14 Nov 2024, 16:56	James	Thomas




Showing 1 - 20 Prev 1 Next Show rows 50

### Contacts

The *Contacts* interface allows the user to:

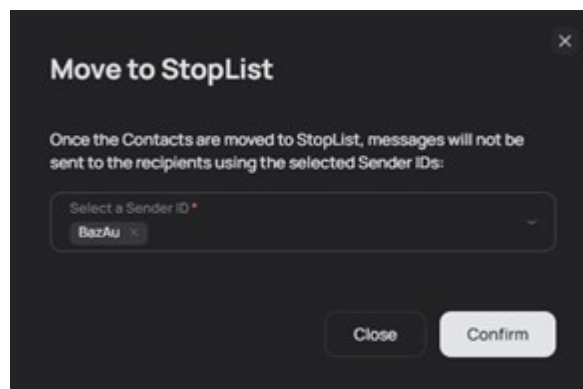
1. Use a filter to display relevant records
2. Customize and create your own columns
3. Click *Import Contacts* button located in the top right corner to import contacts in the [Import Contacts](#)<sup>[31]</sup> interface

- Click *Add Contact* button located in the top right corner to add a new contact
- Edit and delete contacts, move them to different groups. To do this, mouse over an entry and select the required action on the right side of the line:







<input type="checkbox"/>	34302176498	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Ashley	Scott	<b>Edit</b>
<input type="checkbox"/>	34943817265	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Ethan	Hill	  
<input type="checkbox"/>	34274389652	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Rebecca	Wright	

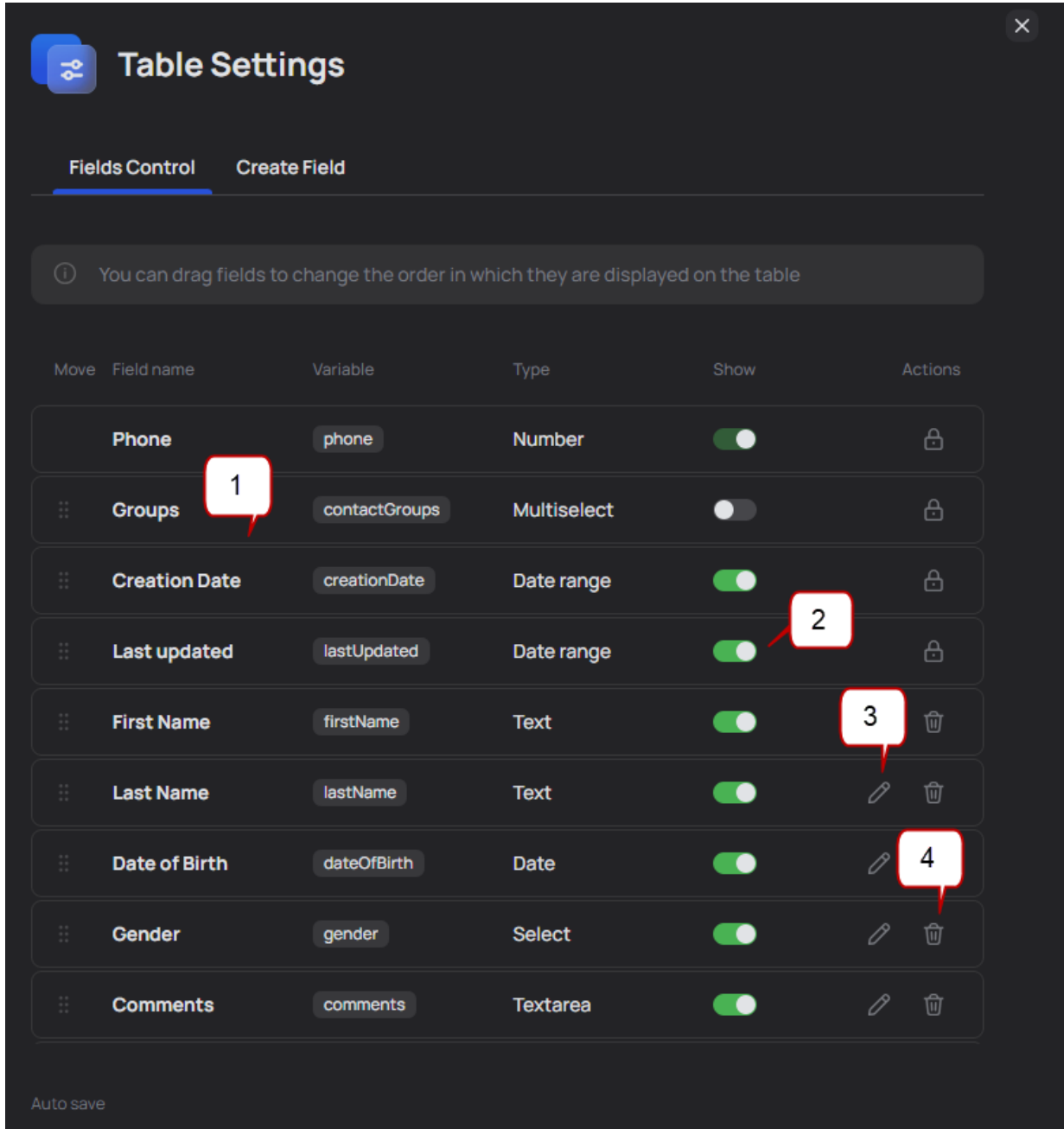
List of available actions:

- Edit** - serves for editing contacts.
- Delete** - serves for deleting contacts.
- Export** - serves for exporting contacts in xls format.
- Remove from group** - serves for removing a contact from a group, click the button to open a window for selecting a group from which the contact should be removed. The action is available if a contact belongs to more than 1 group.
- Add to group** - serves for adding a contact to a group. Click the button to open a window for selecting the group to which the contact should be added.
- Move to group** - serves for moving a contact to another group. Click the button to open the window for selecting the group to which the contact should be moved.
- Move to StopList** - serves to add a DNIS + SID pair to the [Stop List](#)<sup>[30]</sup>. If the contact already has blocked Sender IDs, the *Move to StopList* action adds the new Sender IDs to the existing list without overwriting it. If the contact originally had no restrictions, a new stop list is created. If *All Sender IDs* is selected, sending is blocked for all Sender IDs, even if only individual Sender IDs were included in the [Stop List](#)<sup>[30]</sup>.



- The user can perform mass actions with records in the table. When selecting one or more contacts, the number of selected records and available actions are displayed at the bottom of the table.

<input checked="" type="checkbox"/>	34926418734	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Megan	White		
<input checked="" type="checkbox"/>	34185742918	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Daniel	Jackson		
<input type="checkbox"/>	34584729135	Spain Standard	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Laura	Martinez		
<b>2 Selected</b>		Select all 20						    

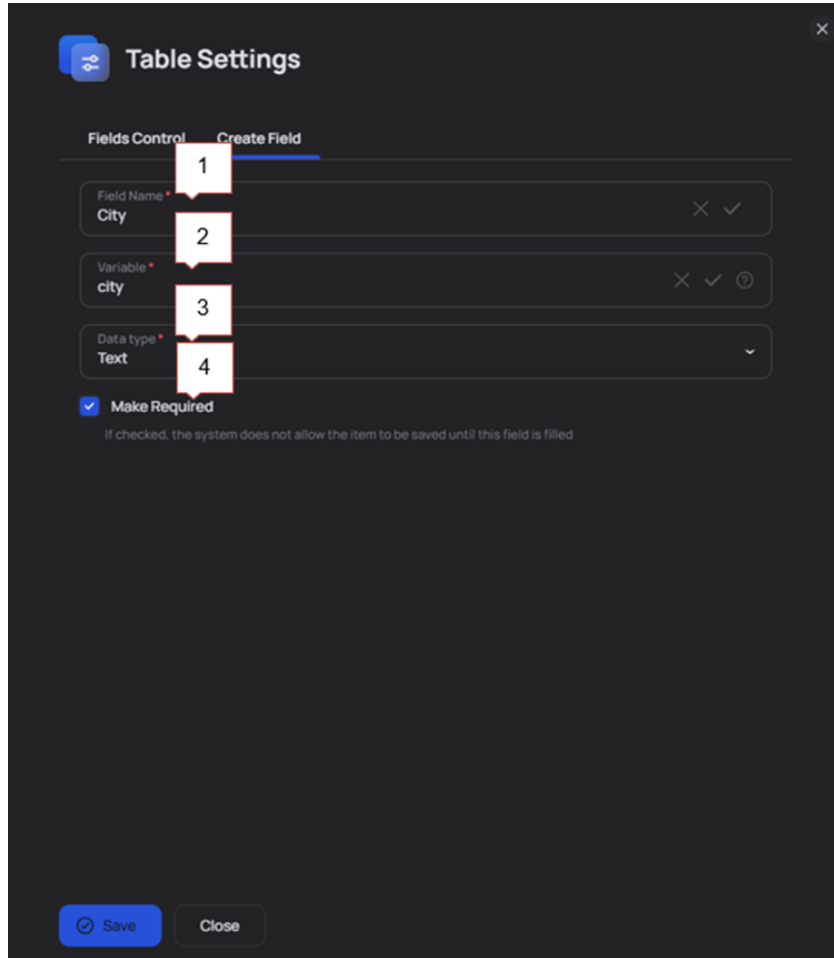


### Contacts > Table Settings

Table settings allow customizing the contacts table. The window contains two tabs: *Fields Control* for managing existing columns and *Create field* for creating additional columns.

In *Fields Control* you can:

1. Drag and drop columns to control their order in the table.
2. Hide or display columns.
3. Edit columns (except for the System ones: *Phone*, *Groups*, *Creation date*, *Last updated*, *User*). You can change only the name and whether the parameter is mandatory for creating a contact. Click the *Save* button to save the changes or the *Cancel* button to cancel the action.
4. Delete columns (except for the System ones: *Phone*, *Groups*, *Creation date*, *Last updated*, *User*). Click the *Delete* button to delete the columns and then confirm or cancel the action.

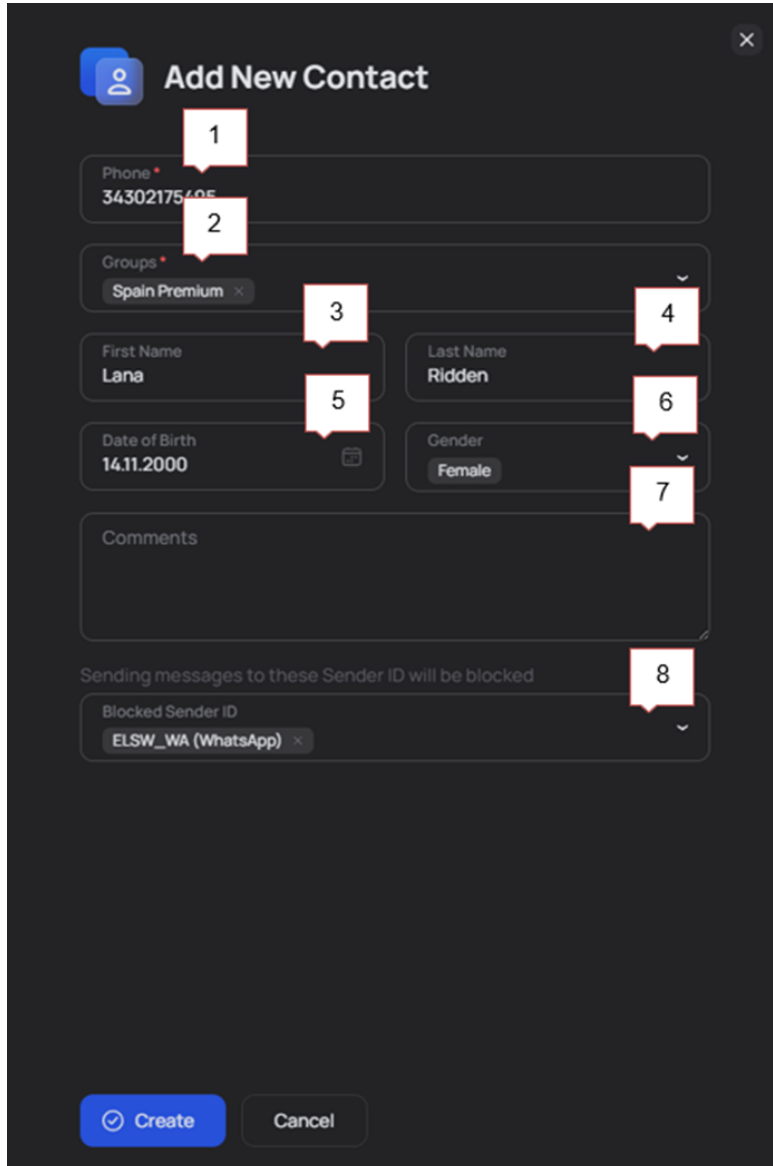


### Contacts > Table Settings

The *Create field* tab allows creating additional columns for storing user data. Columns can contain any information that could then be used as macros to substitute the data into corresponding fields when sending campaigns in the *Campaign Wizard* interface.

Fill in the following parameters to add a new column:

1. *Field name* (the way it will be displayed in the table).
2. The *Variable* field is automatically filled with the lowercase value of the *Field name* without spaces and special characters, enclosed in curly braces.
3. *Data Type* from the drop-down list.
4. Make the field required or not for creating or editing contacts.



The screenshot shows a dark-themed 'Add New Contact' form. At the top left is a person icon and the title 'Add New Contact'. A close button (X) is at the top right. The form contains the following fields and options:

- 1**: Phone field with the value '34302175405'.
- 2**: Groups dropdown menu with 'Spain Premium' selected.
- 3**: First Name field with the value 'Lana'.
- 4**: Last Name field with the value 'Ridden'.
- 5**: Date of Birth field with the value '14.11.2000' and a calendar icon.
- 6**: Gender dropdown menu with 'Female' selected.
- 7**: A small dropdown arrow next to the Gender field.
- 8**: Blocked Sender ID field with 'ELSW\_WA (WhatsApp)' selected.

Below the Blocked Sender ID field is a text label: 'Sending messages to these Sender ID will be blocked'. At the bottom are two buttons: 'Create' (with a checkmark icon) and 'Cancel'.

### Add New Contact

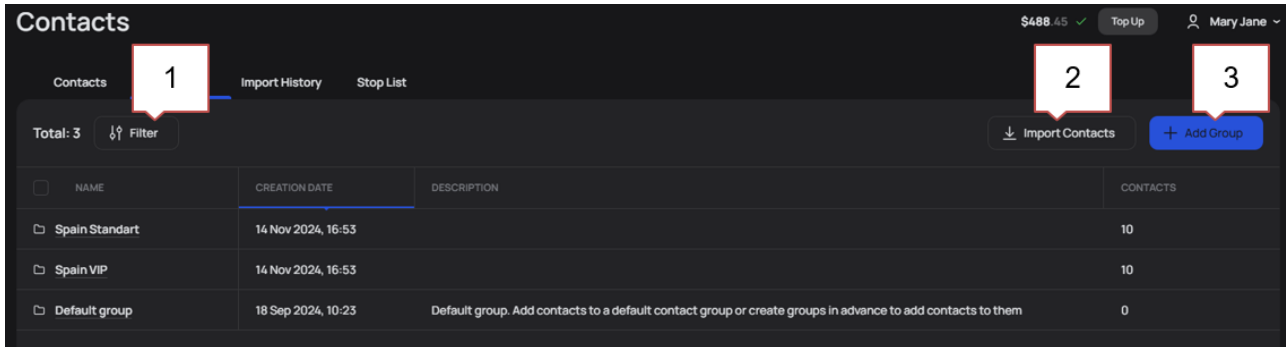
To add a new contact, fill in the following fields:

1. *Phone*
2. *Groups* to which the contact will belong
3. *First name* (optional)
4. *Last name* (optional)
5. *Date of Birth* (optional)
6. *Gender* (optional)
7. *Blocked Sender ID (optional)*: sender IDs that are not allowed to send messages to this contact
8. *Comments* (optional)
9. If necessary, fill in the fields you created in *Create field*.

After filling in the parameters, click the *Create* button. When creating new contacts, the uniqueness of the number is checked: creating two contacts with the same phone number is not allowed. The *Cancel* button is intended for canceling the action.

When editing a contact, you can change any parameter.

## 7.2 Groups



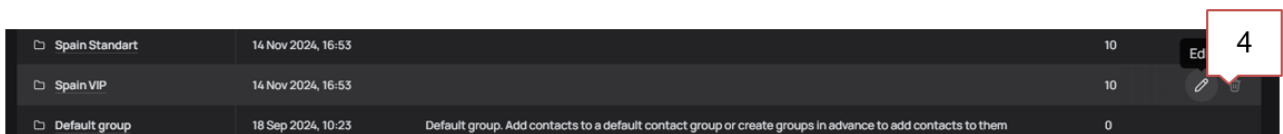
### Groups

Contacts are grouped together. A contact cannot exist outside of groups, but can belong to several groups. A contact can be both included in a group and displayed in the *StopList* tab if it has at least one blocked Sender ID. If all Sender IDs are blocked for that contact, they will remain in their group(s) but will not be able to receive messages.

Groups specified in *Reply Templates* cannot be deleted.

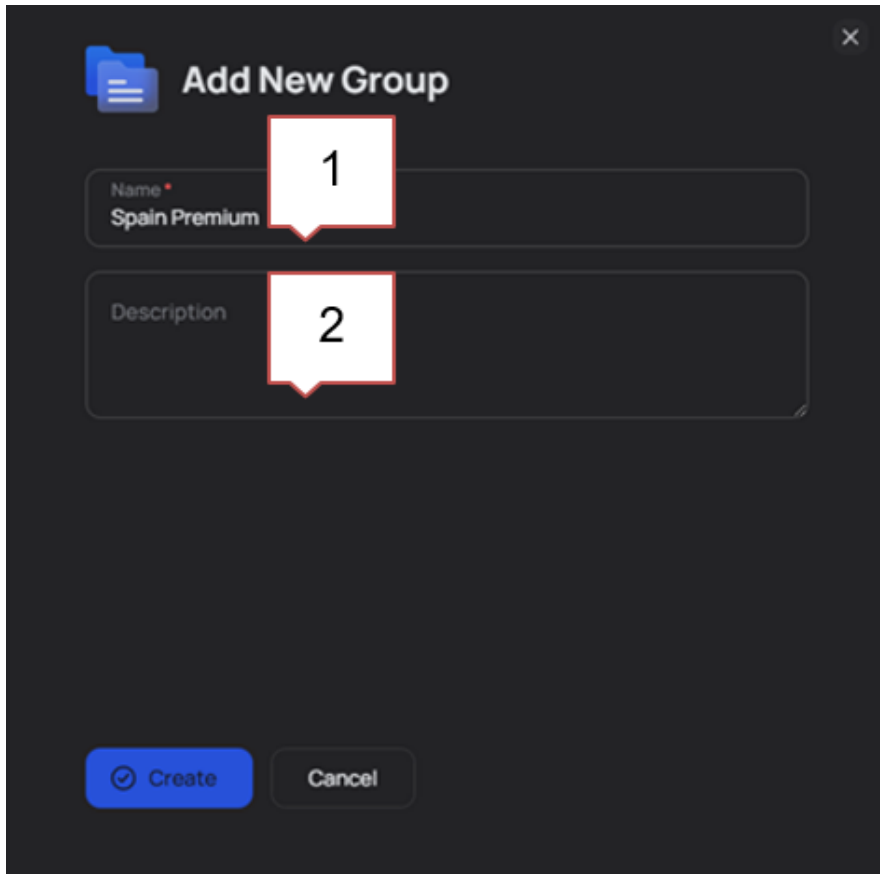
The user can:

1. Use filters to display relevant records
2. Import contacts into the [Import contacts](#) interface by clicking on the *Import Contacts* button in the upper right corner
3. Add a new contact by clicking on the *Add Group* button in the upper right corner
4. Edit, delete, or move groups to enclose in other groups. Hover the mouse over an entry and select the action on the right side of the row:



5. You can perform mass actions with records in the table. When selecting one or more groups, available actions similar to the ones for single rows and the number of selected records are displayed at the bottom of the table. To export contacts in xls format from selected groups, click the *Export* button.

5



**Add New Group**

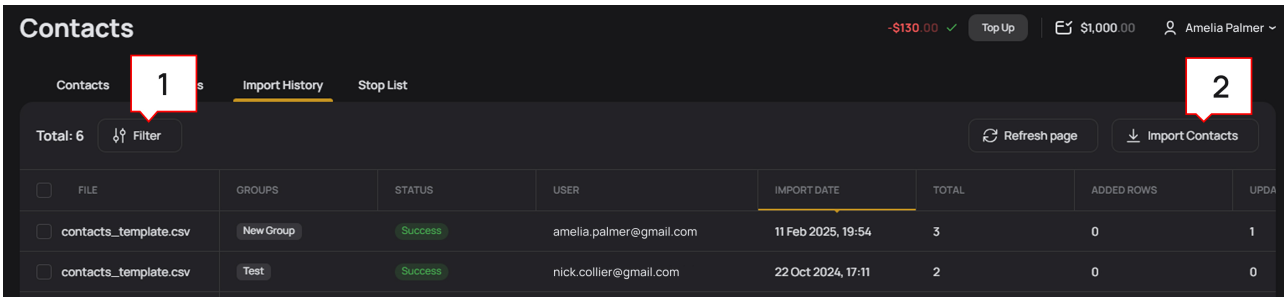
Fill in the following parameters to add a new group:

1. Name of the group
2. Description (optional)

Click *Create* after filling in the parameters. When creating new contact groups, a uniqueness check is performed: two groups with the same name are not allowed in the System. The *Cancel* button serves to cancel the action.

All parameters can be changed when editing groups.

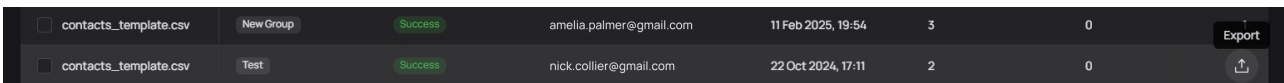
## 7.3 Import History



### Import History

It is possible to:

1. Use filters to display relevant records
2. Import Contacts into the [Import Contacts](#) interface by clicking on the *Import Contacts* button in the upper right
3. Export previously imported files. Hover the mouse over the required record and select the action on the right side of the line:



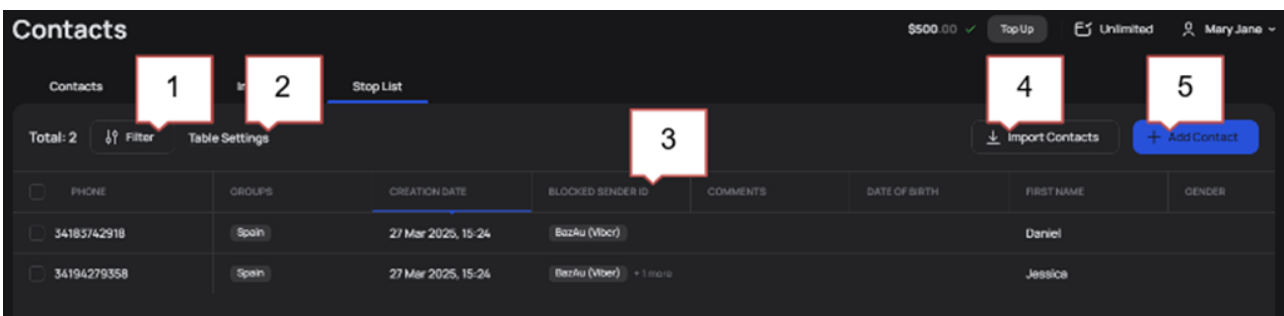
You can perform mass actions with the records in the table. When selecting one or more records, the number of selected rows and the *Export* button for exporting a file in xls format are displayed at the bottom of the table.



## 7.4 Stop List

By default, an empty System group called *Stop List* exists in Campaign Portal. It serves to enter numbers that will be excluded from campaigns.

A contact can be both included in a group and displayed in the *Stop List* tab if it has at least one blocked Sender ID. A contact must always be associated with a group (cannot exist outside of groups). If all Sender IDs are blocked for this contact, they will remain in their group(s) but will not be able to receive messages.







### Stop List

The default System group *Stop List* exists in the System, which can be used for adding numbers to exclude them from campaigns. If a contact is moved from a group to *Stop List*, it is removed from the

original group as well. If a contact is moved from the *Stop List* group to another group, it is removed from the *Stop List*.

It is possible to:

1. Use filters to display relevant records.
2. Customize and create your own columns.
3. View a list of blocked Sender IDs for its contacts.
4. Import contacts into the [Import Contacts](#) interface or in the *Stop List* by clicking on the *Import Contacts* button in the upper right.
5. Add a new contact to the *Stop List* by clicking the *Add Contact* button located in the upper right corner.
6. Edit, delete or move contacts to various groups. Hover over the necessary entry and select the necessary action on the right side of the row:

<input type="checkbox"/>	34183742918	14 Nov 2024, 16:54	20 Apr 1993	Daniel	Jackson	Remove from StopList 17:1
<input type="checkbox"/>	34584729135	14 Nov 2024, 16:54	29 Aug 1986	Laura	Martinez	   

The list of actions available:

- **Edit** - serves for editing records.
  - **Remove from Stop List** - serves for removing the *DNIS + Sender ID* pair from *Stop List*. Click *Remove from Stop List* to select the Sender ID that must be unblocked.
  - **Export** - serves for exporting contacts in xls format.
  - **Delete** - serves for deleting records.
6. You can perform mass actions with records in the table. When selecting one or more contacts, available actions similar to the ones for single rows and the number of selected records are displayed at the bottom of the table.

<input checked="" type="checkbox"/>	2 Selected	Select all 2	 Export	 Remove from StopList	 
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## 7.5 Import Contacts

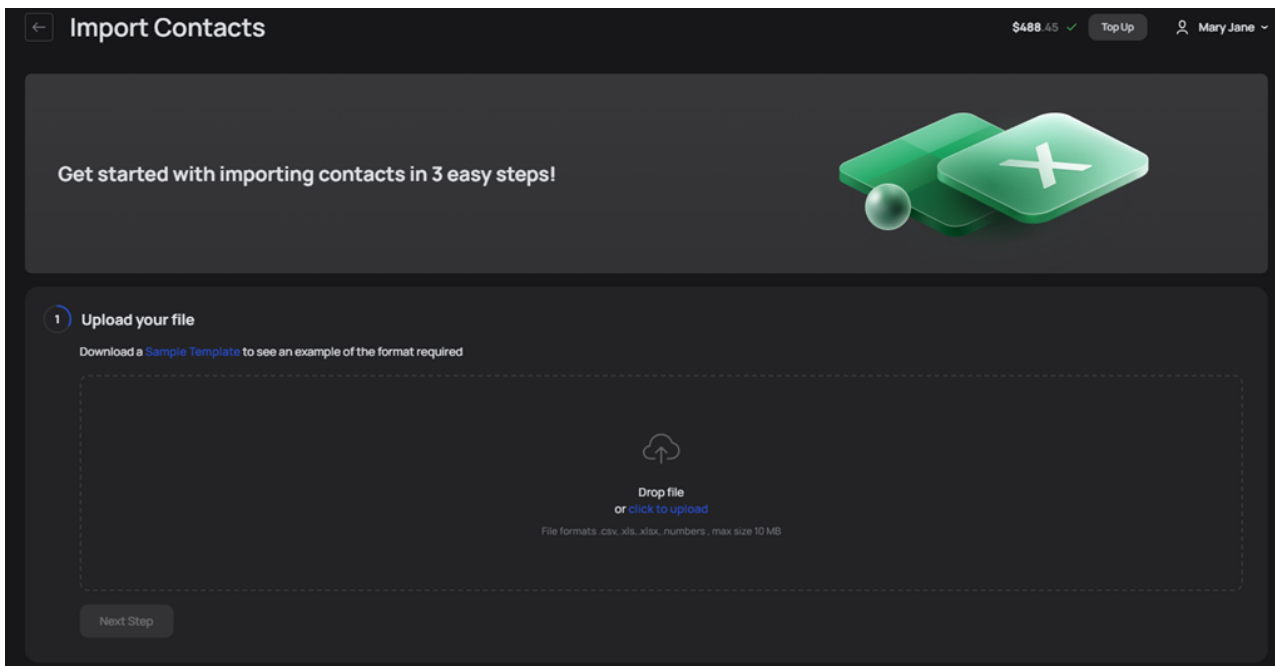
The *Import Contacts* interface is designed to import contacts to any group from XLS or CSV files. The user can select specific columns for import. One does not have to import all columns from the file.

The import consists of several steps:

- *Upload your file* for uploading a file with contacts.
- *Mapping Data* for mapping columns from the file.
- *Select contact group* for selecting a group for contacts.

Each step is clickable. You can return to any stage any time.

The *Upload your file* step has a window for uploading a file with contacts in csv, xls, or xlsx format (the maximum file size is 10 MB). Click *Drop File* or drag and drop the file into this window. You can delete the uploaded file and upload a new one.



### Import Contacts > Upload your file

When a file is uploaded, the System processes and displays it in preview at the *Mapping Data* step.

At the *Mapping Data* step, you need to:

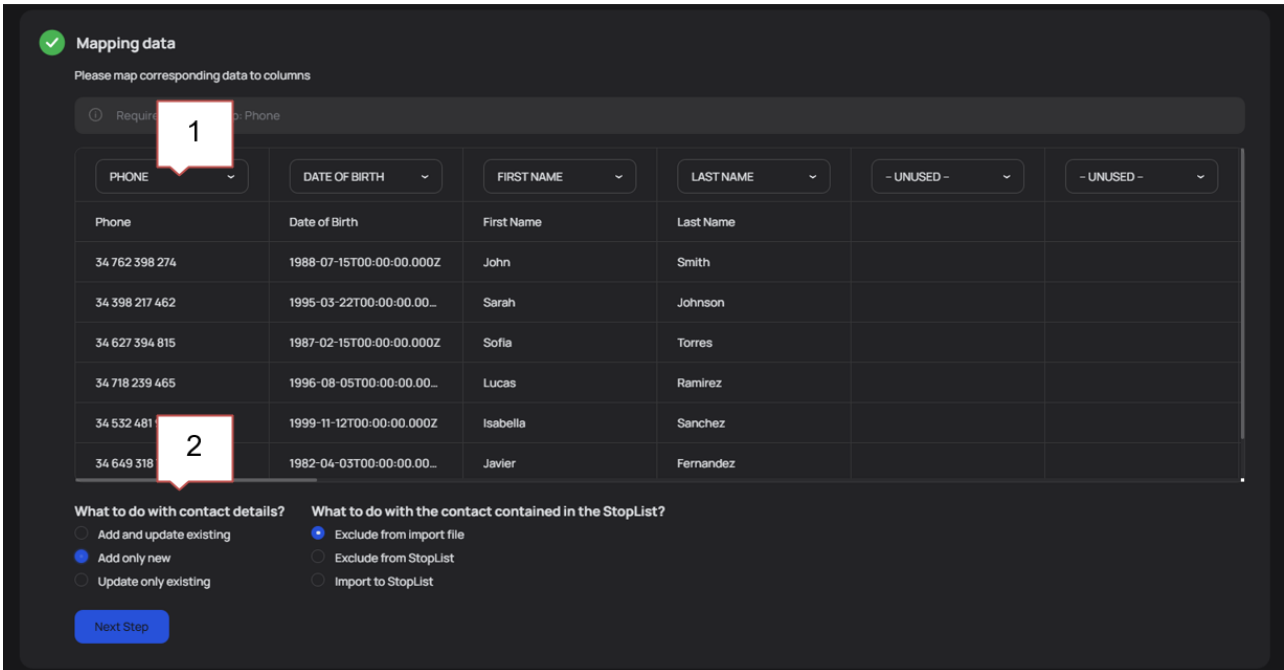
1. Map data to columns.
2. Specify what to do with contacts from the file:

#### What to do with contact details?

- **Add and update existing:** if a contact (phone number) has been previously uploaded to the portal, its data will be updated. If the contact (phone number) does not exist on the portal, it will be added as a new one.
- **Add only new:** only those contacts that have not been previously uploaded to the portal will be added.
- **Update only existing:** contacts that already exist on the portal will be updated, while new contacts will not be uploaded from the file.

#### What to do with the contact contained in the StopList?

- **Exclude from import file:** contacts from the *StopList* will be excluded from the import process - they will not be added or updated.
  - **Exclude from StopList:** selected Sender IDs will be unblocked for contacts from the file.
  - **Import to StopList:** contacts in the file will be added to the *StopList* paired with the selected Sender IDs.
3. If the contact is exported or imported to StopList, specify the Sender IDs to be blocked or unblocked for the contacts in the file.



Mapping data

Please map corresponding data to columns

Required: Phone

PHONE	DATE OF BIRTH	FIRST NAME	LAST NAME	- UNUSED -	- UNUSED -
Phone	Date of Birth	First Name	Last Name		
34 762 398 274	1988-07-15T00:00:00.000Z	John	Smith		
34 398 217 462	1995-03-22T00:00:00.00...	Sarah	Johnson		
34 627 394 815	1987-02-15T00:00:00.000Z	Sofia	Torres		
34 718 239 465	1996-08-05T00:00:00.00...	Lucas	Ramirez		
34 532 481	1999-11-12T00:00:00.000Z	Isabella	Sanchez		
34 649 318	1982-04-03T00:00:00.00...	Javier	Fernandez		

What to do with contact details?

Add and update existing  
 Add only new  
 Update only existing

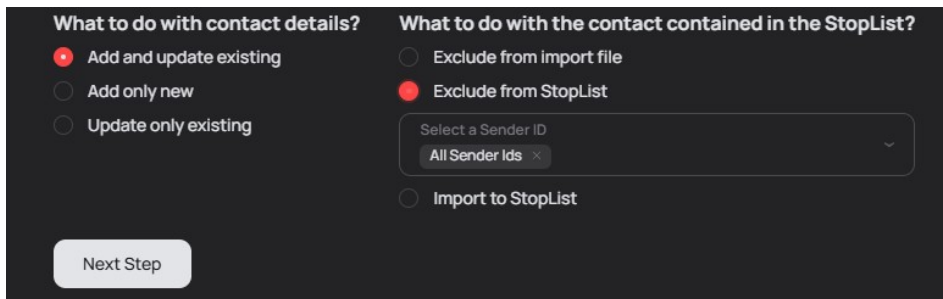
What to do with the contact contained in the StopList?

Exclude from import file  
 Exclude from StopList  
 Import to StopList

Next Step

### Import Contact > Mapping Data

Click *Next Step* to proceed.



What to do with contact details?

Add and update existing  
 Add only new  
 Update only existing

What to do with the contact contained in the StopList?

Exclude from import file  
 Exclude from StopList  
 Import to StopList

Select a Sender ID

All Sender Ids

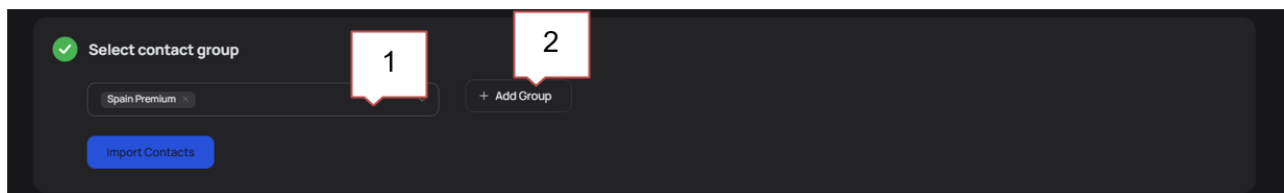
Next Step

### Import Contact > Mapping Data (continued)

Select the group to which the contacts should be imported at the *Select contact group* step:

1. You can select a group from the list.
2. You can create a new group by clicking on the *Add Group* button. The created group will be automatically selected for import.

Click on the *Import Contact* button to import the contacts into the System.



Select contact group

Spain Premium

+ Add Group

Import Contacts

### Import Contact > Select contact group

## 8 Campaigns

The *Campaigns* page serves to create new campaigns and manage existing ones. A campaign is a bulk dispatch that is sent to the list of contacts specified in it. The cost per message varies on the destination country of each contact.

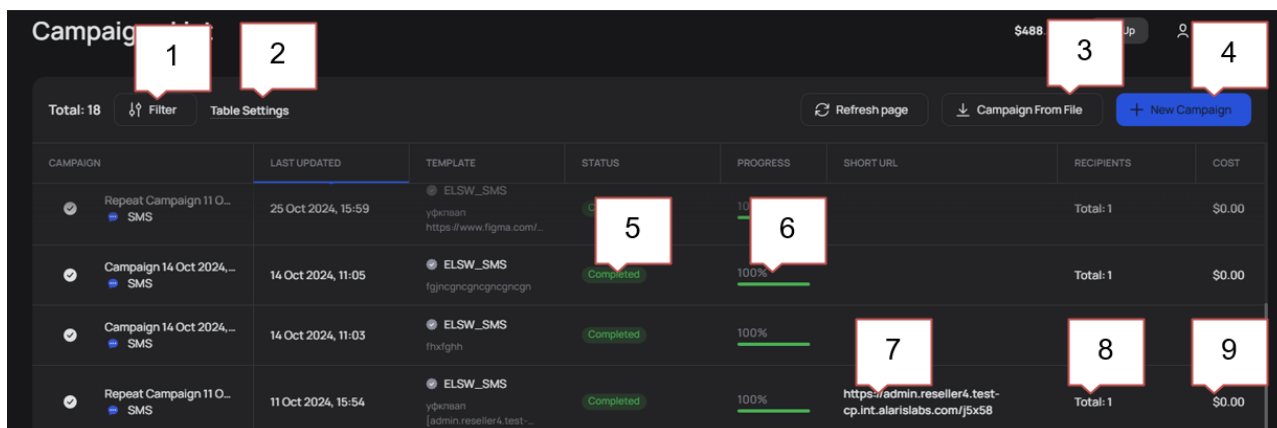
Messages are either billed to the appropriate message pack decreasing its message count or are deducted from the user's account balance if the user has a rate plan for the message MCCMNC. If both a message pack and rate plan are applicable, messages are billed to the message pack.

The *Campaigns* menu contains five sub-menus (click next to the *Campaigns* menu to expand them):

- [Campaigns List](#)<sup>[34]</sup> - serves to display sent or scheduled campaigns.
- [Campaign Wizard](#)<sup>[36]</sup> - serves to create a campaign.
- [Templates](#)<sup>[47]</sup> - serves to create message templates.
- [SenderIDs](#)<sup>[58]</sup> - serves to request a Sender ID from your Admin (see [Terms and acronyms](#)<sup>[5]</sup> for more detail on how Admins work).
- [Campaign from File](#)<sup>[62]</sup> - serves to send a campaign from an uploaded file.

### 8.1 Campaigns List

The *Campaigns List* interface serves to display sent or scheduled campaigns.



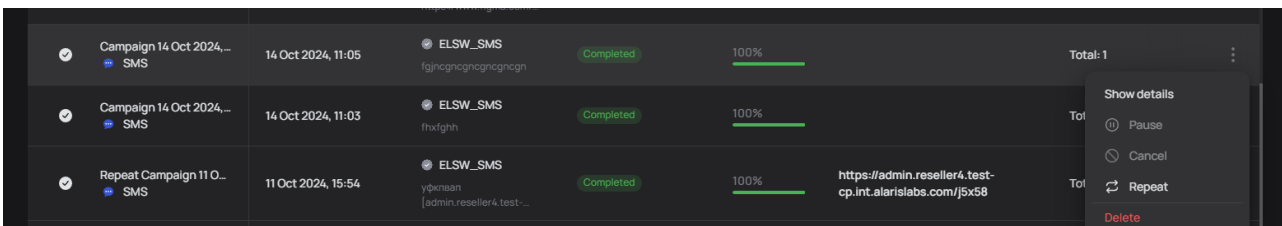
The screenshot shows the 'Campaigns List' interface. At the top, there's a header with 'Campaigns' (1), a balance of '\$488', a user profile icon (4), and a 'New Campaign' button (3). Below the header, there's a table with columns: CAMPAIGN, LAST UPDATED, TEMPLATE, STATUS, PROGRESS, SHORT URL, RECIPIENTS, and COST. The table contains four rows of campaign data. Callouts 1-9 highlight: 1. Filter icon, 2. Table Settings, 3. New Campaign button, 4. User profile icon, 5. Campaign status (Completed), 6. Campaign progress bar, 7. Short URL, 8. Recipients (Total: 1), and 9. Cost (\$0.00).

#### Campaigns List

The interface allows users to:

1. Filter entries to display only the relevant ones.
2. Customize the column display in the table.
3. Click on the *Campaign From File* button in the upper right corner to launch a campaign from an uploaded file in the *Campaign From File* interface.
4. Click on the *New Campaign* button in the upper right corner to create and launch a new campaign in the *Campaign Wizard* interface.
5. View the campaign status. Possible statuses are:

- *Waiting* - the System is waiting for approval of the campaign premoderation request before it can launch the campaign. If the request is approved, the campaign status will change from *Waiting* to *Scheduled* and then to *In progress*.
  - *Scheduled* - planned for a specific time in the future.
  - *In progress* - in the process of sending.
  - *Paused* - suspended by the user.
  - *Completed* - any completed campaign.
  - *Failed* - the campaign initiation has failed.
  - *Canceled* - canceled by the user or - if sent to premoderation - is rejected by a higher-level partner.
6. View the campaign progress.
  7. View the short link.
  8. View the number of recipients.
  9. View the campaign cost
  10. View the campaign details, cancel, delete, re-launch or pause an active campaign (to do this, hover over the corresponding record and select the required action on the right).

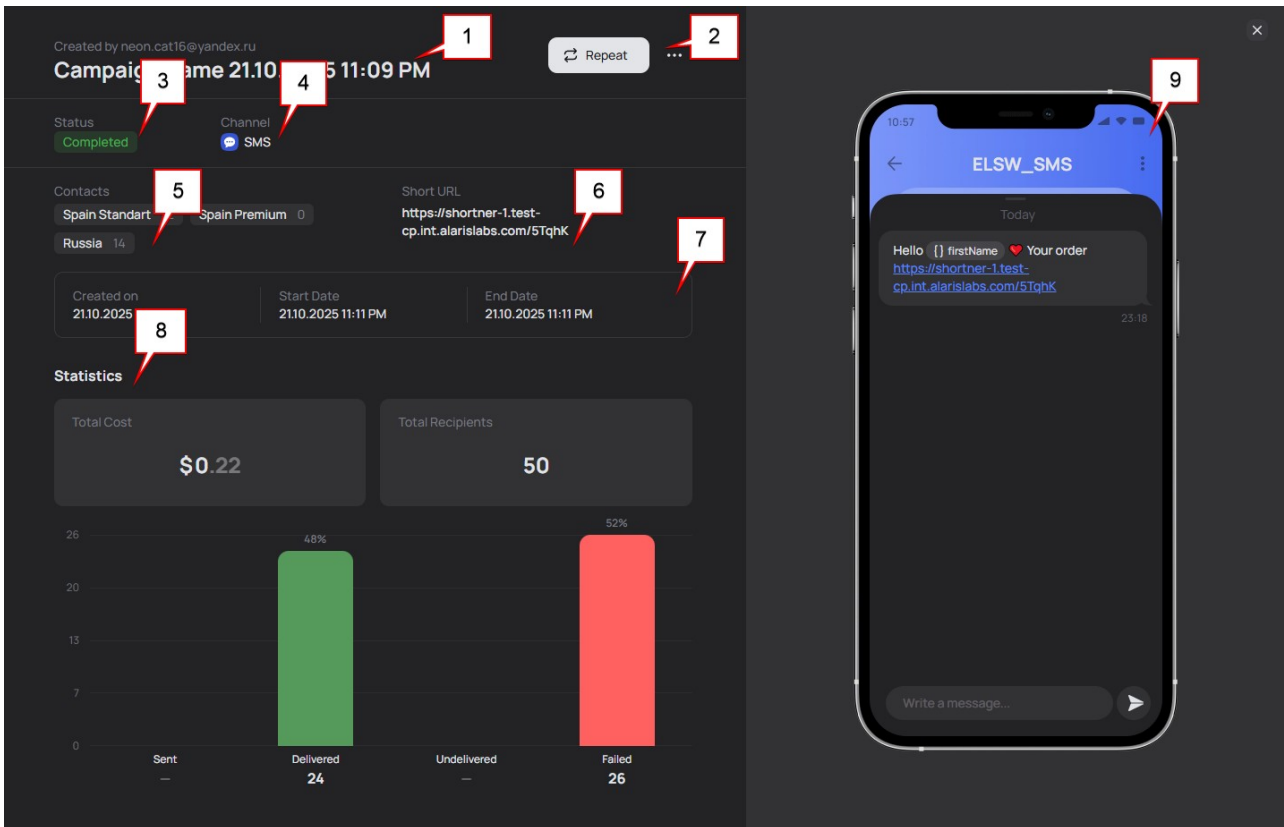


Campaign Name	Date/Time	Type	Status	Progress	Short Link	Actions
Campaign 14 Oct 2024, ... SMS	14 Oct 2024, 11:05	ELSW_SMS	Completed	100%		Total: 1
Campaign 14 Oct 2024, ... SMS	14 Oct 2024, 11:03	ELSW_SMS	Completed	100%		Show details Pause Cancel Repeat Delete
Repeat Campaign 11 Oct 2024, ... SMS	11 Oct 2024, 15:54	ELSW_SMS	Completed	100%	https://admin.reseller4.test-cp.int.alarislabs.com/j5x58	Total: 1

The following actions are available:

- **Show Details:** displays campaign statistics. Campaigns with *Scheduled* or *In progress* statuses show a preliminary summary like the one displayed before the campaign is sent. The button is active irrespective of the campaign status.
- **Pause:** halts the campaign. To resume, click the *Resume* button. The button is active for campaigns with the *In progress* status.
- **Cancel:** cancels the campaign with no possibility of resuming it. Campaigns with the *Canceled* status can only be repeated with the *Repeat* action, i.e., restarted. The button is active for campaigns with the *Paused*, *Scheduled* or *Waiting* status.
- **Repeat:** opens the *Campaign Wizard* interface allowing to resend the campaign with the same parameters. Before sending it, you can edit any field. The button is active for campaigns with the *Cancelled*, *Completed* or *Failed* statuses. If the partner has pre-moderation enabled, the button will be called *Send Request* and will be inactive for campaigns with the *Waiting*, *Scheduled* or *In progress* statuses.
- **Delete:** deletes the campaign. The button is active for all campaigns except the ones with the *In progress* status.
- **Start:** forces the campaign to start. The button is active for campaigns with the *Scheduled* status.

- **Resume:** resumes a campaign. The button is active for campaigns with the *Paused* status.

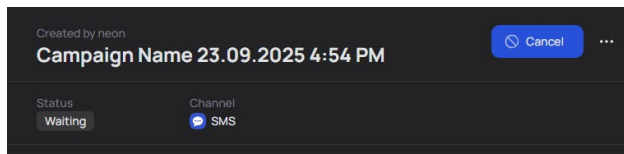


### Campaign Details

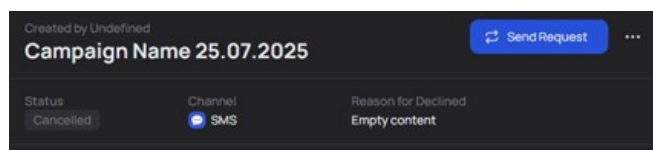
In the *Campaign Details* window, you can:

1. View the name of the campaign.
2. Cancel, delete, restart, or pause an active campaign.
3. View the campaign status and its premoderation status (if premoderation is enabled). If the campaign was not approved by a superior partner, the reason for rejection will be specified in *Reason for Decline* field.

The campaign details window also contains its premoderation status:



If the campaign was rejected by a higher-level partner, the reason for rejection will be stated in the *Reason for Decline*.




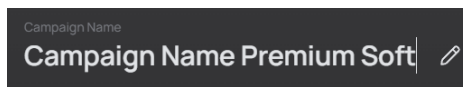
## 8.2 Campaign Wizard

The *Campaign Wizard* interface streamlines the campaign creation and sending process, eliminating the need to switch interfaces.

There are two types of campaigns:

1. Single Channel Campaign - a type of campaign in which messages are delivered through a single selected communication channel (SMS, Viber or WhatsApp).
2. Cascade campaign - a type of campaign in which messages are delivered through several communication channels (SMS, Viber, WhatsApp) one by one, in a specified order. If delivery through one channel does not occur within a specified time (TTL), the System automatically switches to the next available channel from the list. The message text within one campaign can be different for different channels.

The upper part of the interface displays the campaign name which is assigned at the moment of its creation and consists of *Campaign name* + date and time. To change the name, click on the current campaign name and enter a new one, which will be saved by clicking the  button. The campaign name can be changed at any stage of campaign creation:



Below the campaign name, its stages are shown:

- *Setup*: selecting a channel, Sender ID and creating message content.
- *Recipients*: selecting the list of recipients.
- *Complete & Send*: finalizing and sending the campaign.

Each stage is clickable:

- From the *Setup* stage, the user can move to *Recipients* or *Complete & Send* (only if the *Recipients* stage data has been filled in).
- From the *Recipients* stage, the user can move to *Setup* or *Complete & Send* (only if the *Recipients* stage data has been filled in).
- From the *Complete & Send* stage, the user can return to the *Setup* and *Recipients* stages.

In the right a phone screen is displayed that shows show how the campaign message will look like on the end user device. If two or more channels are involved, the screen will be divided into two or three parts: SMS, Viber and WhatsApp.

---

**NOTE:** If you do not have an approved Sender ID, you will still see the campaign name when you log in to the interface, but you cannot perform any actions without a Sender ID. To proceed, click on the *Request Sender ID* button to request the SID from a higher-level partner.

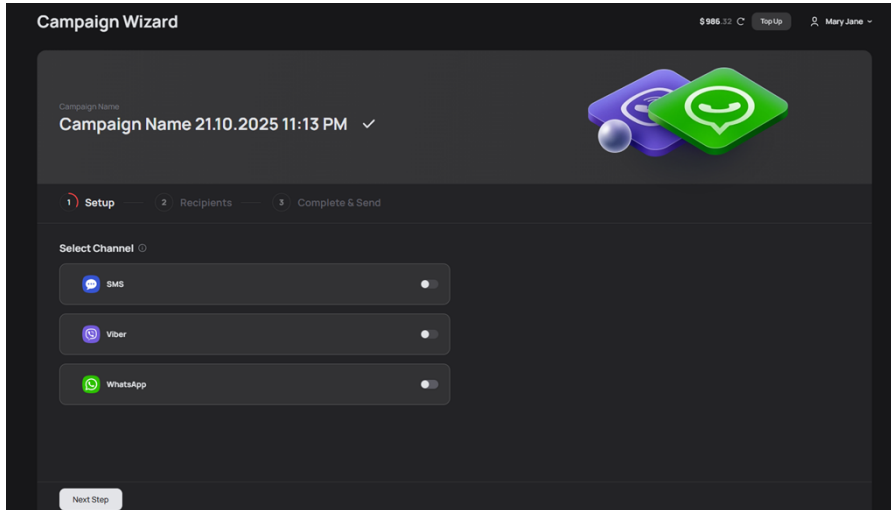
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**NOTE:** If there are two channels available and Sender ID is available for only one of them, the second channel's entry will prompt you to request a Sender ID by clicking the *Request Sender ID* button.

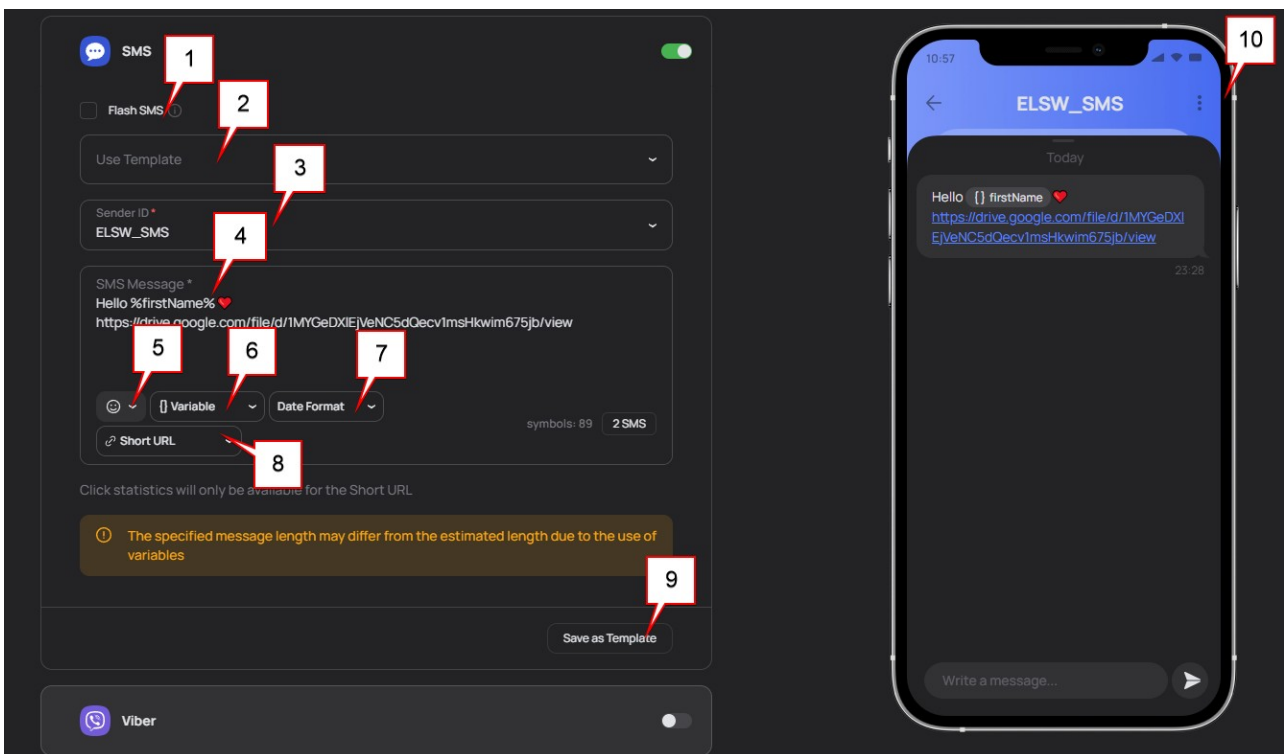
---

### 8.2.1 Setup

The *Setup* stage is intended for selecting delivery channel(s), Sender ID and creating message content. After configuring the required parameters at this stage, click the *Next* button to proceed to the *Recipients* stage.



**Campaign Wizard > Setup**

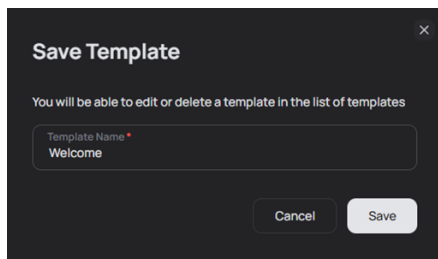


**Campaign Wizard > Setup > SMS**

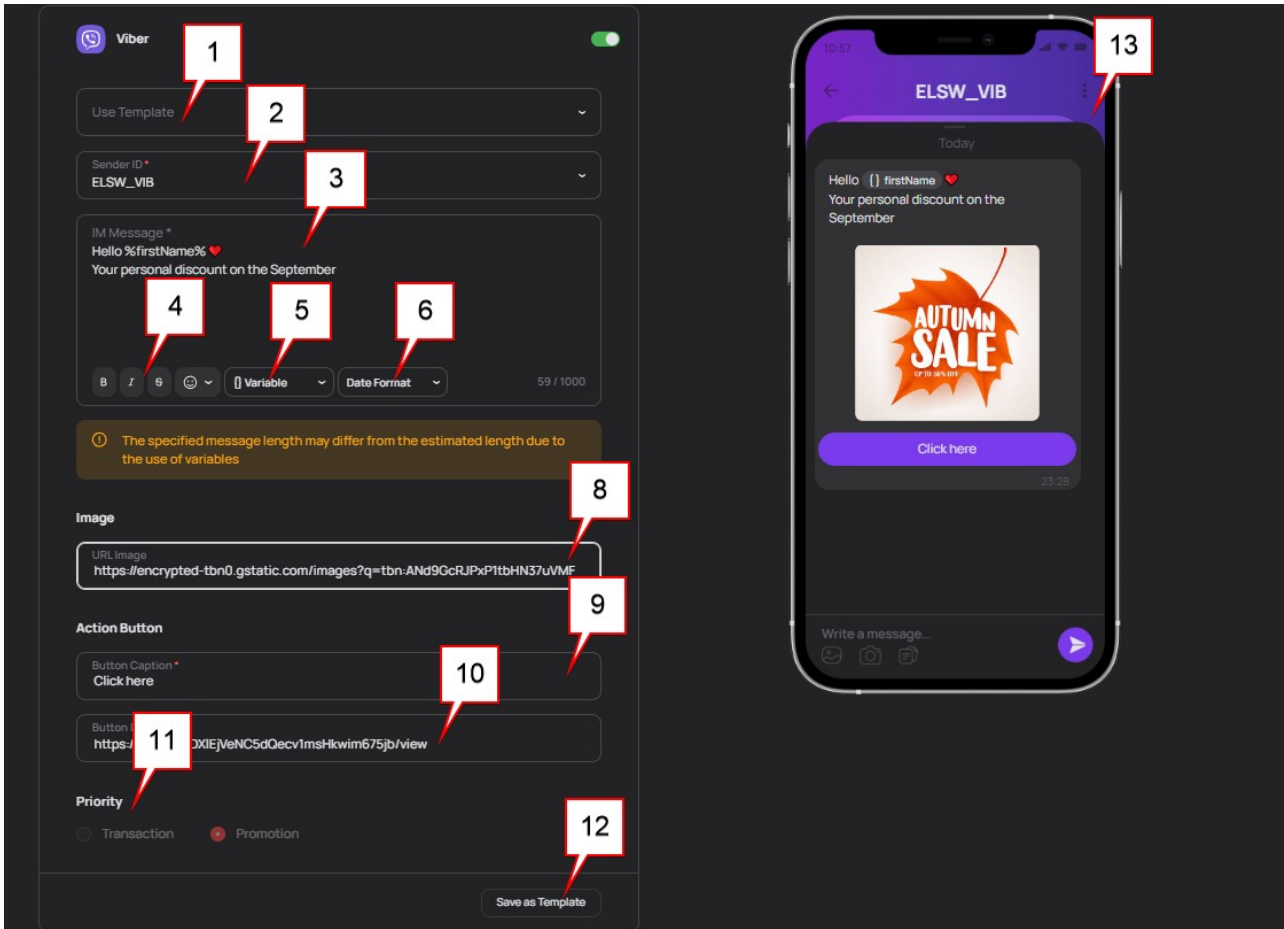
When activating the SMS checkbox, the following parameters must be filled in:

1. If necessary, enable the *Flash SMS* checkbox to send messages as Flash Messages (a special type of SMS messages that are displayed on the screen of the mobile device immediately upon receipt, usually without the need to press the *Read* button). The default setting is off.
2. If necessary, select a campaign template (created in the [Templates](#) interface).
3. Select a sender name that is approved for this channel.
4. Specify the message text. If a ready-made template was selected in *Use Template*, the text can be automatically filled in.
5. Add an emoji to the message text if necessary.

6. Select variables if necessary. Each variable relates to the corresponding column header from the *Contact list* table of the [Contacts](#) interface. To count the number of characters in the message, consider that one variable is 10 characters.
7. If necessary, change the date format marker manually or select from the list by clicking the button below *Date Format*.
8. If necessary and the functionality is available, choose a short domain from the suggested list to shorten your link inserted in the message text. The list of short domains is configured from the System Owner side in the Admin Panel web interface (*URL Shortener* interface). Please note that the button appears only after inserting the original link into the message body (*SMS message* parameter). Only one link can be shortened. The shortened link will be displayed in the SMS preview, allowing you to preview how the message will appear. If you decide not to shorten the link, simply paste it into the message text field and proceed with further campaign creation.
9. If necessary, save your completed parameters into a template by clicking on the *Save Templates* button. In the window that opens, specify the name of the template. After saving, it will be displayed in the *Templates* interface and can be selected later when customizing the campaign in the *Use Template* parameter.



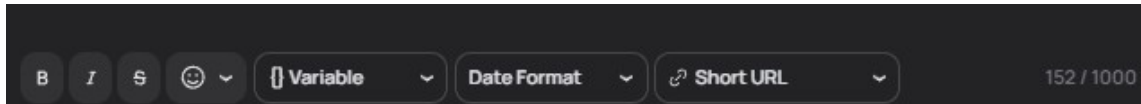
10. The right side of the screen displays a sample image of a phone, illustrating how the campaign message will appear on a mobile device.



**Campaign Wizard > Setup > Viber**

If the *Viber* checkbox is activated, the following parameters must be filled in:

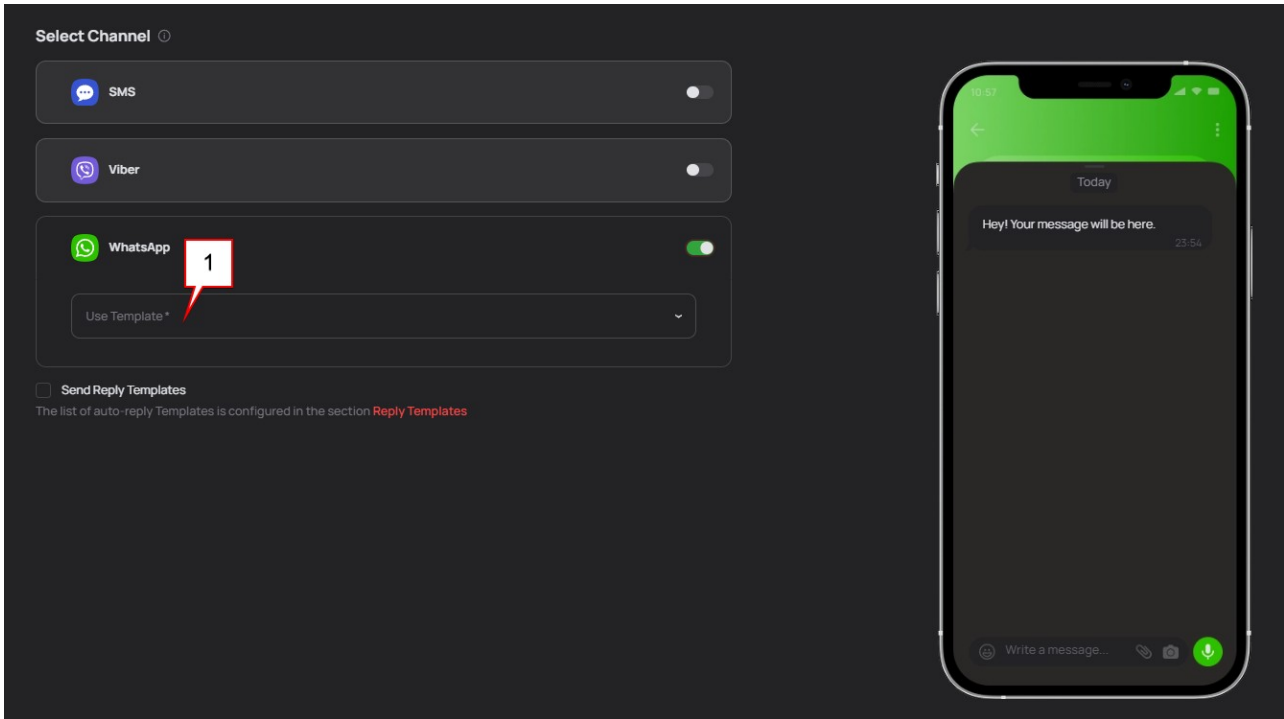
1. Select a campaign template (created in the [Templates](#)<sup>[47]</sup> interface) if necessary.
2. Select the Sender ID that has been approved for this channel.
3. Specify the message text. If a ready-made template has been selected in *Use Template*, the text will be automatically filled in.
4. Format the text if necessary:
  - Use the B button to bold the text. The button is available when *Message Type* is *Viber*.
  - Use the / button to italicize the text. The button is available when *Message Type* is *Viber*.
  - Use the s button to highlight text in strikethrough font. The button is available when *Message Type* is *Viber*.
  - Add an emoji to the message text.
5. Select variables if necessary. Each variable relates to the corresponding column header from the *Contact list* table of the [Contacts](#)<sup>[23]</sup> interface. To count the number of characters in the message, consider that one variable is 10 characters.
6. If necessary, change the date format marker manually or select from the list by clicking the button below *Date Format*.
7. If necessary and the functionality is available, choose a short domain from the suggested list to shorten your link inserted in the message text.



- The list of short domains is configured from the System Owner side in the Admin Panel web interface (*URL Shortener* interface).
  - The button appears only after inserting the original link into the message body (*SMS message* parameter).
  - Only one link can be shortened.
  - The shortened link will be displayed in the SMS preview, allowing you to preview how the message will appear.
  - If you decide not to shorten the link, simply paste it into the message text field and proceed with further campaign creation.
8. If necessary, add a link to the image that will be displayed in the message.
  9. If necessary, specify the name of the message button.
  10. If necessary, specify the URL to which the user will be redirected after clicking the button.
  11. Specify the traffic type. Determining the traffic type is mostly automatic:
    - If the *Image URL* control (and with it necessarily *Button Link* and *Button Caption*) is filled in, the *Promotion* type is automatically set.
    - If the *Image URL* control is missing, the user can select the message type themselves.
    - If the *Button Link* control is filled (and with it necessarily *Button Caption*), the *Promotion* type is automatically set.

Two types of traffic are available:

- *Viber Transaction*: includes messages related to specific transactions or user actions (order or payment confirmation, delivery status notification, etc.). Such messages are usually responses to user actions or are automatically generated by the System in response to specific events.
  - *Viber Promotion*: includes marketing messages designed to promote products, services, special offers, etc. Such messages may contain information about discounts, sales, new products, etc. Unlike Transaction messages, which are often expected by users, Promotion messages can be perceived as intrusive if they do not align with customers' interests or preferences.
12. If necessary, save the filled parameters to a template by clicking the *Save Templates* button. In the window that opens, specify the name of the template. After saving, it will be displayed in the [Templates](#) interface and can be selected later when customizing the campaign in the *Use Template* parameter.
  13. The right side of the screen displays a sample image of a phone, illustrating how the campaign message will appear on a mobile device.



**Campaign Wizard > Setup > WhatsApp**

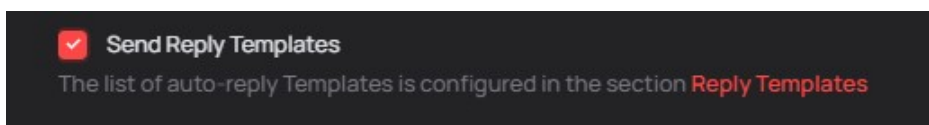
If the *WhatsApp* checkbox is activated, select a previously pre-approved template from the list:

- Only templates with the *Confirmed* premoderation status are displayed in the list.
- Templates are created in the [Templates > Campaign Templates](#) <sup>[47]</sup> interface.
- Only template-based messages can be sent.

**NOTE:** In case of creating a cascade campaign using URL Shortener, the same Original URL is used for two channels. Accordingly, the short link will be identical for both channels. For WhatsApp channels, this logic works within templates:

- If the *URL* button already has a shortened URL in the template, then in other channels (SMS, Viber) shortening is not available and the button with the original short link is displayed.
- If the shortening has not been applied in WhatsApp, the user can perform the shortening in one of the other channels, but will not be able to add a link for the WhatsApp channel (as all parameters are not allowed for editing).

**NOTE:** If the *MO messages* functionality is available to a partner (enabled in *Admin Panel > Partners > Options*), the *Send Reply Templates* checkbox becomes available at the *Setup* stage of campaign configuration. When enabled, automatic replies configured in the [Templates](#) <sup>[47]</sup> interface will be sent in response to incoming messages from clients (*MOs* <sup>[54]</sup>).



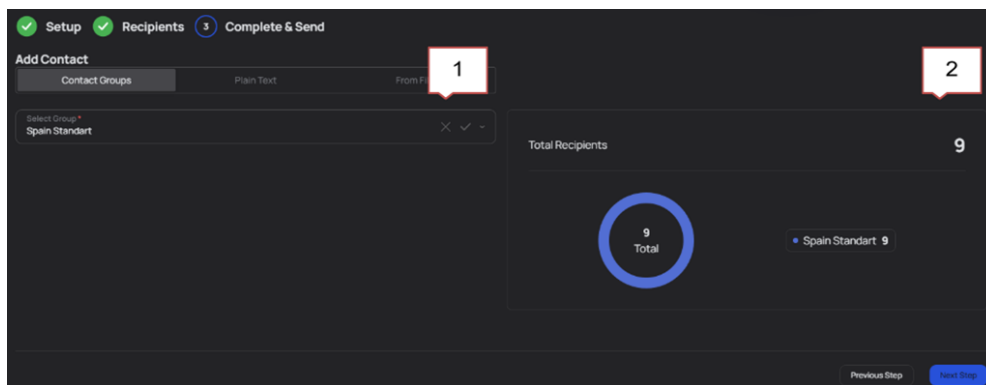
**Campaign Wizard > Setup**

## 8.2.2 Recipients

The *Recipients* stage is intended for selecting the campaign recipients. There are three options for specifying recipient lists: *Contact Groups*, *Manually*, and *From File*. Please note that you cannot combine these methods; you must use only one of them.

The *Contact groups* tab is intended for selecting a group of subscribers and is divided into two parts:

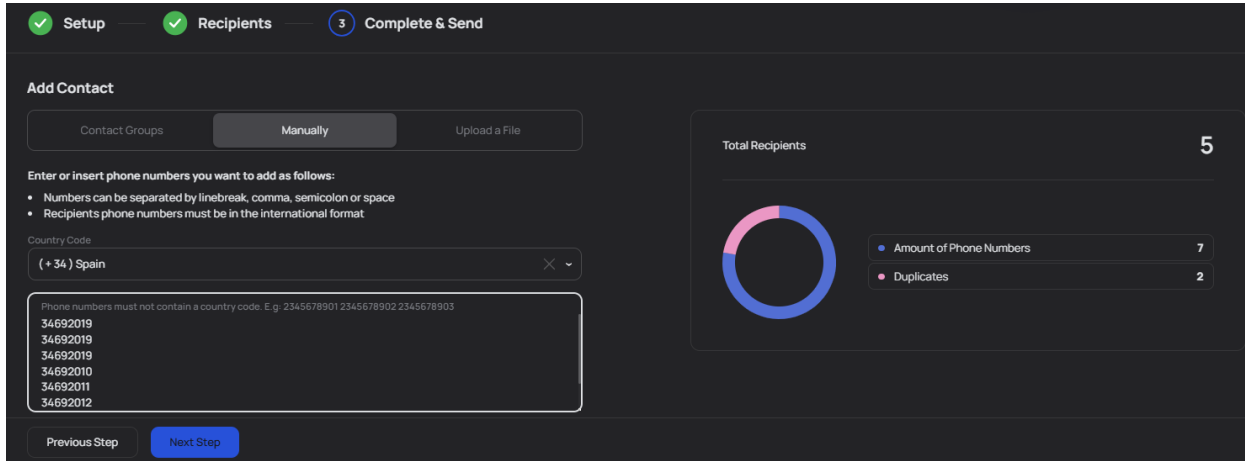
1. *Select Group*: a dropdown list for selecting one or more subscriber groups created in the [Contacts](#) interface. Additionally, the *All* option allows you to send to all existing contacts, selecting or deselecting all groups in the list.
2. *Total Recipients*: a pie chart that shows the total number of contacts and the number of contacts belonging to each group. Please note that empty groups will not be displayed on the chart.



### Campaign Wizard > Recipients > Contact Groups

The *Manually* tab is used for manually specifying phone numbers and contains the following:

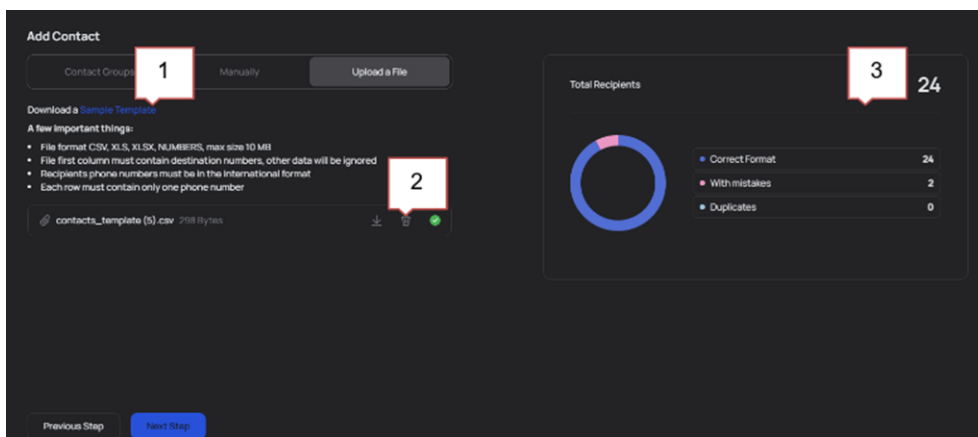
1. *Select Country Code*: a dropdown list for selecting a country code (created in the interface *Admin Panel\Settings\e.212/e.164 Reference Book*).
2. A text field is available for manually entering phone number(s).
  - Numbers can be copied into this field.
  - You can start each number on a new line or enter them separated by commas.
  - If the country selection field is empty, you can enter phone numbers with different country codes in the number entry field to make the campaign international.
3. *Total Recipients*: a pie chart illustrating the total number of contacts and the number of duplicates. The *Total* section displays the total number of recipients without duplicates.



### Campaign Wizard > Recipients > Plaint Text

The *From File* tab serves for the import of contacts from a file and includes the following elements:

1. *Sample Templates*: a sample template for the imported file that users can download to see an example of the required format.
2. *Drop File*: a window for importing a file with numbers. You can either click on the button or drag and drop a file into this window (CSV, XLS, XLSX). It is possible to upload another file instead of the already uploaded one using the *Replace File* button. Once uploaded to the portal, the numbers will be checked and validated.
3. *Total Recipients*: a pie chart illustrating the total number of contacts categorized by validation outcomes:
  - Correct format
  - Invalid format
  - Duplicates



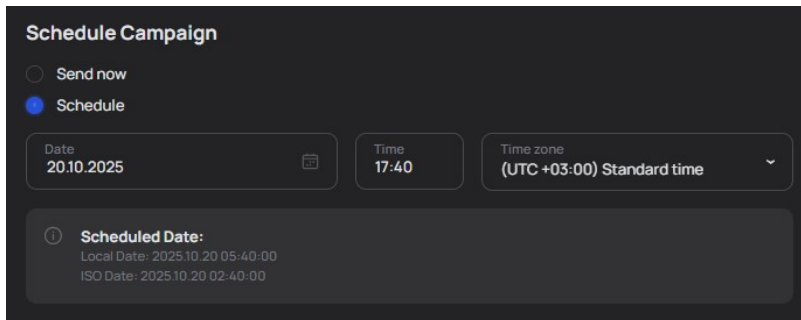
### Campaign Wizard > Recipients > From File

Once the necessary parameters have been configured in any of the tabs, click the *Next* button to proceed to the *Complete & Send* stage.

#### 8.2.3 Complete and Send

The *Complete & Send* stage is intended for finalizing and sending the campaign. The following steps must be completed:

1. Specify the launch date for the campaign.
  - *Send now*: launch the campaign immediately.
  - *Schedule*: schedule the campaign to run later. Additional options:
    - Specify the campaign's start date. Please note that you cannot select a past date.
    - Next, select the start time of the scheduled campaign.
    - Finally, select a time zone.



**Schedule Campaign**

Send now

Schedule

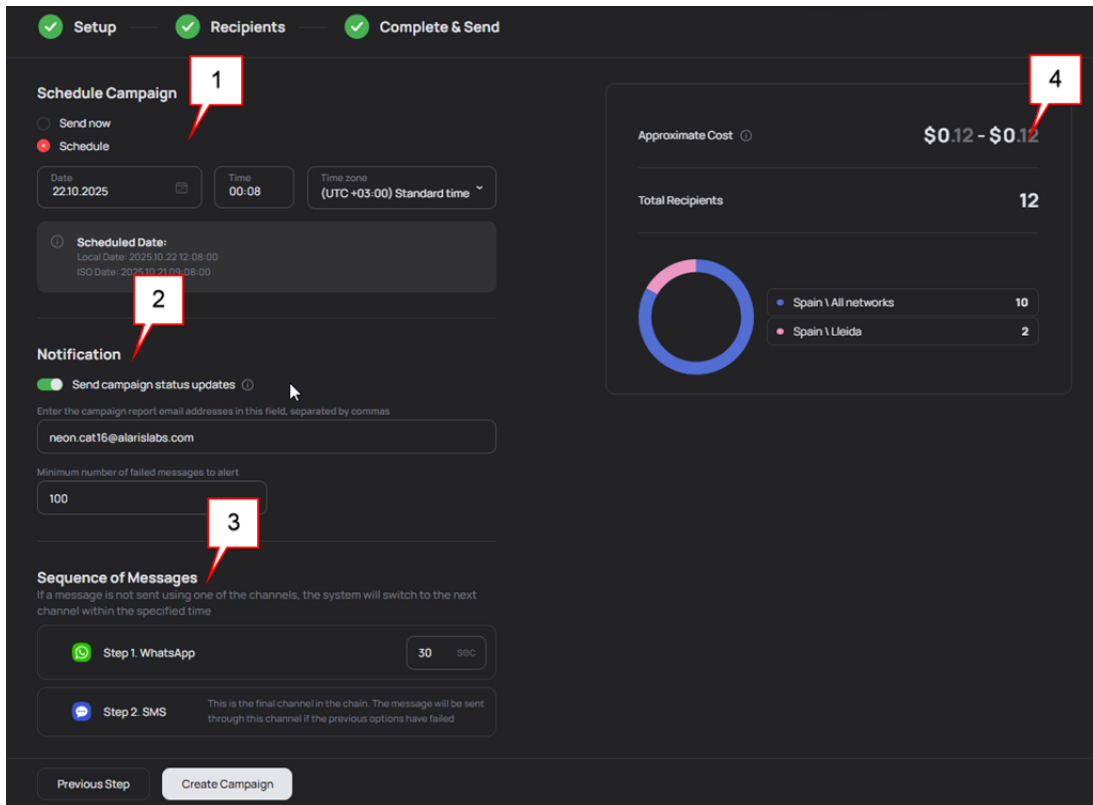
Date: 20.10.2025

Time: 17:40

Time zone: (UTC +03:00) Standard time

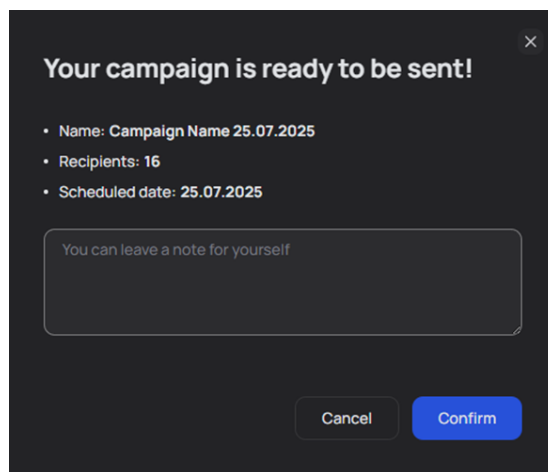
**Scheduled Date:**  
Local Date: 2025.10.20 05:40:00  
ISO Date: 2025.10.20 02:40:00

2. If necessary, enable sending email notifications on campaign status updates. To enable this feature, specify email addresses for campaign reports. You can specify multiple addresses, separated by a comma.
3. In the event of cascade campaign, delivery channels and the time after which the System will send the message to the next channel (TTL) will be displayed. The user can change the order or channels by using drag&drop, but SMS will always be the last.
4. The user can see preliminary analytics on the campaign (estimated cost, total number of recipients, and the number of recipients by country and network).



**Campaign Wizard > Complete & Send**

To proceed, click the *Create Campaign* button and click *Confirm*. After that the campaign will be successfully started/scheduled.



**Campaign Wizard > Complete & Send**

If a partner has campaign premoderation enabled, instead of the *Create campaign* button, the *Send Request* button will be displayed to create a request for premoderation to a higher-level partner:

1. If the campaign is approved, it will be displayed in the [Campaigns List](#)<sup>[34]</sup> interface with the *Scheduled* status.
2. If the campaign is not approved, go to the [Campaigns List](#)<sup>[34]</sup> interface, find the campaign, make the corrections as suggested by the higher-level partner send it again for approval by clicking the *Send Repeat* button.

## 8.3 Templates

The *Templates* interface is designed for managing campaign templates.

A template is a set of campaign parameters saved in the System. These parameters are used to create and send similar campaigns, which allows saving time.

Templates can be created directly in the *Templates* interface, or at the campaign creation stage in the [Campaign Wizard](#) interface. To configure a template, fill in the required fields and click the *Save as template* button.

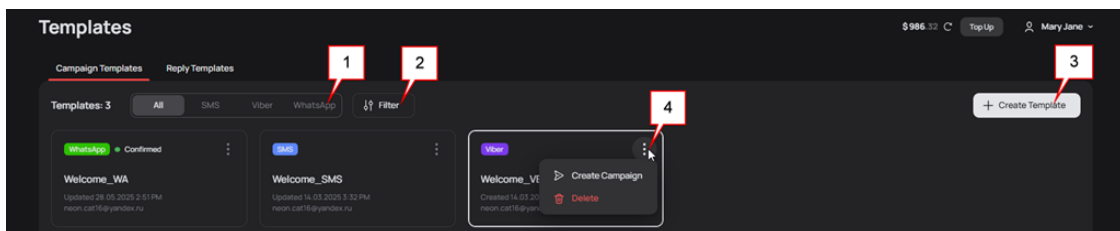
When creating a campaign in the [Campaign Wizard](#) interface, if a user selects a delivery channel and chooses to use a template (the *Use template* button), only those templates that the user has created and that are relevant to the selected channel will be available.

The interface consists of two tabs:

- [Campaign Templates](#): standard templates for sending campaigns
- [Reply Templates](#): templates for automatic responses to MO messages

### 8.3.1 Campaign Templates

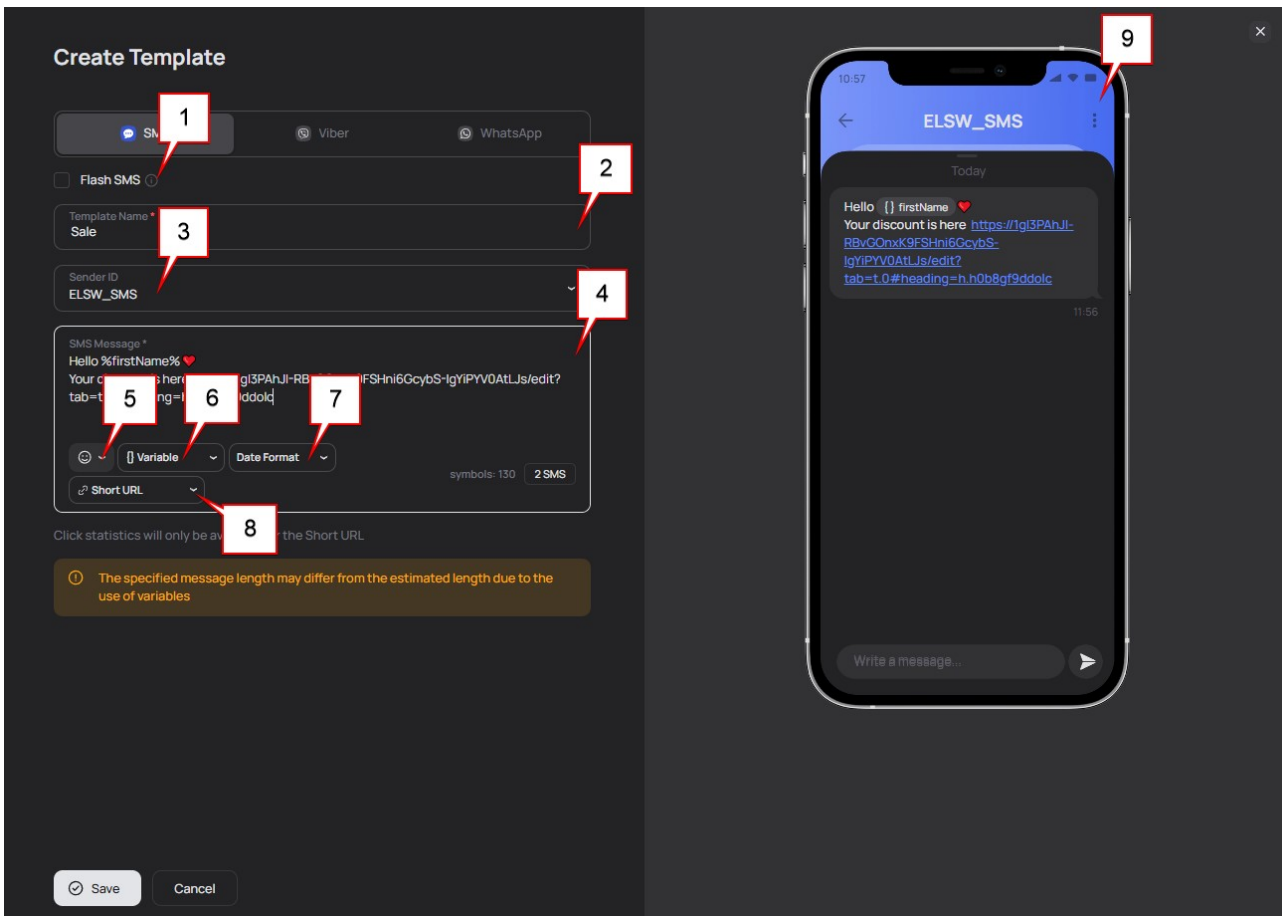
The *Campaign Templates* tab shows a list of templates in the form of tiles with previews.



### Campaign Templates

The interface allows users to:

1. Use the filter by channel type to display relevant entries.
2. Create a new template by clicking the *Create Template* button in the upper right corner.
3. Create a campaign using the template or delete the template. To do this, click on the context menu and select the required action. The available actions are:
  - *Create Campaign*: opens to the *Campaign Wizard* interface to create a campaign, where the *Use Template* parameter is already set to this template.
  - *Delete*: serves to delete a template. If you delete a template that is already used in the campaign, the campaign will not be launched.
4. Click on any tile to edit the template. All parameters are editable.

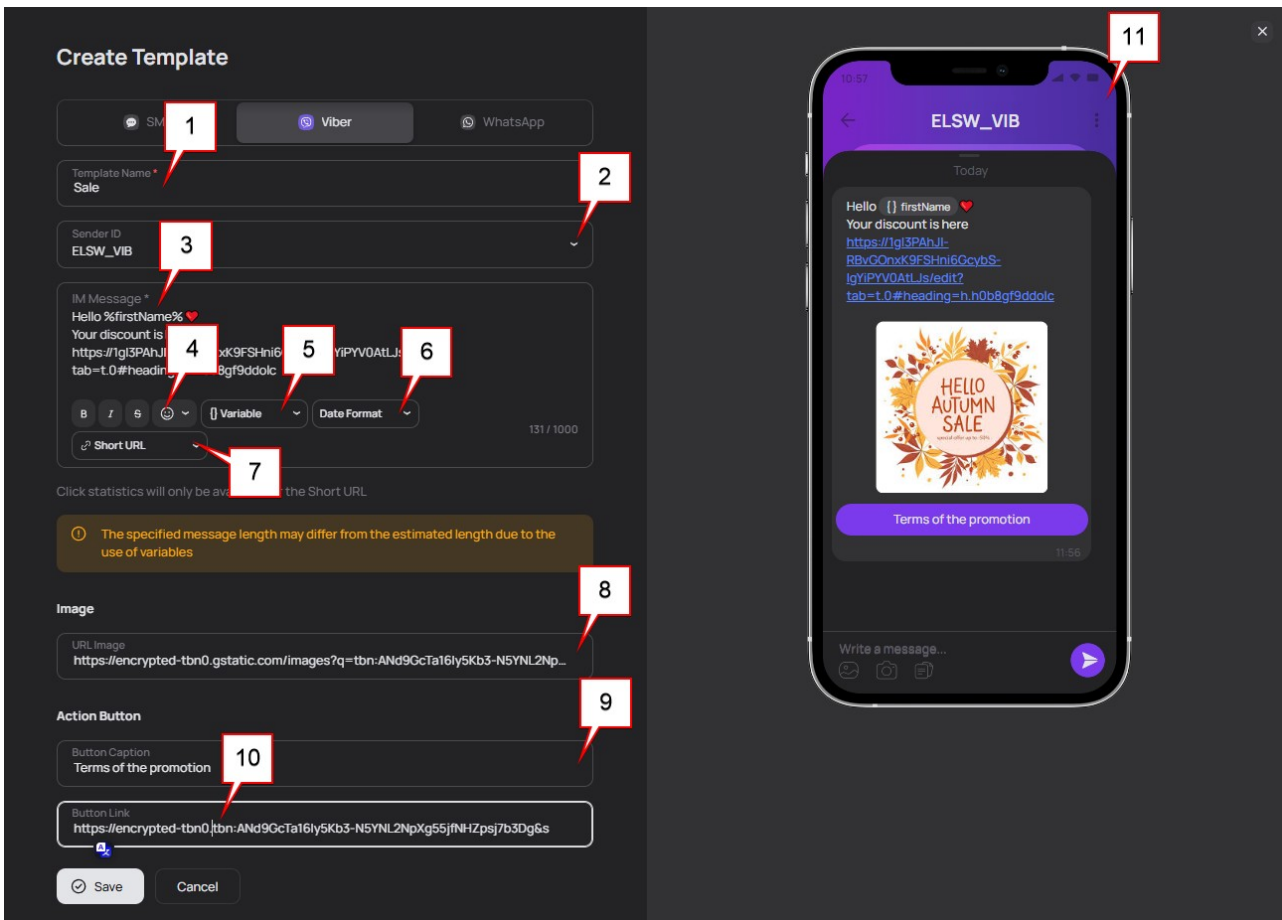


**Templates > Create Template > SMS**

To add a new SMS template, fill in the following parameters:

1. If necessary, enable the *Flash SMS* checkbox to send Flash Messages (a special type of SMS messages that are displayed on the mobile device screen immediately upon receipt, usually without the need to press the "Read" button). Disabled by default.
2. Specify the template name.
3. Select the Sender ID that is approved for this channel.
4. Specify the message text.
5. If necessary, add emoji in the message text.
6. Select variables if necessary. The variable coincides with the column header from the *Contact list* table of the [Contacts](#) interface. To count the number of characters in the message, we assume that one token is 10 characters.
7. If necessary, change the date format marker manually or select from the list by clicking on the button below *Date Format*.
8. If necessary and the functionality is available, select a short domain from the available list to shorten your link inserted in the message text. The list of short domains is configured by the System owner in the Admin Panel web interface (*URL Shortener* interface). The button appears only after inserting the original link into the message body (*SMS message* parameter). Only one link can be shortened. The short link will be displayed on the SMS preview so that you can see how the message with it will look like. If you decide not to shorten the link, just paste it into the message text field and proceed to further campaign creation.

- The right side of the screen contains a phone image to show how the campaign message will look on the phone screen.

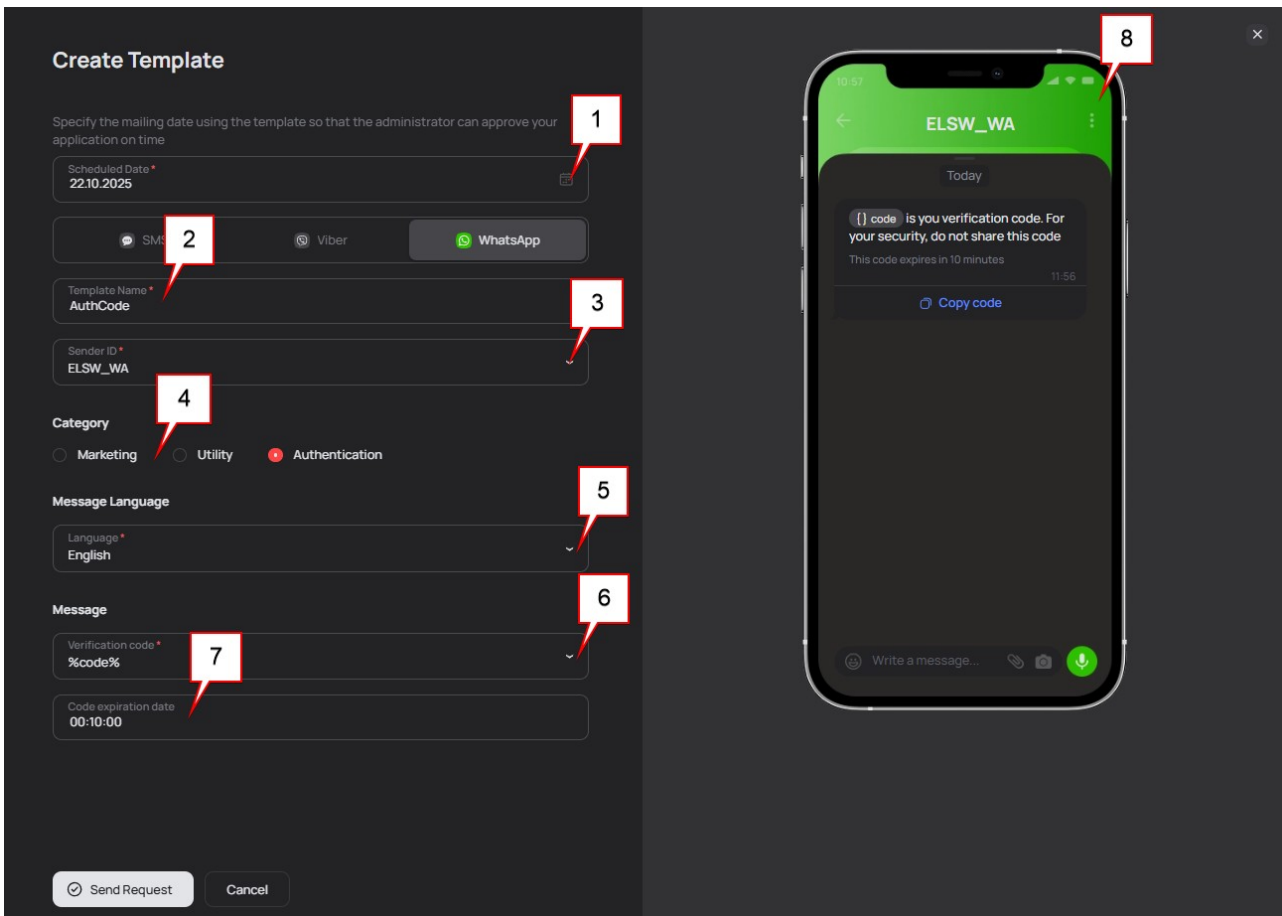


**Templates > Create Template > Viber**

To add a new Viber template, fill in the following parameters:

- Specify the template name.
- Select the Sender ID that is approved for this channel.
- Specify the message text. If a ready-made template has been selected in the *Use Template* field, the text can be automatically filled in.
- Format the text:
  - If necessary, use the **B** button to bold the text. The button is available when *Message Type = Viber*.
  - If necessary, use the */* button to italicize the text. The button is available when *Message Type = Viber*.
  - If necessary, use the **s** button to highlight text in strikethrough font. The button is available when *Message Type = Viber*.
  - If necessary, add emoji in the message text.
- Select variables if necessary. The variable coincides with the column header from the *Contact list* table of the [Contacts](#) interface. To count the number of characters in the message, we assume that one token is 10 characters.

5. If necessary, change the date format marker manually or select from the list by clicking on the button below *Date Format*.
6. If necessary and the functionality is available, select a short domain from the available list to shorten your link inserted in the message text. The list of short domains is configured by the System owner in the Admin Panel web interface (*URL Shortener* interface). The button appears only after inserting the original link into the message body (*SMS message* parameter). Only one link can be shortened. The short link will be displayed on the SMS preview so that you can see how the message with it will look like. If you decide not to shorten the link, just paste it into the message text field and proceed to further campaign creation.
7. If necessary, add a link to the image to be displayed in the post.
8. If necessary, specify the name of the message button.
9. If necessary, specify the URL to which the user will be redirected after clicking the button.
10. The right side of the screen contains a phone image to show how the campaign message will look on the phone screen.

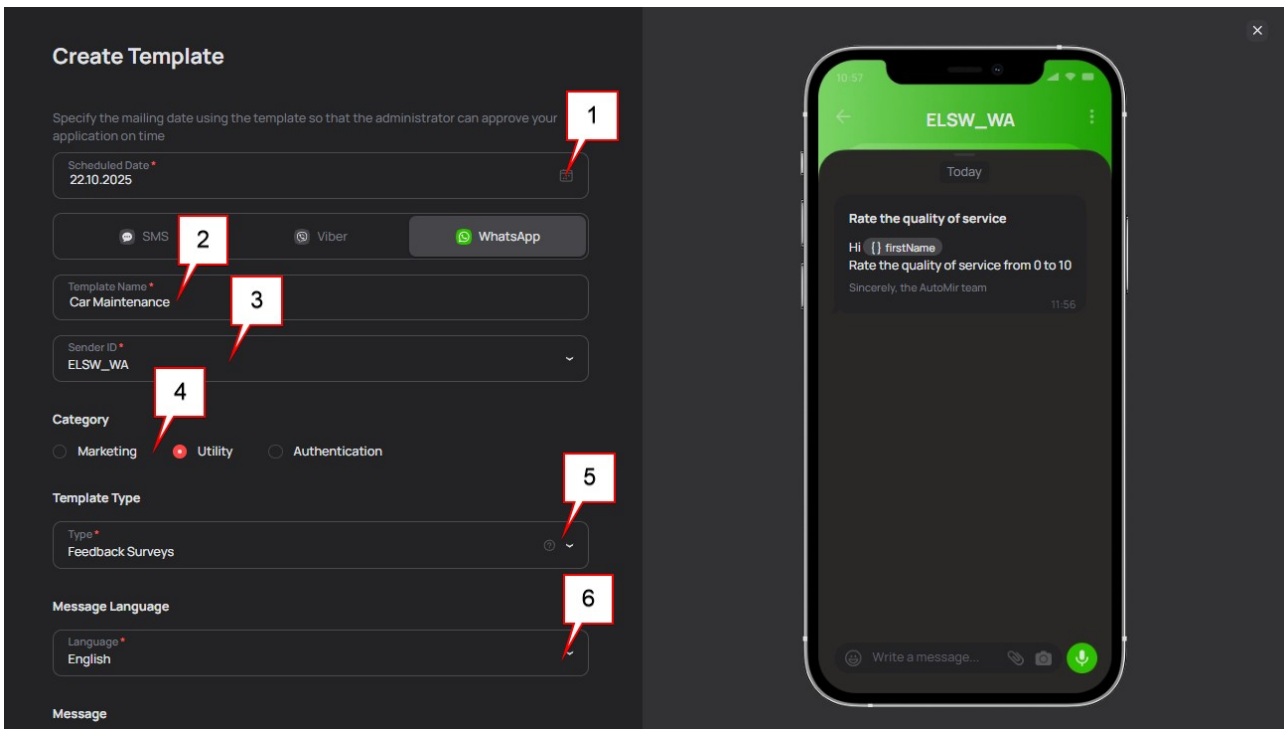


**Templates > Create Template > WhatsApp > Authentication**

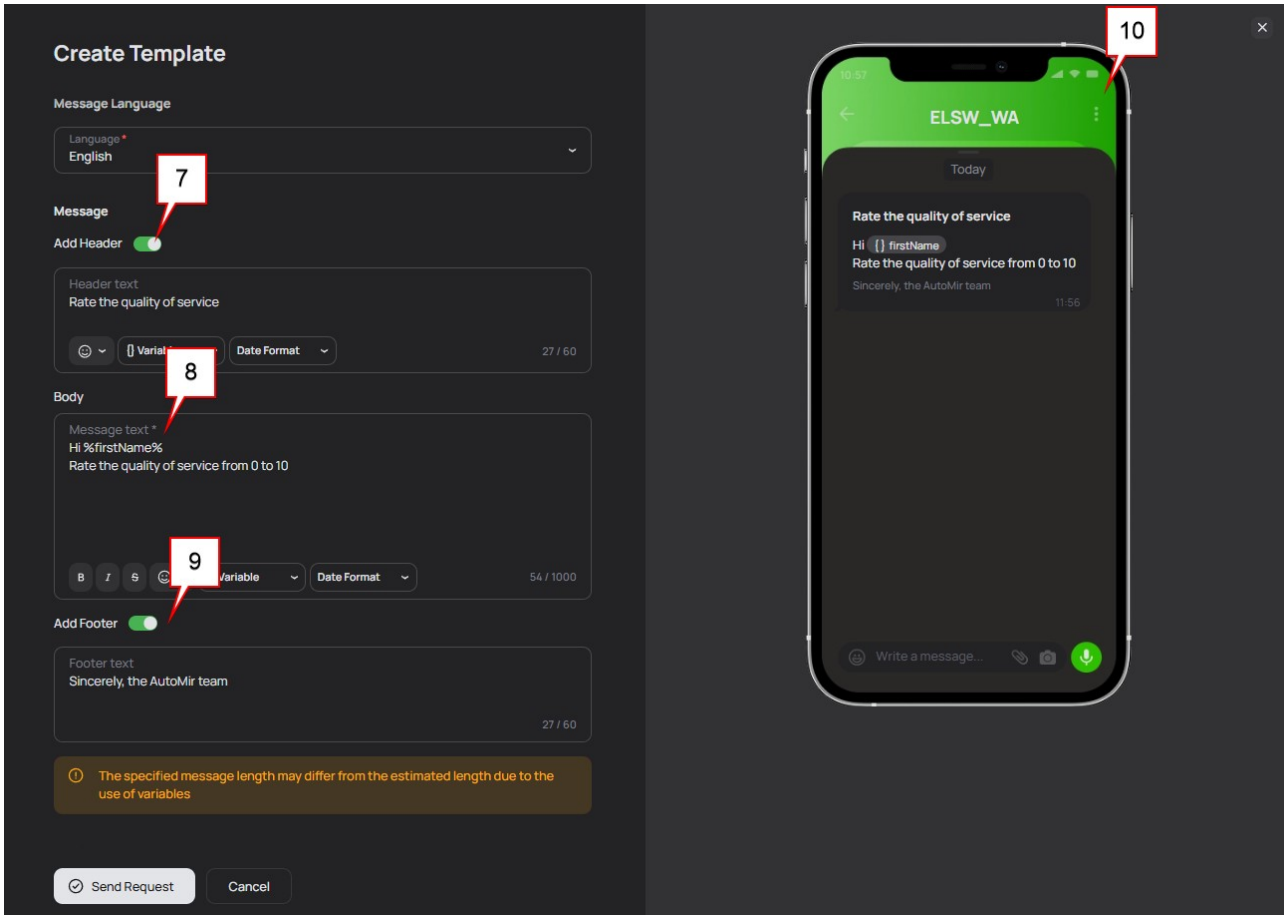
To add a new WhatsApp template to the *Authentication* category, fill in the following parameters:

1. Specify the scheduled date for launching the campaign using this template.
2. Specify the template name.
3. Select the Sender ID approved for this channel.

4. Select the *Authentication* category.
5. Select the language in which the message will be sent.
6. Select the variable containing the code - custom field in contacts.
  - User imports contacts with this field filled in. The user selects the field in the *verification code* list, and the values of this field are substituted while sending the campaign.
7. If necessary, change the expiration date of the code.
8. The right side of the screen contains a phone image to show how the campaign message will look on the phone screen.



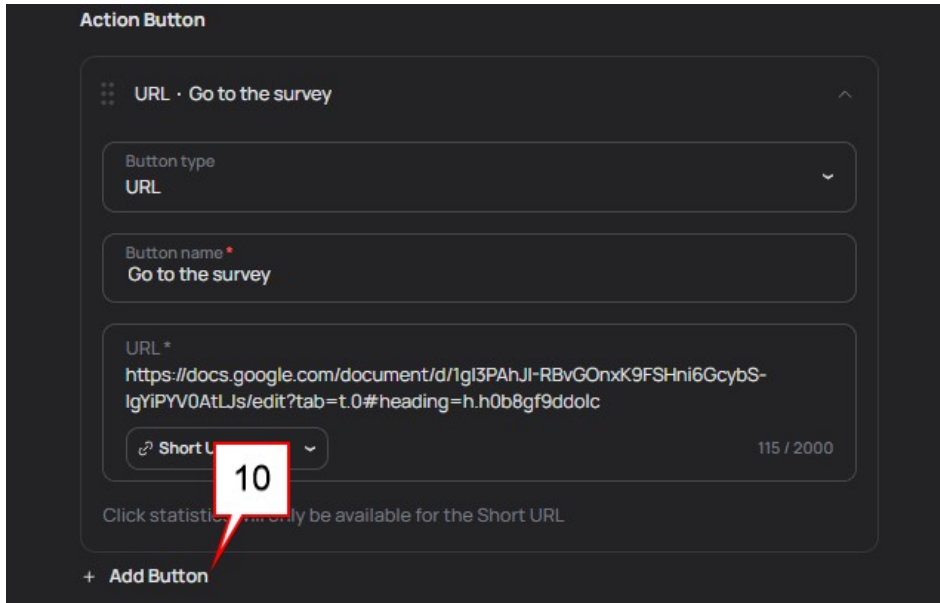
**Templates > Create Template > WhatsApp > Utility (1)**



**Templates > Create Template > WhatsApp > Utility (2)**

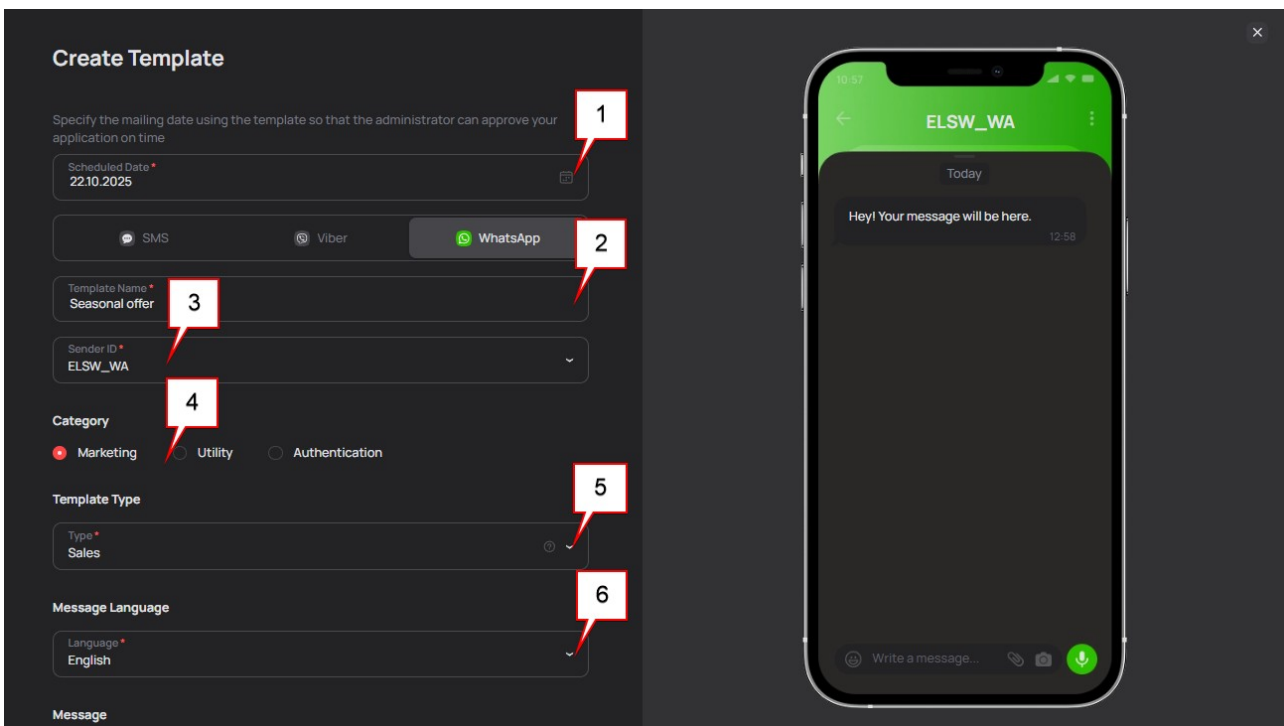
To add a new WhatsApp template to the *Utility* category, fill in the following parameters:

1. Specify the scheduled date for launching the campaign using this template.
2. Specify the template name.
3. Select the Sender ID approved for this channel.
4. Select the *Utility* category.
5. Select the template type:
  - *Opt-In Management on WhatsApp*
  - *Order Management*
  - *Account Alerts or Updates*
  - *Feedback Surveys*
  - *Continue a Conversation on WhatsApp*
6. Select the language in which the message will be sent.
7. Enable and specify the header if necessary.
8. Specify the text of the message, format the text and adding emoji and variables if necessary.
9. Enable and add the footer if necessary.
10. Add buttons such as *Phone*, *URL*, *Quick reply*, *Copy code* (if necessary).

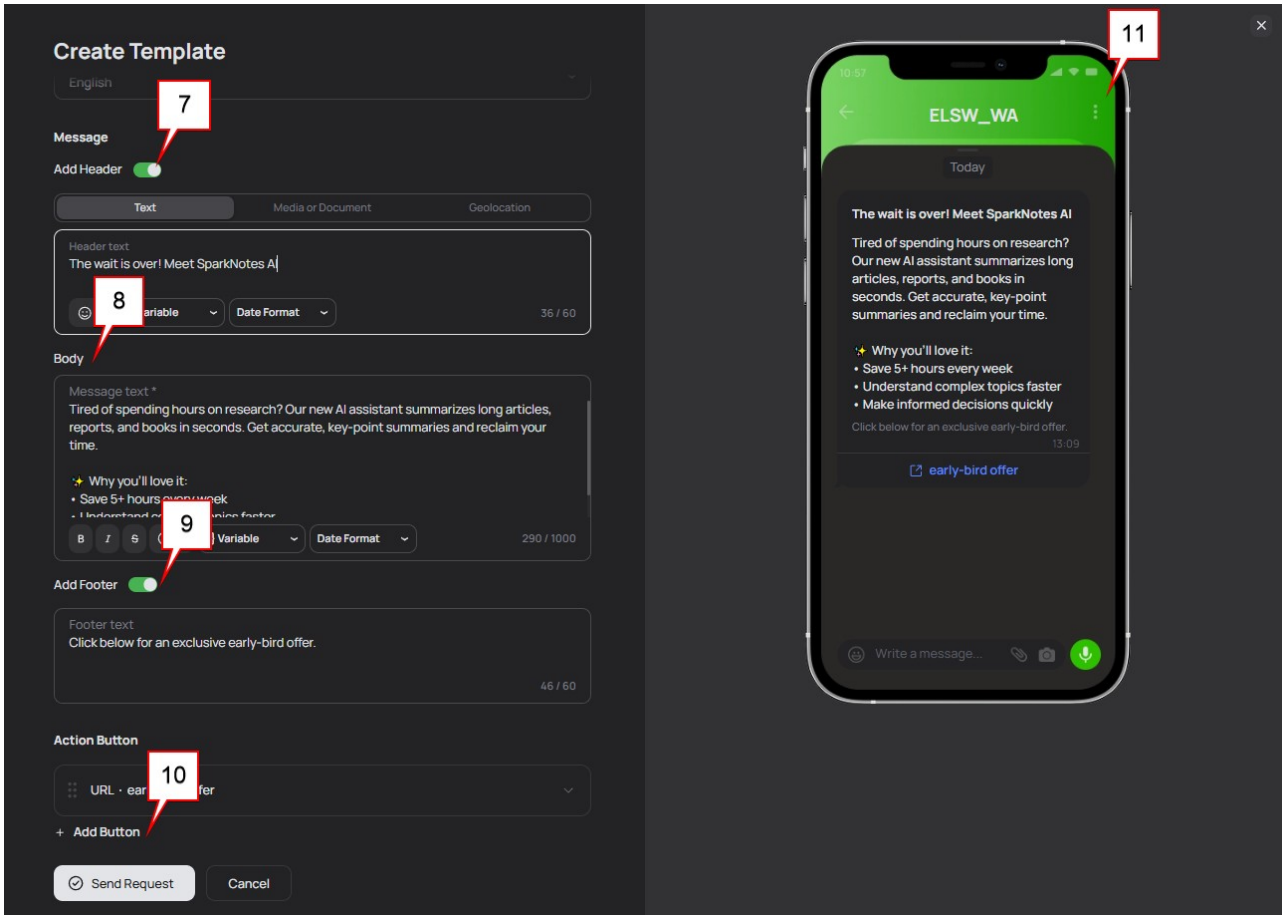


**Add buttons**

11. The right side of the screen contains a phone image to show how the campaign message will look on the phone screen.



**Templates > Create Template > WhatsApp > Marketing (1)**



**Templates > Create Template > WhatsApp > Marketing (2)**

To add a new WhatsApp template to the *Utility* category, fill in the following parameters:

6. Specify the scheduled date for launching the campaign using this template.
7. Specify the template name.
8. Select the Sender ID approved for this channel.
9. Select the *Marketing* category.
10. Select the template type:
  - *Awareness*
  - *Sales*
  - *Retargeting*
  - *App Promotion*
  - *Build Customer Relationship*
11. Select the language in which the message will be sent.
12. Enable and specify the header if necessary. When the header is enabled, the user can add the following type of content:
  - *Text* - short headline (for example: "Your order #1234" or "30% discount").
  - *Media or Document* - a link to an image, video or document.

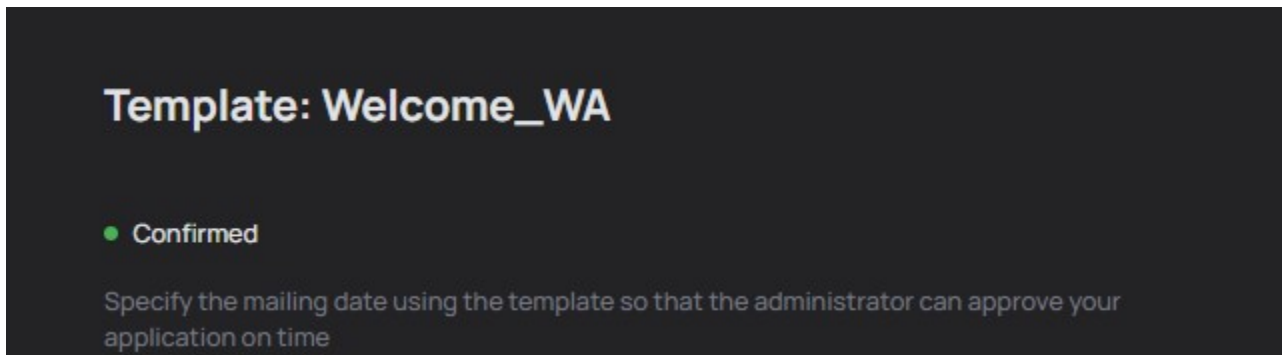
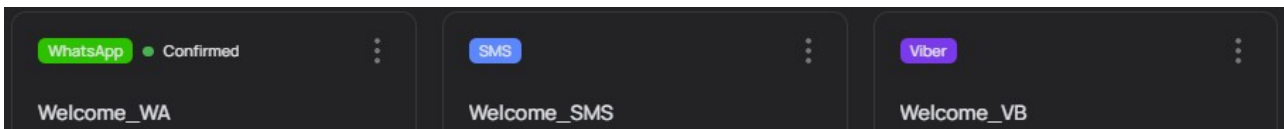
- Geolocation - address of the required location.
13. Specify the text of the message, format the text and adding emoji and variables if necessary.
  14. Enable and add the footer if necessary.
  15. Add buttons such as *Phone*, *URL*, *Quick reply*, *Copy code* (if necessary).
12. The right side of the screen contains a phone image to show how the campaign message will look on the phone screen.

**NOTE:** The user can add up to ten buttons that can be arranged as desired. If more than three buttons are used in the template, two buttons will be shown in the delivered message and the See all options button will be shown to display the remaining buttons. Four types of buttons are available:

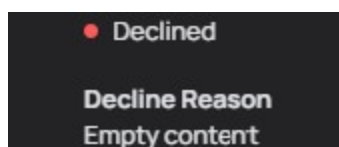
- *Phone* - calls the specified number.
- *URL* - opens the link when clicked.
- *Quick reply* - instant reply button. When clicked, a preset text is sent.
- *Copy code* - copies the code to the user's clipboard.

After entering the necessary parameters, click the Save button. When creating new templates, the uniqueness check is performed to ensure that there are no duplicate templates in the System. The Cancel button serves to cancel the action.

If a partner has template premoderation enabled, the Save button is replaced with the *Send Request* button that creates a request for premoderation to a higher-level partner. You can see the request approval status in the list of templates or in the detailed information:

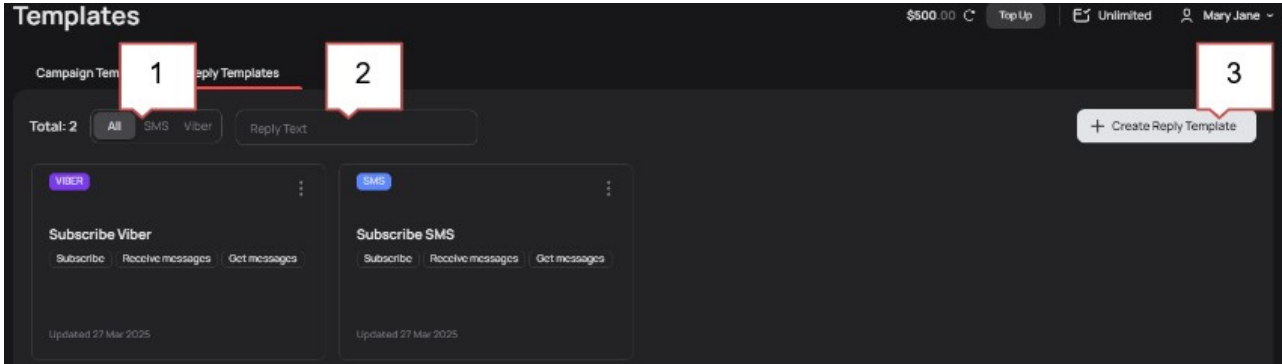


- Templates can be used only after they have been approved.
- WhatsApp templates require approval at all times.
- If the template has been rejected, the reject reason is specified in the Decline Reason field.




### 8.3.2 Reply Templates

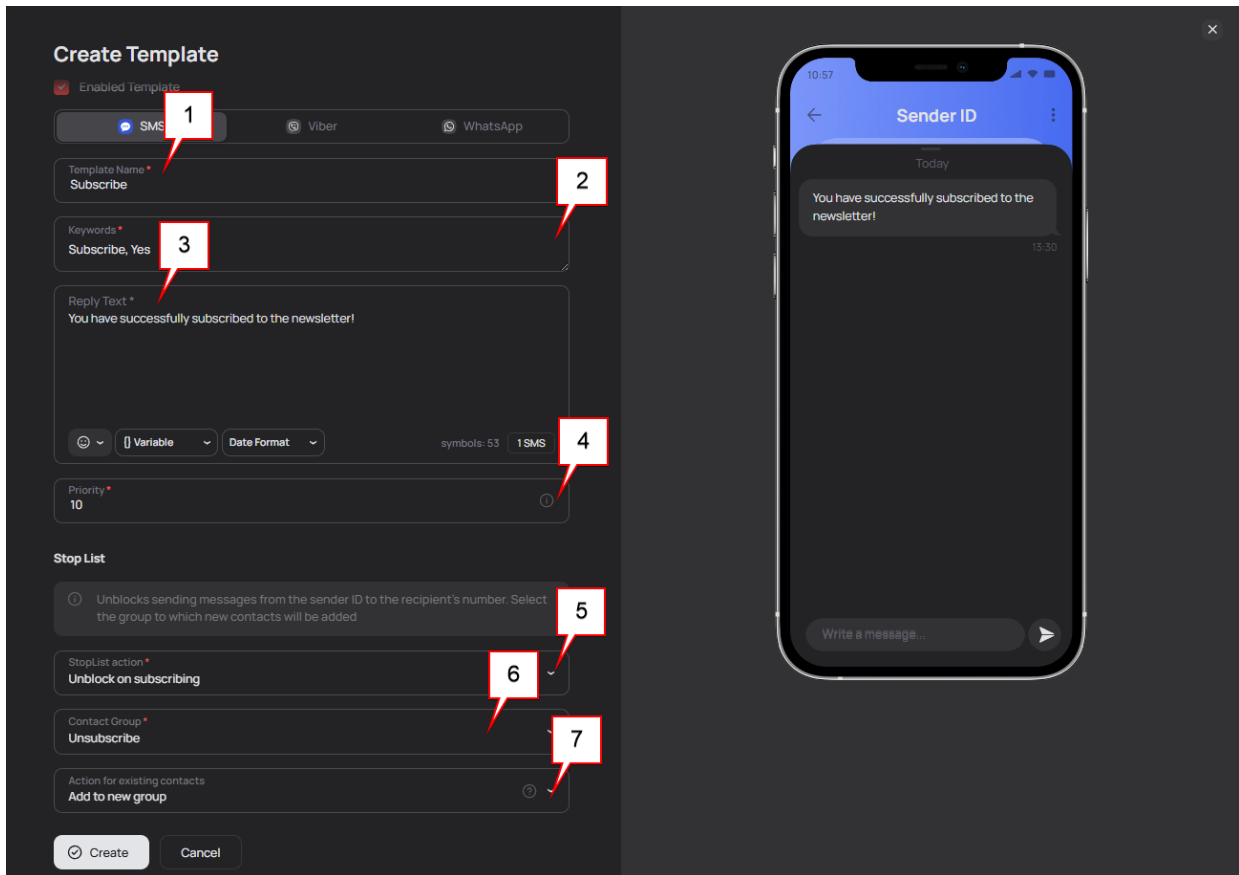
The *Reply Templates* tab is a list of auto-response templates for MO messages, arranged as tiles with previews.



#### Reply Templates

The user can:

1. Use the filter by channel type to display relevant entries.
2. Search for templates by *Reply Text*.
3. Create a new template by clicking the *Create Reply Template* button located in the upper right corner.
4. Edit or delete a template. To do this, click on the context menu  and select the required action.
5. View the keywords that the template contains.



**Templates > Create Template > SMS**

To add a new auto-reply template for the SMS or WhatsApp channel, fill in the following parameters:

1. Specify the name of the auto-response template.
2. Specify one or more keywords (separated by commas) that will be associated with a specific auto-response template.
3. Specify the text of the response to the MO message, adding variables or changing the date format as necessary.
4. Specify the priority of the template (1-10). The higher the priority value, the more important the template is. That is, the template with a higher priority value will be processed first when keywords match. If multiple templates have the same priority, the newer template will be selected.
5. Specify what to do with the contact in case the end recipient wants to unsubscribe or subscribe to the campaign:
  - a. Nothing.
  - b. Block on unsubscribe - the System will add the Sender ID to the contact's block and prevent messages from being sent from this Sender ID.
  - c. Unblock when subscribed - the System will unblock the Sender ID for the contact (if any) and allow messages to be sent from this Sender ID.
6. Specify groups to transfer contacts to in case of subscription and unsubscription.
7. Specify what to do with existing contacts in case of subscription.

To add a new auto-reply template for a Viber channel, use options that are similar to SMS/Viber. Additionally you can:

- Add a link to the image to be displayed in the message.
- Specify the name of the message button.
- Specify the URL to which the user will be redirected after clicking the button.



### Create Reply Template (Viber)

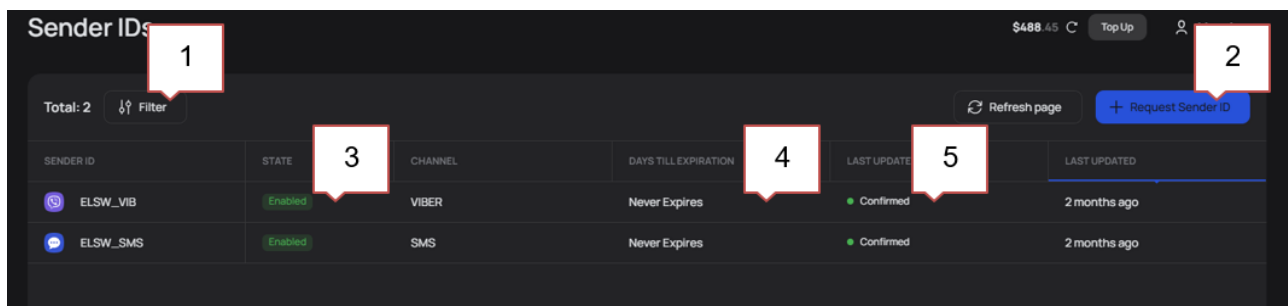
After filling in the parameters, click the *Create* button. When creating new templates, a uniqueness check is performed: two templates with the same name are not allowed in the System. The *Cancel* button serves to cancel the action.

When modifying a contact, all parameters are editable.

## 8.4 Sender IDs

The *Sender IDs* interface is designed to request SIDs from a higher-level partner (System Owner or Reseller) or to view the SIDs already registered in the System.

Sender IDs are required by end-user companies of Campaign Portal to launch campaigns. Sender IDs help recipients to uniquely identify the sender company and build further interaction with it (including interaction outside the System).

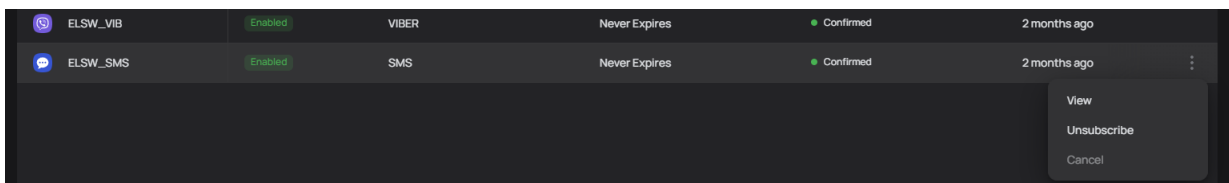


### Sender IDs

The interface allows users to:

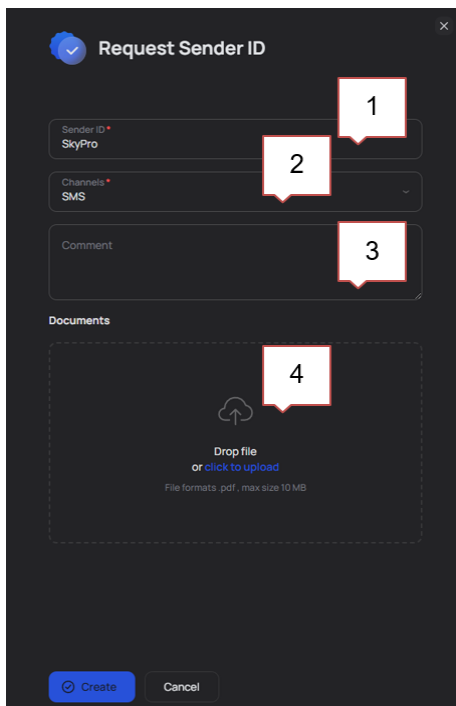
1. Use the filter by channel type to display relevant entries.
2. Send a request to a higher-level partner to approve a new SID by clicking the *Request Sender ID* button located in the upper right corner
3. View the status of the SID to see if it is available. Possible values:

- *Enabled*: can be used
  - *Disabled*: cannot be used
  - *Waiting*: awaiting approval from a higher-level partner
4. View the number of days until the SID expires.
  5. View the status of your request to approve a new SID. Available values are:
    - *new*: new request
    - *canceled by user*: the request was canceled by the user
    - *declined*: the request has been declined by a higher-level partner
    - *in progress*: the request is in progress with a higher-level partner
    - *confirmed*: the request has been confirmed by the higher-level partner
    - *unsubscribed*: the subscription has been canceled by the user, the higher-level partner or the Sender ID or subscription period has expired
    - *period changed*: SID validity period changed by the System owner in AP
  6. View detailed information on the SID, unsubscribe from it or cancel a previous request to approve a new SID. To do this, hover the mouse over the desired entry and select the required action on the right side:



To create a request to approve a new Sender ID, complete the following parameters:

1. Specify the SID.
2. Select the delivery channel (Viber/SMS/WhatsApp).
3. If necessary, specify an arbitrary comment for the higher-level partner.
4. If necessary, upload legal documents to register the new SID. For example, if you already have an active Sender ID, provide supporting documents.



The screenshot shows a dark-themed modal window titled "Request Sender ID". It contains the following fields and sections:

- Sender ID \***: A text input field containing "SkyPro", marked with callout 1.
- Channels \***: A dropdown menu showing "SMS", marked with callout 2.
- Comment**: A text area for additional information, marked with callout 3.
- Documents**: A dashed box containing an upload icon and the text "Drop file or click to upload" and "File formats: .pdf, max size 10 MB", marked with callout 4.

At the bottom of the modal are two buttons: "Create" (with a checkmark icon) and "Cancel".

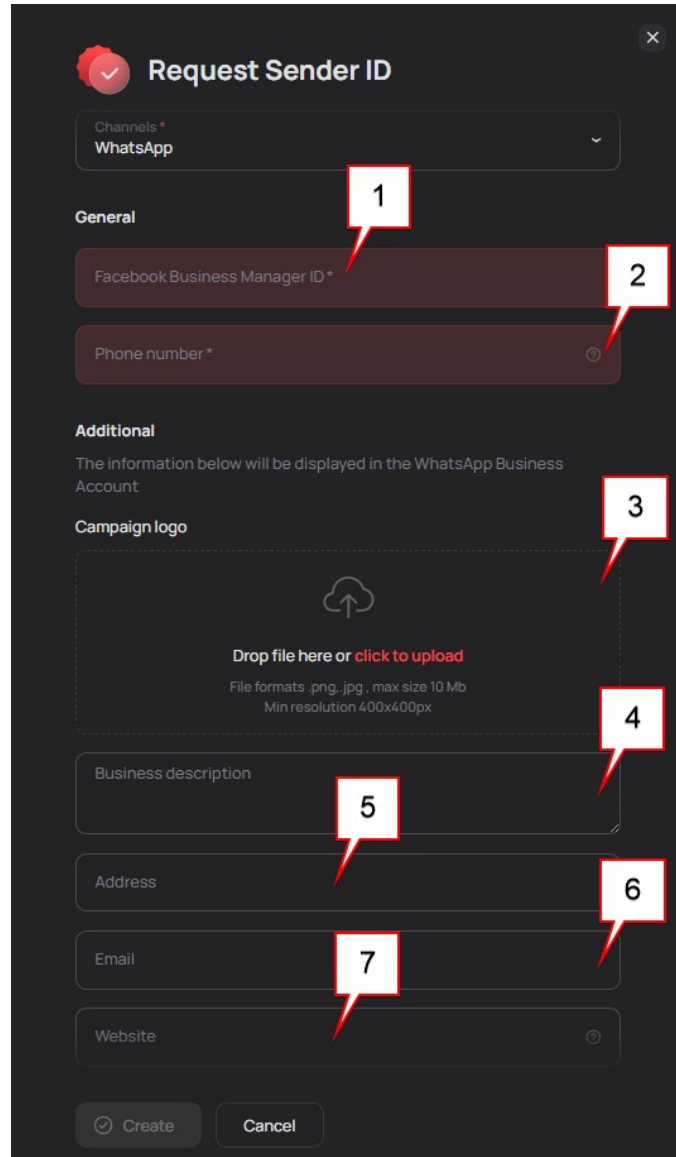
### Request Sender ID (SMS, Viber)

Once you have filled in the necessary parameters, click the *Create* button. The *Cancel* button serves to cancel the action.

---

**NOTE:** If the System owner has created custom fields for the Sender ID Request form in the *Form Customization* interface in the Admin Panel for the contract company to which the partner belongs, these fields will be displayed to the partner when a new Sender ID is requested. Custom fields are always displayed after System fields.

---



### Request Sender ID (WhatsApp)

The following additional options are available for the WhatsApp channel:

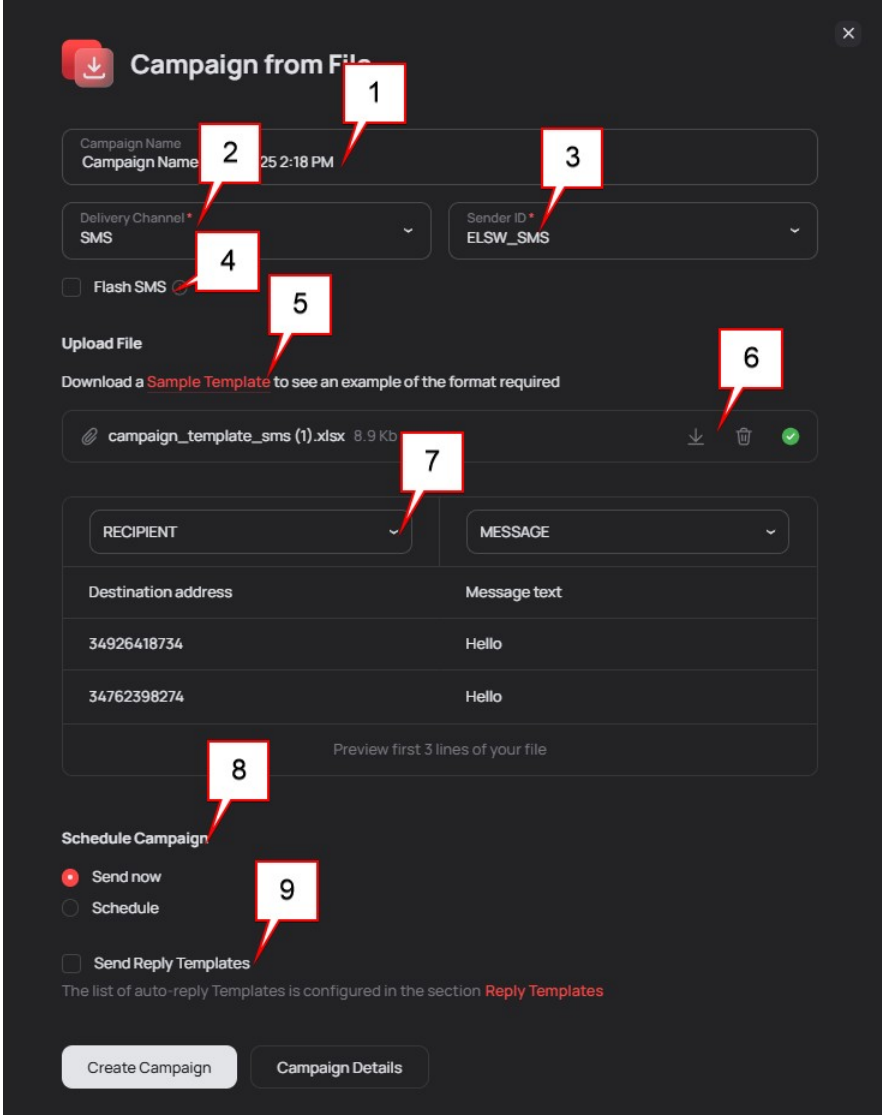
1. Enter the unique ID of the account registered in Facebook Business Manager.
2. Enter the phone number that will be used to sign up for WhatsApp.
3. If necessary, upload a company logo that WhatsApp users will see instead of the sender's avatar.
4. If necessary, describe the company's sphere of business.
5. Specify the company's address, if necessary.
6. If necessary, provide the company email, which will be displayed in the company's WhatsApp profile.
7. If necessary, provide the company's website URL.

After the SID request is created, a new event will appear in the web interface of the Admin Panel (*Sender IDs\Events* interface) for the System Owner or a higher-level reseller to approve the SID. The Campaign Portal user will see the request in the *Sender IDs* table of this interface.

Requests are passed from the user company up the reselling chain to the System Owner. The System Owner decides whether to register Sender IDs with the appropriate operators or services (such as Viber, WhatsApp, or other services) and passes this decision down the same chain. After this, the SID can be used to send a campaign.

## 8.5 Campaign from File

The *Campaign From File* interface is designed for sending campaigns from a file - that is, uploading a file with campaign parameters that the System recognizes so it can create the campaign itself.



The screenshot shows the 'Campaign from File' interface with the following elements and callouts:

- 1:** Campaign Name input field.
- 2:** Campaign Name input field.
- 3:** Sender ID dropdown menu.
- 4:** Delivery Channel dropdown menu (set to SMS).
- 5:** Flash SMS checkbox.
- 6:** Download Sample Template link.
- 7:** Uploaded file: campaign\_template\_sms (1).xlsx (8.9 Kb).
- 8:** Preview table showing recipient addresses and messages.
- 9:** Schedule Campaign section with radio buttons for 'Send now' and 'Schedule'.

RECIPIENT	MESSAGE
Destination address	Message text
34926418734	Hello
34762398274	Hello

Preview first 3 lines of your file

**Schedule Campaign**

Send now  
 Schedule

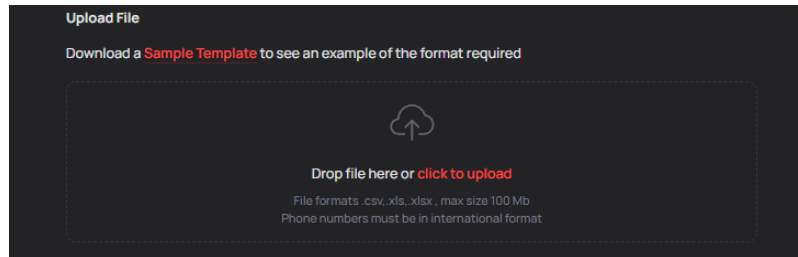
Send Reply Templates  
The list of auto-reply Templates is configured in the section [Reply Templates](#)

### Campaign From File

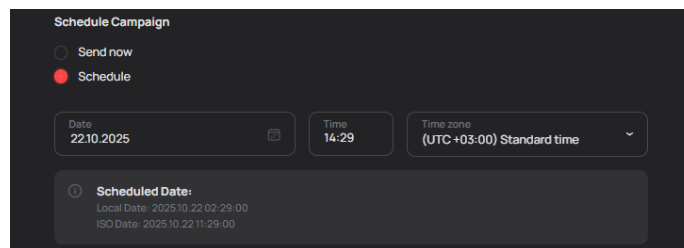
To launch a campaign from a file, fill in the following parameters:

1. Specify the name of the campaign.
2. Select the delivery channel (*SMS* by default).
3. Select a Sender ID available for the selected channel.
4. If necessary, enable the *Flash SMS* checkbox to send messages as *Flash Messages* (a special type of SMS message that is displayed on the screen of a mobile device immediately upon receipt, usually without the need to press the *Read* button). Off by default. Available for the SMS delivery channel only.

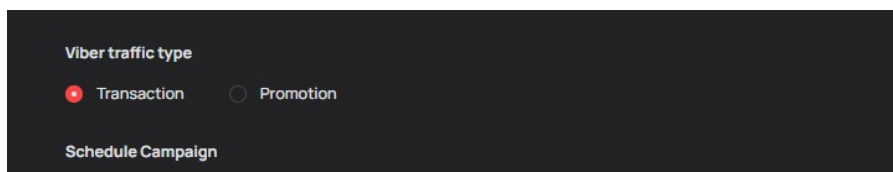
5. If necessary, download the campaign file template (each channel has its own template).
6. Upload a file with contacts in one of these formats: CSV, XLS, or XLSX. The file size cannot be larger than 10 MB. Click the *Drop File* button or drag the file into this window. You can also delete the uploaded file and upload a new one.



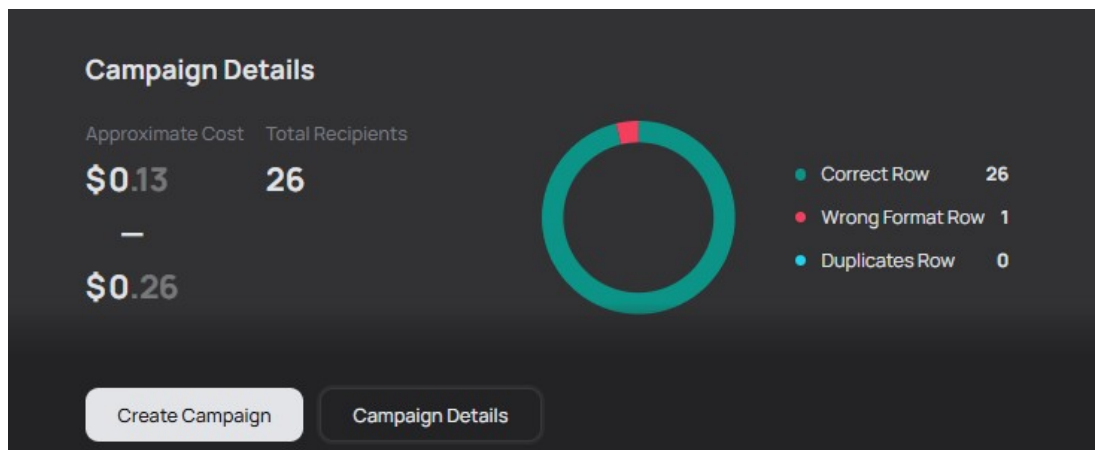
7. Once the file is uploaded, the System will parse it automatically and show the column headers depending on the selected channel (the default header names are *Choose*). You cannot use the same caption for two different columns. The *Destination number* column is mandatory.
8. Specify the launch date for the campaign:
  - *Send now*: launch the campaign immediately.
  - *Schedule*: schedule the campaign to run later. Additional options:
    - Specify the campaign's start date. Please note that you cannot select a past date.
    - Next, select the start time of the scheduled campaign.
    - Finally, select a time zone.



9. If the MO messages functionality is available, enable automatic sending of auto-reply templates. For the Viber channel, specify the type of traffic.



10. When the campaign is ready to be sent, you can view its details by clicking the *Campaign Details* button. The button is inactive/hidden if the mandatory fields are not filled in. The *Campaign Details* page shows basic information about the campaign, such as the number of contacts participating in the campaign, the number of messages, and the approximate cost of the campaign.



### Campaign From File > Details

- To launch a campaign, click the *Create Campaign* button, confirm the action by clicking the *Confirm* button, after which the campaign gets into the [Campaigns list](#)<sup>[34]</sup> with the *Scheduled* status or immediately gets launched with the *In progress* status. After the campaign is completed, the standard [Campaigns list](#)<sup>[34]</sup> statistics will be available for it.

---

**NOTE:** If the *Pre-Approval > Campaign* checkbox is enabled in the *Partners* interface of the Admin Panel, all campaigns are first premoderated and only then launched. Instead of the *Create Campaign* button the *Send Request* button is shown.

---

**NOTE:** Campaigns cannot be launched from from a file for WhatsApp channels.

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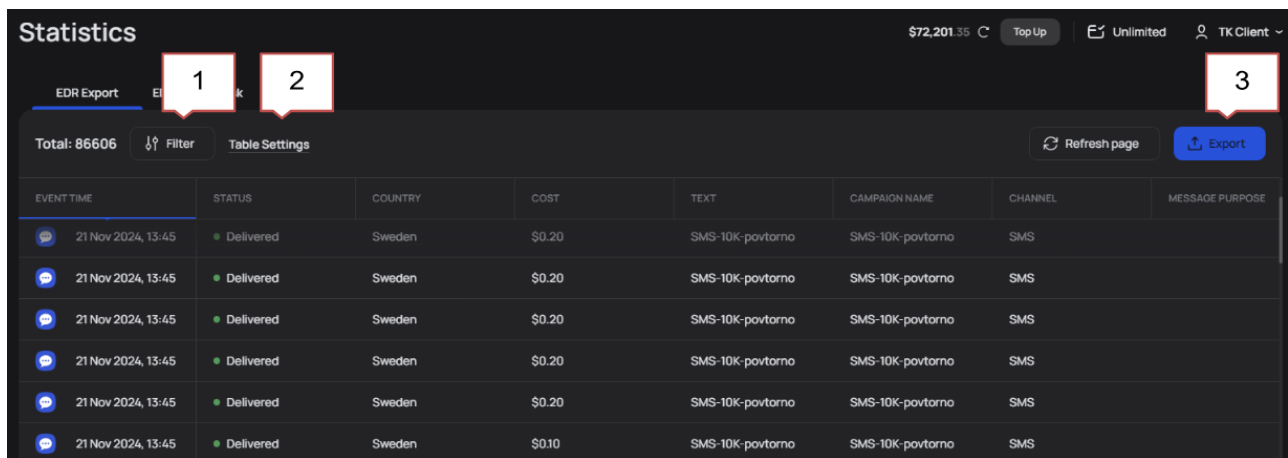
## 9 Statistics

The *Statistics* interface serves for EDR management. It is possible to filter and upload records of sent messages to the web interface or to a file. These records are necessary for reconciliation and hindsight analysis of the traffic sent by the user.

The interface consists of 2 tabs:

- *EDR Export*: a table with the records selected by filtering.
- *EDR Export Task*: a table with EDR export tasks that were sent to email or uploaded to files that can be viewed or downloaded to a computer.

### 9.1 EDR Export



EVENT TIME	STATUS	COUNTRY	COST	TEXT	CAMPAIGN NAME	CHANNEL	MESSAGE PURPOSE
21 Nov 2024, 13:45	Delivered	Sweden	\$0.20	SMS-10K-povtorno	SMS-10K-povtorno	SMS	
21 Nov 2024, 13:45	Delivered	Sweden	\$0.20	SMS-10K-povtorno	SMS-10K-povtorno	SMS	
21 Nov 2024, 13:45	Delivered	Sweden	\$0.20	SMS-10K-povtorno	SMS-10K-povtorno	SMS	
21 Nov 2024, 13:45	Delivered	Sweden	\$0.20	SMS-10K-povtorno	SMS-10K-povtorno	SMS	
21 Nov 2024, 13:45	Delivered	Sweden	\$0.20	SMS-10K-povtorno	SMS-10K-povtorno	SMS	
21 Nov 2024, 13:45	Delivered	Sweden	\$0.10	SMS-10K-povtorno	SMS-10K-povtorno	SMS	

#### EDR Export tab

By default, 150 records as of the current date are displayed.

The interface allows the following actions:

1. Use a quick filter by the type of the sent message (*Campaign* or *API*).
2. Apply filters. Click the *Filter* button to display relevant records. Filters can be applied to all fields. Filtered results update automatically as you populate fields; the table dynamically shows criteria entered in any column.
3. Configure columns. Click on the *Table Settings* button to customize visible columns. For detailed column configuration instructions, refer to the *Contacts* interface description.
4. Export records. Click *Export* to download selected records. The exported file will include only the columns currently visible in the table.
5. View EDR details. Double-click any row to open a window with comprehensive details for the selected EDR record.

#### Export

In the *Export* window, complete the following steps:

1. Confirm the number of EDR records selected for export.
2. Select EDR fields you want to export.

3. Select export type: download-only or additionally send the file by email. If the email format is required, enter an email address in the *Send file by email* field. Multiple addresses must be separated by commas. The file will be sent to email only if its size does not exceed 25 MB. If you leave the field empty, the file will be downloaded to your computer.
4. Press the *Export* button to start exporting. The *Cancel* button cancels the action.

### EDR Export

279 EDRs will be exported

What column do you want to export?

Select all Selected: 22/22

<input checked="" type="checkbox"/> Event Time	<input checked="" type="checkbox"/> Button Caption
<input checked="" type="checkbox"/> Message ID	<input checked="" type="checkbox"/> Image URL
<input checked="" type="checkbox"/> Campaign Name	<input checked="" type="checkbox"/> Part Amount
<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Part Number
<input checked="" type="checkbox"/> Sender Number	<input checked="" type="checkbox"/> Transaction ID
<input checked="" type="checkbox"/> Channel	<input checked="" type="checkbox"/> Country
<input checked="" type="checkbox"/> Recipient	<input checked="" type="checkbox"/> Network
<input checked="" type="checkbox"/> Text	<input checked="" type="checkbox"/> Error Message
<input checked="" type="checkbox"/> Cost	<input checked="" type="checkbox"/> Label API
<input checked="" type="checkbox"/> Message Purpose	<input checked="" type="checkbox"/> EDR Type
<input checked="" type="checkbox"/> Button Action URL	<input checked="" type="checkbox"/> Dialogue ID

Send file by email ⓘ

Email

Enter Email, separated by comma

EDR Export

### EDR Export

279 EDRs will be exported

What column do you want to export?

Select all Selected: 22/22

<input checked="" type="checkbox"/> Event Time	<input checked="" type="checkbox"/> Button Caption
<input checked="" type="checkbox"/> Message ID	<input checked="" type="checkbox"/> Image URL
<input checked="" type="checkbox"/> Campaign Name	<input checked="" type="checkbox"/> Part Amount
<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Part Number
<input checked="" type="checkbox"/> Sender Number	<input checked="" type="checkbox"/> Transaction ID
<input checked="" type="checkbox"/> Channel	<input checked="" type="checkbox"/> Country
<input checked="" type="checkbox"/> Recipient	<input checked="" type="checkbox"/> Network
<input checked="" type="checkbox"/> Text	<input checked="" type="checkbox"/> Error Message
<input checked="" type="checkbox"/> Cost	<input checked="" type="checkbox"/> Label API
<input checked="" type="checkbox"/> Message Purpose	<input checked="" type="checkbox"/> EDR Type
<input checked="" type="checkbox"/> Button Action URL	<input checked="" type="checkbox"/> Dialogue ID

Send file by email ⓘ

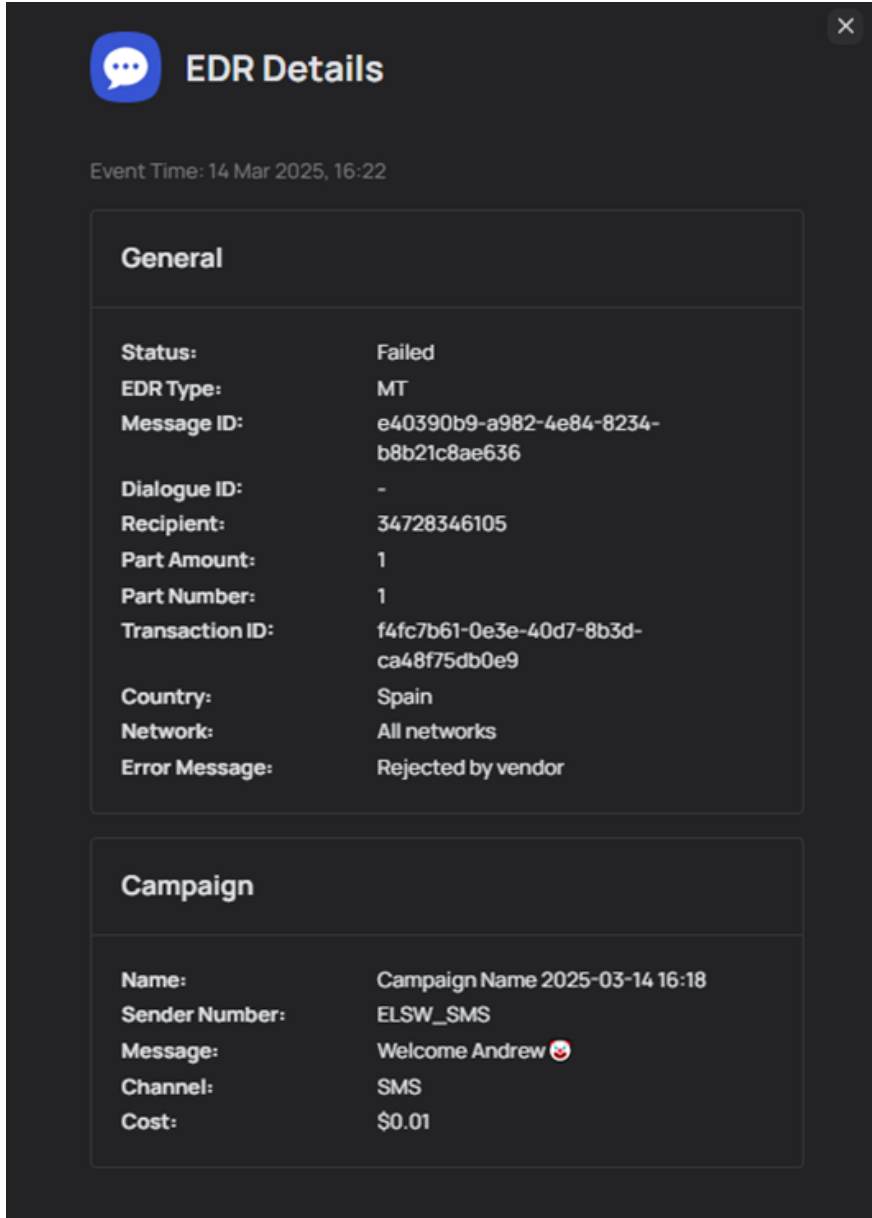
Email

Enter Email, separated by comma

**Table Settings**

In the window that appears:

1. Drag and drop the columns to customize the desired order.
2. Enable or disable display of columns.



The screenshot shows a dark-themed window titled "EDR Details" with a close button in the top right corner. Below the title bar, the event time is displayed as "Event Time: 14 Mar 2025, 16:22". The window is divided into two main sections: "General" and "Campaign".

**General**

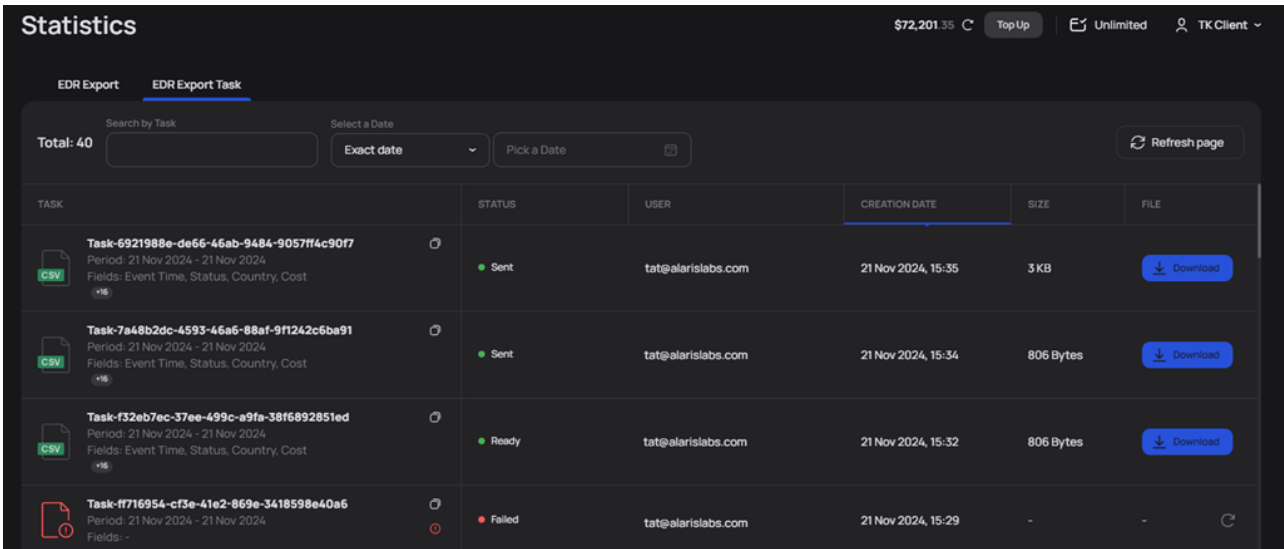
Status:	Failed
EDR Type:	MT
Message ID:	e40390b9-a982-4e84-8234-b8b21c8ae636
Dialogue ID:	-
Recipient:	34728346105
Part Amount:	1
Part Number:	1
Transaction ID:	f4fc7b61-0e3e-40d7-8b3d-ca48f75db0e9
Country:	Spain
Network:	All networks
Error Message:	Rejected by vendor

**Campaign**

Name:	Campaign Name 2025-03-14 16:18
Sender Number:	ELSW_SMS
Message:	Welcome Andrew 🤖
Channel:	SMS
Cost:	\$0.01

**EDR Details**

## 9.2 EDR Export Tasks



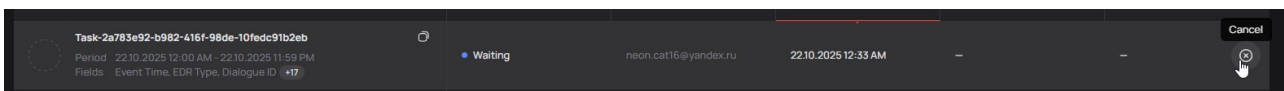
### EDR Export task

The user can:

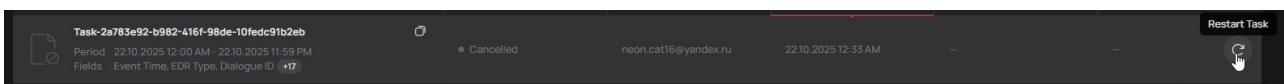
1. Find the task.
2. Set the filter by date to find the desired records.
3. View the status of the task. Possible values:
  - *Waiting*: the file generation task is in progress.
  - *Ready*: the file generation task is completed.
  - *Sent*: the file generation task is completed and the file is sent to the email address.
  - *Cancelled*: the task is canceled by the user.
  - *Failed*: the file generation task is executed with errors.
4. Export the file with EDR records.

Additionally the user can:

- Open a window with details by double-clicking on any row.
- Cancel a task if it is in the *Waiting* status.

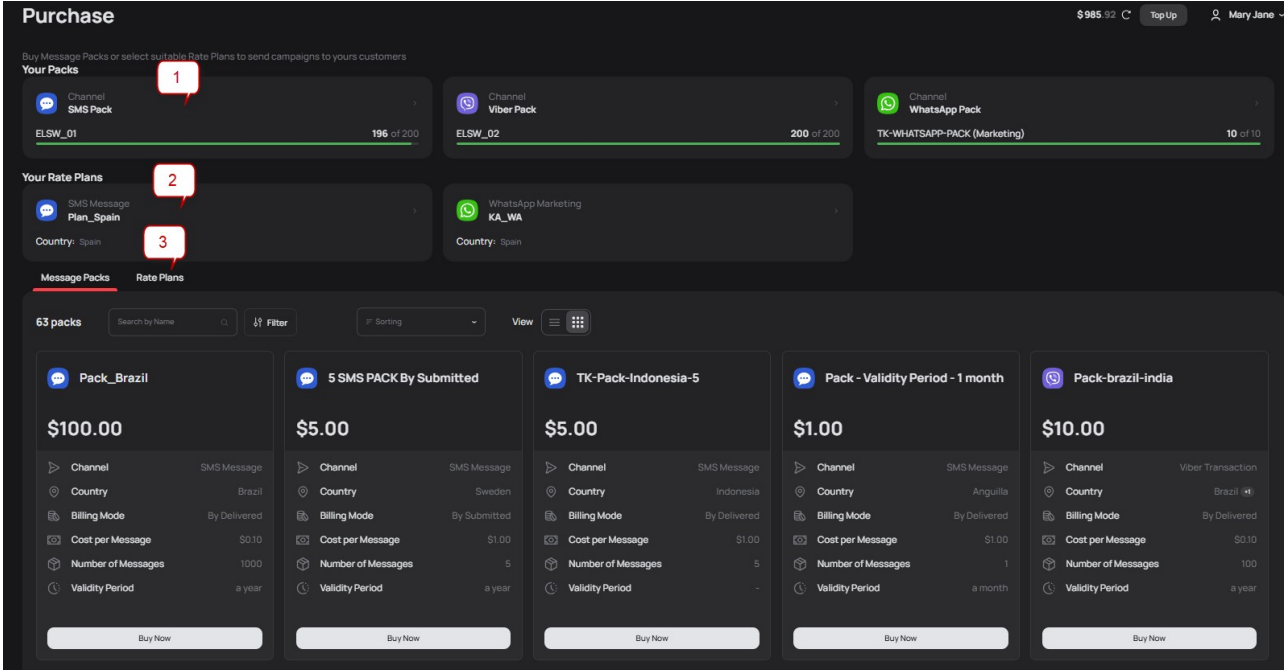


- Restart a canceled task.



## 10 Purchase

The *Purchase* interface serves to view packs available for purchase and subscriptions available for activation that have been created by a higher-level partner (System Owner or Reseller).



The screenshot displays the 'Purchase' interface with the following components:

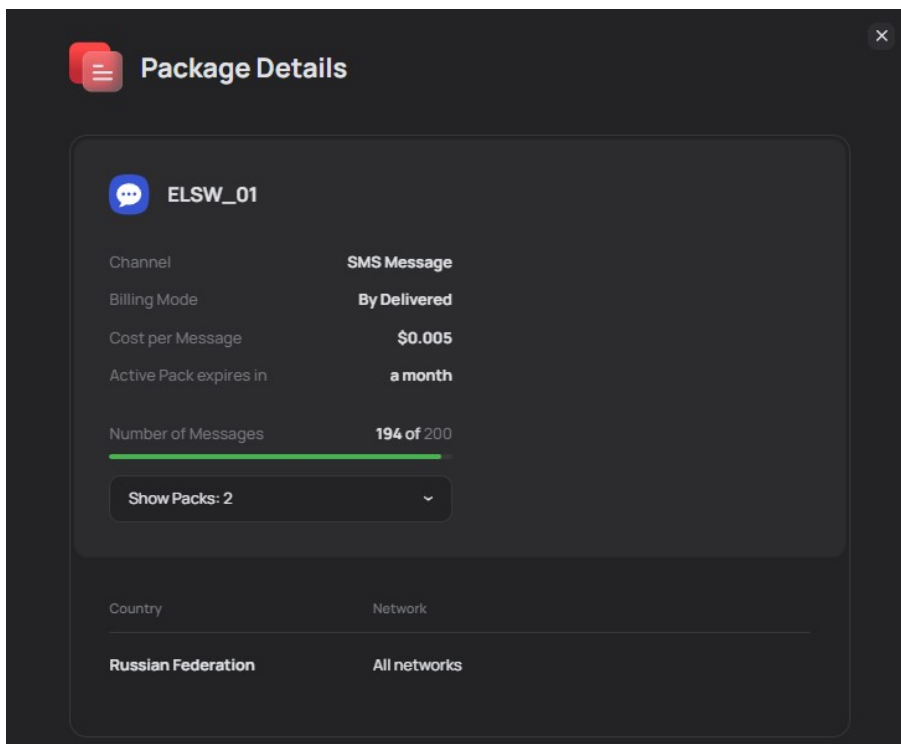
- Header:** 'Purchase' title, user balance '\$985.92', 'Top Up' button, and user name 'Mary Jane'.
- Sub-headers:** 'Buy Message Packs or select suitable Rate Plans to send campaigns to your customers' and 'Your Packs'.
- Your Packs:** Three cards showing 'Channel SMS Pack' (ELSW\_01, 196 of 200), 'Channel Viber Pack' (ELSW\_02, 200 of 200), and 'Channel WhatsApp Pack' (TK-WHATSAPP-PACK (Marketing), 10 of 10).
- Your Rate Plans:** Two cards showing 'SMS Message Plan\_Spain' (Country: Spain) and 'WhatsApp Marketing KA\_WA' (Country: Spain).
- Navigation:** 'Message Packs' and 'Rate Plans' tabs.
- Filters:** '63 packs', search bar, filter icon, sorting dropdown, and view options.
- Message Packs Grid:** Five cards with details:
  - Pack\_Brazil:** \$100.00, Channel: SMS Message, Country: Brazil, Billing Mode: By Delivered, Cost per Message: \$0.10, Number of Messages: 1000, Validity Period: a year.
  - 5 SMS PACK By Submitted:** \$5.00, Channel: SMS Message, Country: Sweden, Billing Mode: By Submitted, Cost per Message: \$1.00, Number of Messages: 5, Validity Period: a year.
  - TK-Pack-Indonesia-5:** \$5.00, Channel: SMS Message, Country: Indonesia, Billing Mode: By Delivered, Cost per Message: \$1.00, Number of Messages: 5, Validity Period: -.
  - Pack - Validity Period - 1 month:** \$1.00, Channel: SMS Message, Country: Anguilla, Billing Mode: By Delivered, Cost per Message: \$1.00, Number of Messages: 1, Validity Period: a month.
  - Pack-brazil-india:** \$10.00, Channel: Viber Transaction, Country: Brazil, Billing Mode: By Delivered, Cost per Message: \$0.10, Number of Messages: 100, Validity Period: a year.

### Purchase

The user can:

1. View available packs.
2. View available plans.
3. View plans and packages available for purchase.

The card of available packages and plans displays their name, delivery channel and delivery country. Click on any card to view detailed information.



**Package Details**

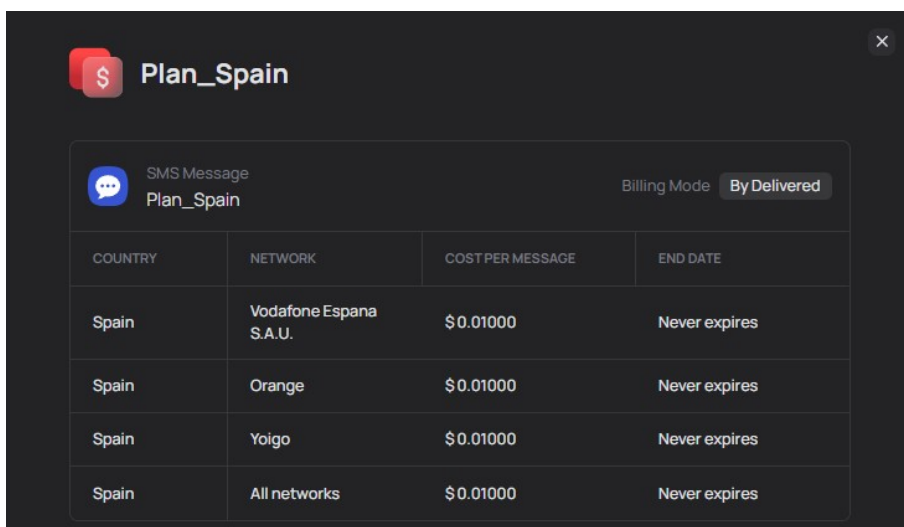
**ELSW\_01**

Channel: SMS Message  
Billing Mode: By Delivered  
Cost per Message: \$0.005  
Active Pack expires in: a month  
Number of Messages: 194 of 200

Show Packs: 2

Country: Russian Federation  
Network: All networks

**Purchase > Package Details**



**Plan\_Spain**

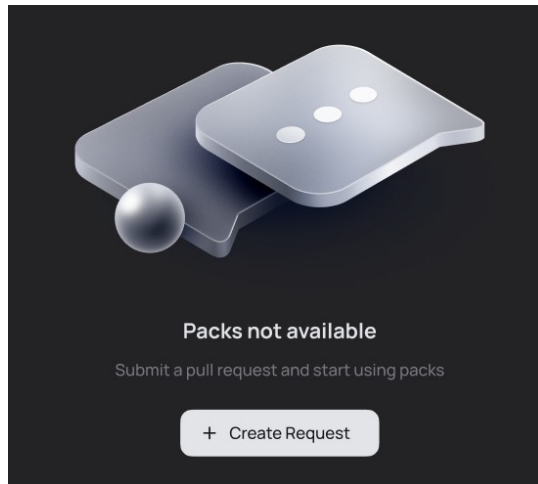
SMS Message  
Plan\_Spain  
Billing Mode: By Delivered

COUNTRY	NETWORK	COST PER MESSAGE	END DATE
Spain	Vodafone Espana S.A.U.	\$ 0.01000	Never expires
Spain	Orange	\$ 0.01000	Never expires
Spain	Yoigo	\$ 0.01000	Never expires
Spain	All networks	\$ 0.01000	Never expires

**Purchase > Plan Details**

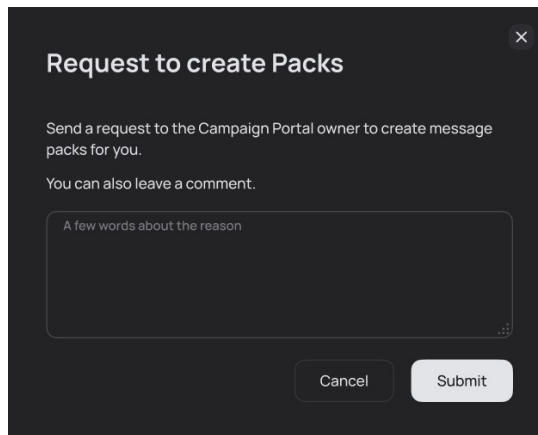
Users cannot unsubscribe on their own. Only a higher-level partner can unsubscribe them through the Admin Panel web interface.

If a user has no subscriptions yet, the *Purchase* screen displays the *Create Request* button, which allows the user to request rate plans from the higher-level partner that owns the Portal.



**Purchase**

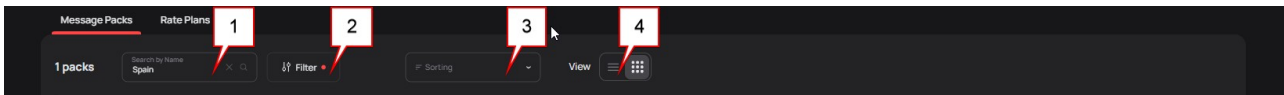
The window that opens contains a text field for comments.



**Request to create Packs**

The *Submit* button sends the request to the higher-level partner, the *Cancel* button cancels the request and closes the window.

The bottom panel contains the tabs *Message Packs* and *Rate Plans* that display the packs and subscriptions available for purchase or activation.



**Message Packs and Rate plans**

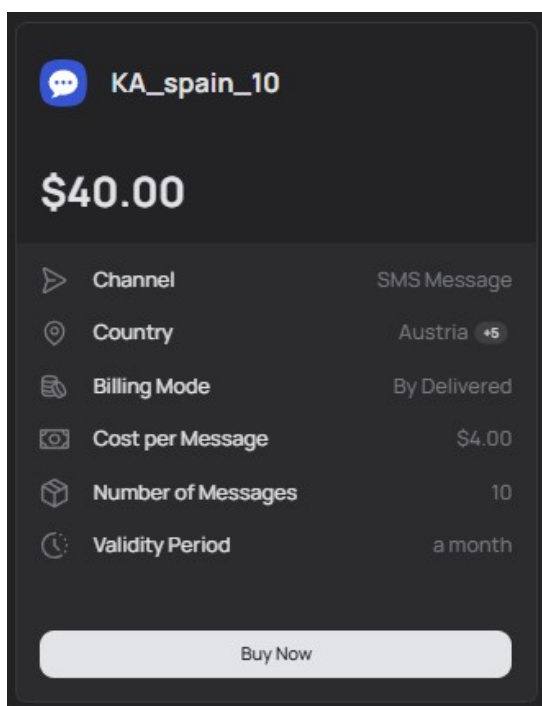
The user can:

1. Find subscriptions by name.
2. Filter the desired subscriptions.
3. Sort the list of subscriptions.
4. Toggle display - as list or tile.

Each pack displays:

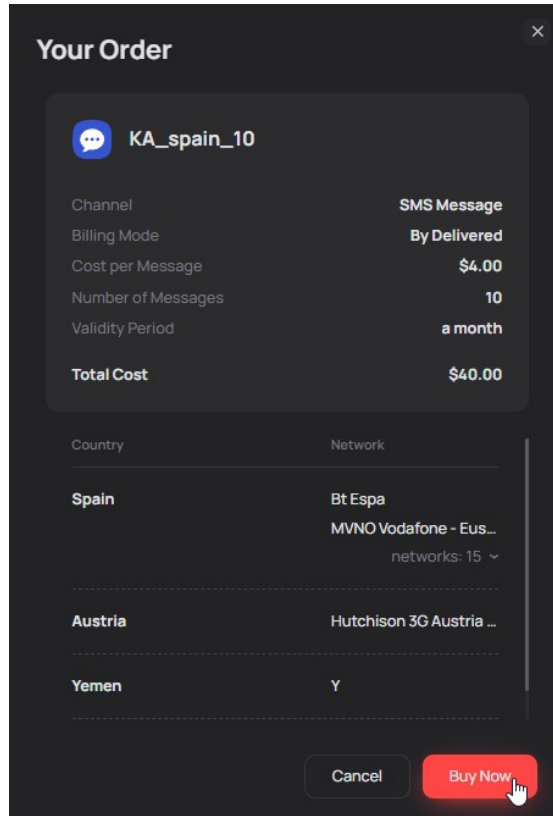
## Purchase

1. Title.
2. Cost.
3. Delivery channel.
4. Delivery country.
5. Billing mode (By Submitted, By Delivered).
6. Cost of one message.
7. Pack volume (number of SMS included in it).
8. The validity period of the package after it is purchased by the customer. It sets the time interval during which the package remains active from the moment of purchase. The parameter allows to define exactly how long the client can use the package after its purchase, regardless of the period of availability of the package itself for purchase.



**Pack tile**

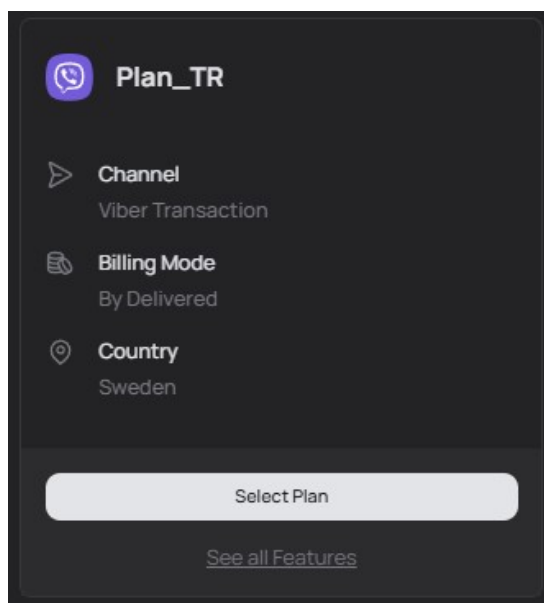
To buy a subscription, click *Buy Now* and confirm the action:



**Message Packs > Your Order**

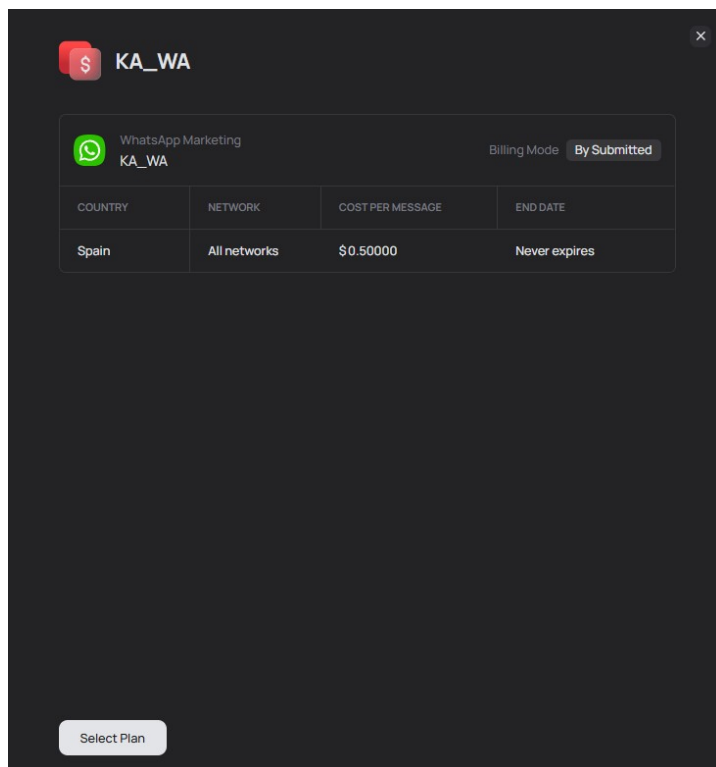
Each plan displays:

1. Name.
2. Delivery Channel.
3. Billing mode (By Submitted, By Delivered).
4. Country of delivery.



**Plan tile**

Click *See all Features* to see detailed information about the plan.



KA\_WA

WhatsApp Marketing  
KA\_WA

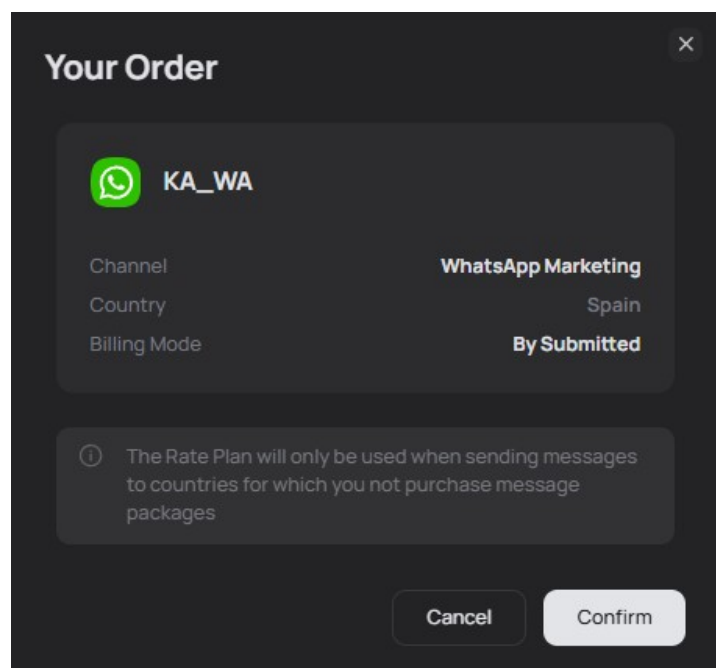
Billing Mode: By Submitted

COUNTRY	NETWORK	COST PER MESSAGE	END DATE
Spain	All networks	\$0.50000	Never expires

Select Plan

**Rate Plans**

Click *Select Plan* to buy a plan:



Your Order

KA\_WA

Channel: WhatsApp Marketing

Country: Spain

Billing Mode: By Submitted

*The Rate Plan will only be used when sending messages to countries for which you not purchase message packages*

Cancel Confirm

**Rate Plans > Your Order**

## 11 URL Shortener

The *URL Shortener* interface serves to view statistics on short URLs previously created in campaigns and to download a detailed report. If no domains have been assigned to a user, the *URL Shortener* interface is hidden.

The interface consists of two tabs:

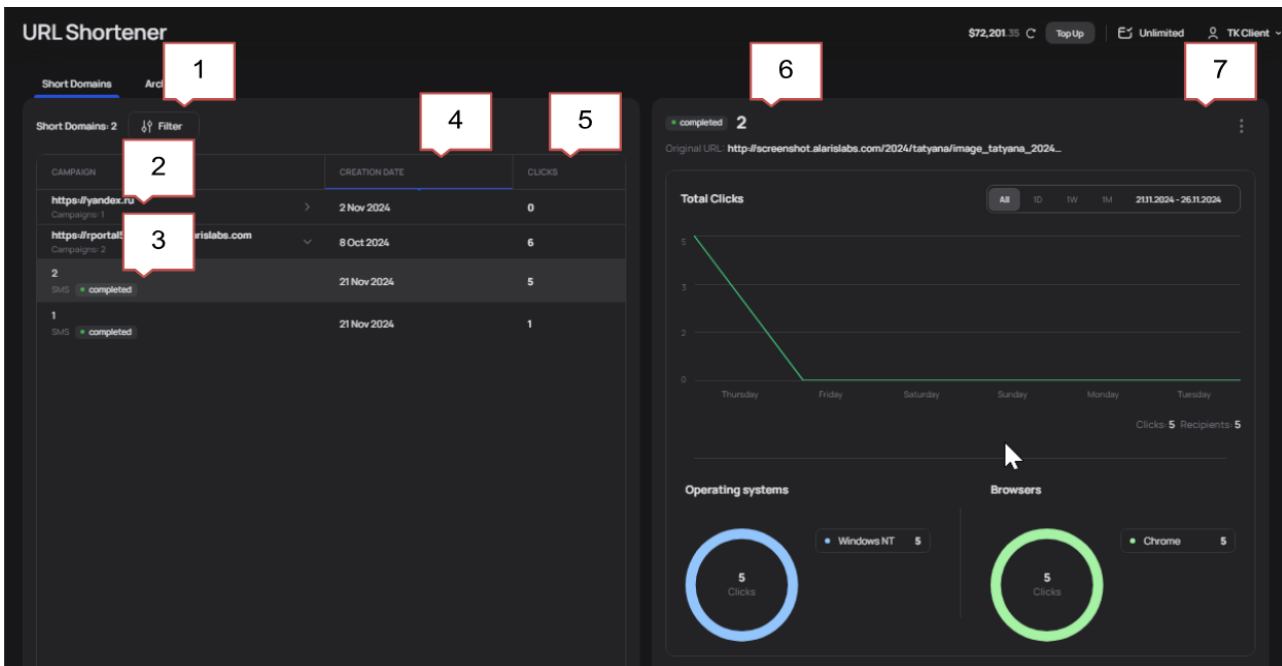
- *Short Domains*, which is divided into 2 parts:
  - a. *URL Shortener list* contains active short domains and the campaigns they were used in.
  - b. *Statistics* displays stats on domains and short links.
- *Archive*: a tab that contains a list of inactive short links that have been sent to the archive. It is divided into 2 parts: *URL Shortener list* and *Statistics* (similar to *Short Domain* tab).

### 11.1 Short Domains

The left section of the *Short Domains* tab displays the list of configured links, which is hierarchically structured:

1. The first level displays the short domains created by the System Owner in the *URL Shortener* interface (Admin Panel).
2. The second level displays the campaigns within which these short domains were applied. By default, campaigns are sorted by creation date (from new to old). A campaign or short domain can be filtered by name.

By default, total statistics for the first short domain in the list are displayed on the right side when you open the *URL Shortener* section.



#### URL Shortener > Short Domain

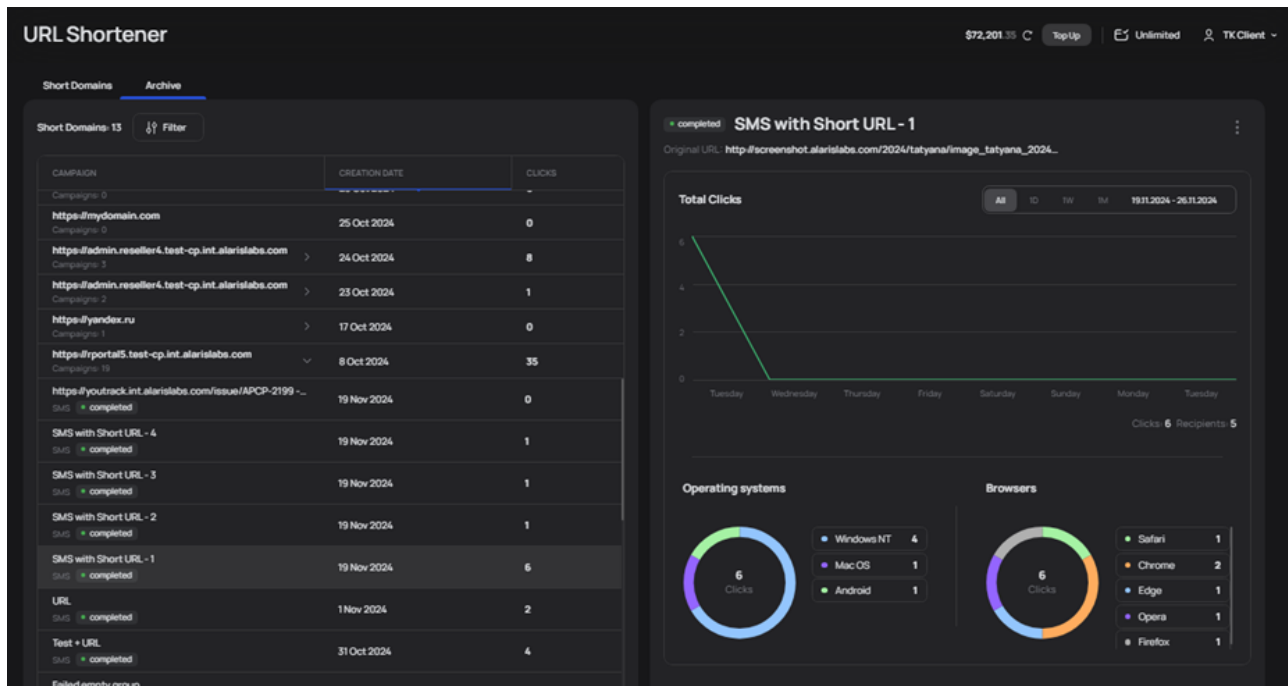
The user can:

1. Use a filter to display relevant records.

2. View the name of a short domain and the number of campaigns in which this domain was used for URL shortening.
3. Unfold the list of all campaigns in which the domain was used.
4. View the campaign status.
5. View the total number of clicks and detailed statistics both for the domain as a whole and for an individual campaign. Statistics for a campaign or short domain contains the following graphs:
  - a. Total clicks over a specific (configurable) time period.
  - b. Number of clicks per operating System for a specific (configurable) time period.
  - c. The number of clicks per browser for a specific (configurable) time period.

By default, statistics are displayed for the entire period. Available periods are: *All, Day, Week, Month, Year.*

## 11.2 Archive



### URL Shortener > Archive

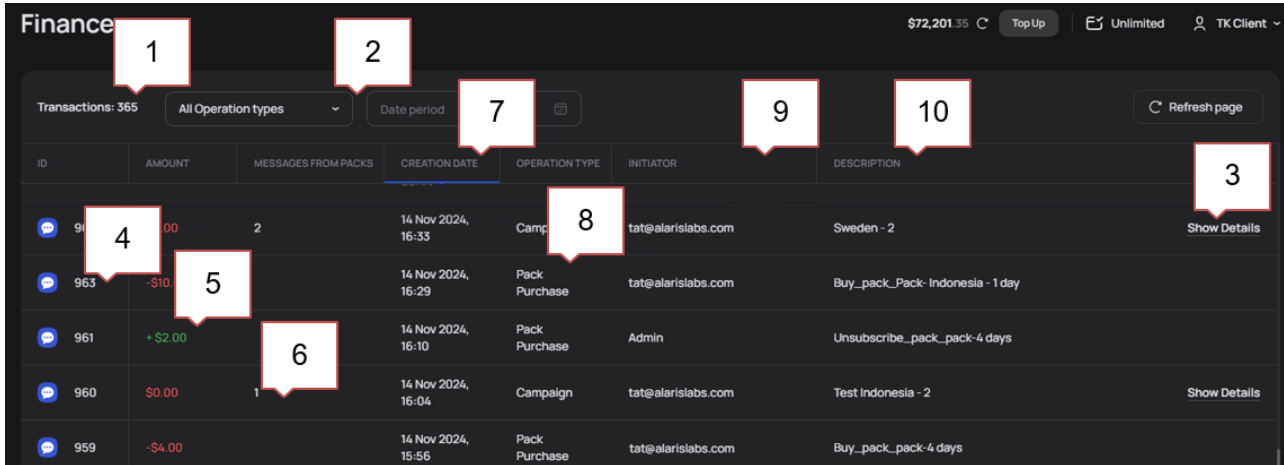
The interface looks similar to the *Short Domains* tab. The rows are arranged in descending order according to the archive date. You can view statistics on archived records and the window with detailed information about the campaign.

Records are stored for 30 days, and then they are automatically deleted.

When users try to follow archived URLs, they are shown a 404 page with the warning: "Sorry, can't find that Page. The Page you're looking for doesn't exist".

## 12 Finance

The *Finance* interface serves to keep track of write-offs and top-ups of the user's balance.



The screenshot shows the Finance interface with the following callouts:

- 1: Finance header
- 2: Balance (\$72,201.35)
- 3: Show Details button
- 4: ID
- 5: Amount
- 6: Messages from packs
- 7: Date period filter
- 8: Operation type
- 9: Initiator
- 10: Description

ID	AMOUNT	MESSAGES FROM PACKS	CREATION DATE	OPERATION TYPE	INITIATOR	DESCRIPTION
91	0.00	2	14 Nov 2024, 16:33	Campaign	tat@alarislabs.com	Sweden - 2
963	-\$10.00		14 Nov 2024, 16:29	Pack Purchase	tat@alarislabs.com	Buy_pack_Pack- Indonesia - 1 day
961	+\$2.00		14 Nov 2024, 16:10	Pack Purchase	Admin	Unsubscribe_pack_pack-4 days
960	\$0.00	1	14 Nov 2024, 16:04	Campaign	tat@alarislabs.com	Test Indonesia - 2
959	-\$4.00		14 Nov 2024, 15:56	Pack Purchase	tat@alarislabs.com	Buy_pack_pack-4 days

### Finance

The interface enables the user to:

- Use the quick filter by operation type (*All Operation types* by default) or by time period. The following operation types are available:
  - Campaign*: write-off when sending campaigns (with the "-" sign)
  - Pack purchase*: write-off when purchasing packs (with the "-" sign)
  - Balance top up*: write-off when topping up the balance (can be either with the "+" or "-" sign)
  - Payment*: manual or automatic payment (can be either with the "+" or "-" sign)
  - API*: write-off when sending message campaigns through an API (with the "-" sign). Transactions are grouped by delivery channel.
  - Rerating*: balance change as a result of campaign recalculation due to rate changes (can be either with the "+" or "-" sign). Transactions are grouped by balance correction per affected campaign.
- Use a filter to display relevant records.
- View transaction amount.
- View the number of messages sent from packs (available if the campaign is fully or partially covered by a pack).
- View the user that made the correction or performed the operation.

For transactions with the operation type *Reply to MO*, *Campaign*, *API* and *Rerating*, the user can view detailed information by clicking the *Show Details* button.

DESCRIPTION	Show Details
Repeat Campaign Name 28.07.2025	Show Details
Campaign Name 29.09.2025 3:21 PM	Show Details

\$ 4600: Transaction Details
✕

Total Amount

## -\$9.00

↓ Export Details

Date	Partner	Description
17.10.2025 11:04 AM	TK-Indonesia-Partner	3 Campaign Name 17.10.2025 1:41 Pm

	SMS Message TK-Indonesia-Plan	\$10.00
--	----------------------------------	---------

COUNTRY	NETWORK	MCCMNC	QUANTITY
Indonesia	Telkomsel	510010	1
Indonesia	INDOSAT	510001	1
Indonesia	All networks	510	2
Indonesia	3	510089	1
Indonesia	Test Network - TK	510000	1
Indonesia	XL	510011	1
Indonesia	Ceria	510027	1
Indonesia	PT Mobile-8 Telecom	510028	1

### Finance > Transactions Details > Campaign

The *Transaction Details* view displays the same information as the transaction history table, as well as:

1. Country defined according to MCCMNC by the reference book.
2. Network name of the mobile provider, as defined according to the MCCMNC from the reference book.
3. MCCMNC.
4. Number of messages sent within the campaign.
5. The rate for the given MCCMNC.
6. The total cost of sending a message for a particular MCCMNC.

## 13 API Connections

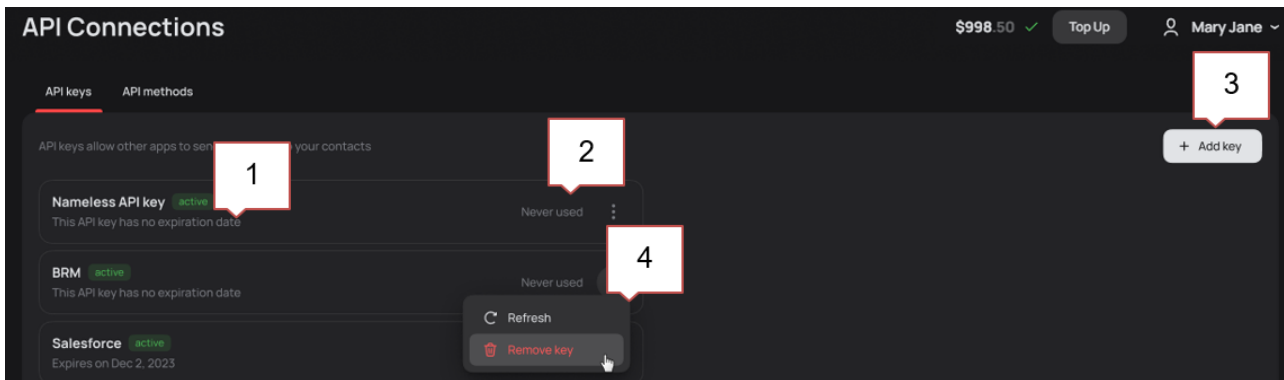
The *API Connections* interface serves to define connection parameters to the platform for sending SMS messages using third-party integrated applications and consists of three tabs: [API keys](#)<sup>[81]</sup>, [Callback Settings](#)<sup>[84]</sup> and [API methods](#)<sup>[85]</sup>.

Bearer authorization with a JWT token is used to send messages. The process is as follows:

1. User Authentication:
  - The user is authenticated by providing their login and password in Basic (base64) format, after which the server returns a JWT token.
  - The JWT token is then used to create API keys through the corresponding API request.
2. Key Creation:
  - When an API keys creation request is made, the server generates a unique JWT for that key. This key is a string used to authenticate requests to the platform.
3. API key operation:
  - The API key is passed in the header of each request (Authorization: Bearer <API Key>). The server then performs a check to confirm the validity of the key, as well as its expiration date.
  - When the key is used, the server updates its activity data (e.g. the time of the last use).
4. Expiration:
  - When the key expires, its status is changed to *Expired*. It is possible to extend the expiration date.
5. Security:
  - The key is only displayed to the user once when it is created.
  - Deleted or expired keys cannot be restored and must be recreated.

### 13.1 API keys

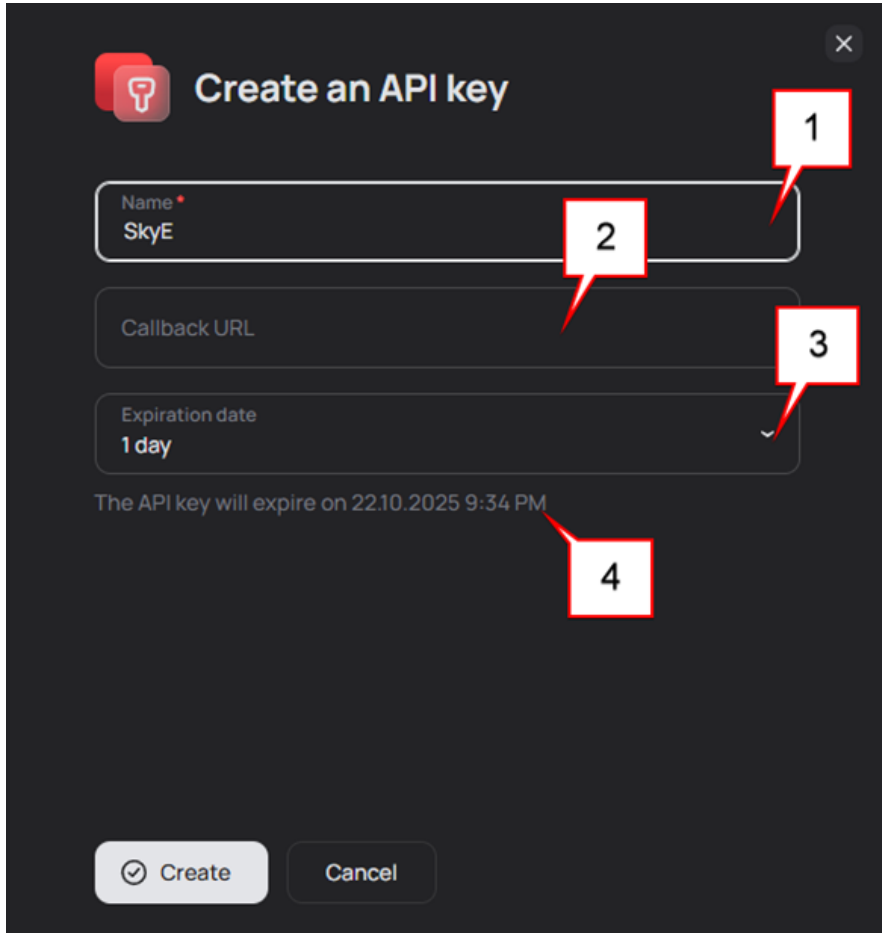
The *API Keys* tab is used to manage API keys that allow integrated applications to send messages through the platform. API keys are used to authenticate requests, thereby providing secure access to the service. The keys are organized by creation date, with the most recent keys appearing at the top of the list.



### API Connections > API keys

The interface allows users to:

1. View the name, status, and expiration date of the API key (possible expiration date values are: *1 day, 7 days, 30 days, 3 months, 1 year, Never expires*).
2. Update or delete API keys. To do this, hover your mouse over the corresponding entry and select the required action on the right:
  - *Refresh*
  - *Remove key* (the key is removed without confirmation)
3. Click the *Add Key* button located in the upper right corner to add a new key.
4. View the last time this key was used (if not used - *Never used*. If used - *Last used* within the past 4 months).



### Create an API key

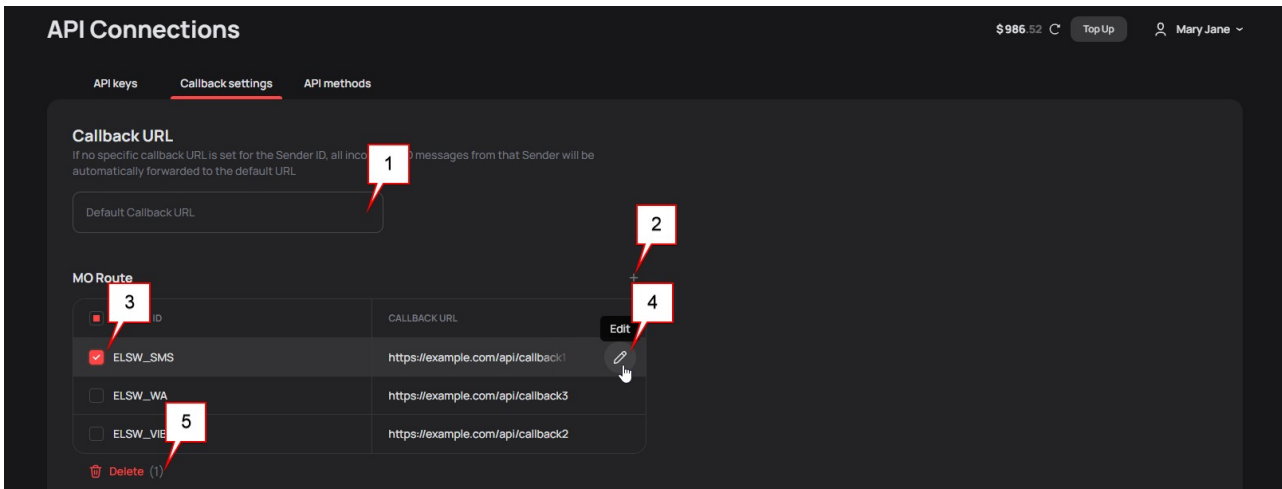
To add a new key, fill in the following parameters:

1. Specify the name of the key (max 60 characters).
2. Specify the URL where to send message statuses to the third-party System.
3. Specify the API key expiration date (possible values: *1 day*, *7 days*, *30 days*, *3 months*, *1 year*, *Never expires*).
4. View the calculated expiration date of the key.

After entering the necessary parameters, click the *Create* button. When creating new keys, the System verifies that the number is unique; therefore, it is essential that there not be two API keys with the same name in the System. After clicking the *Create* button, the creation form will be closed and an entry will be created in the list of keys. A window with the generated key will be opened immediately, where the user will see the API key and the following message: "Here is your new API key. This is the only time the key will ever be displayed! So keep it safe and make sure you've copied it down before closing this window". You can close the window by clicking the *Close* button or click the *Copy* button to copy the API key first. The *Cancel* button is used to cancel the action.

## 13.2 Callback Settings

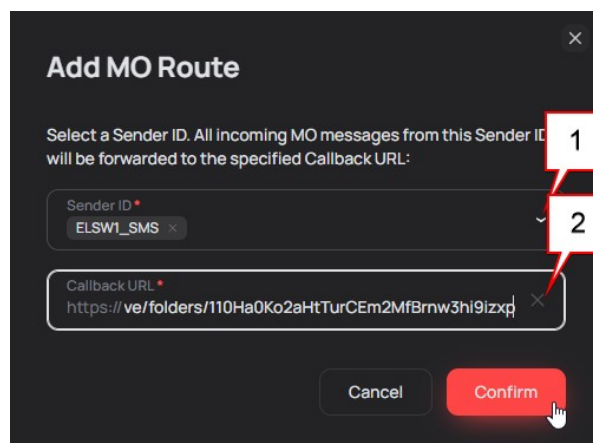
The serves to configure Callback URLs intended for receiving incoming MO messages.



### API Connections > Callback Settings

The user can:

1. Specify the URL to receive all incoming MO messages if no individual Callback is set for a specific Sender ID.
2. Add individual URLs for Sender IDs, then incoming MO messages for this Sender ID will be redirected to the specified Callback URL.
3. Allocate the required individual URLs.
4. Edit previously created individual URLs.
5. Delete previously created individual URLs.



### Add MO Route

To add an individual URL for Sender IDs, fill in the following parameters:

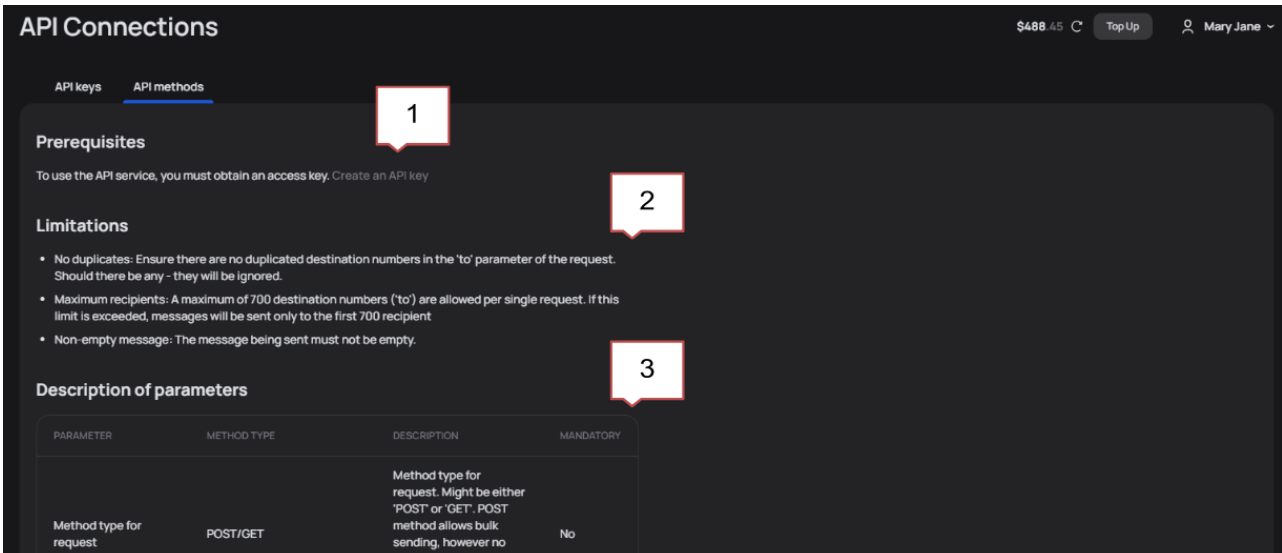
1. Select Sender IDs that will have a URL route for processing incoming MO messages.
2. Specify the URL to which all incoming MO messages received from the specified Sender IDs will be redirected.

Click *Confirm* to create a route or *Cancel* to cancel the action.

### 13.3 API methods

API methods is a help tab that displays information on how to use the API and consists of the following sections:

- *Prerequisites* (a link to create a new API key)
- *Limitations*
- *Description of parameters*



**API Connections** \$488.45 C Top Up Mary Jane

API keys **API methods**

**1** Prerequisites  
To use the API service, you must obtain an access key. [Create an API key](#)

**2** Limitations

- **No duplicates:** Ensure there are no duplicated destination numbers in the 'to' parameter of the request. Should there be any - they will be ignored.
- **Maximum recipients:** A maximum of 700 destination numbers ('to') are allowed per single request. If this limit is exceeded, messages will be sent only to the first 700 recipient
- **Non-empty message:** The message being sent must not be empty.

**3** Description of parameters

PARAMETER	METHOD TYPE	DESCRIPTION	MANDATORY
Method type for request	POST/GET	Method type for request. Might be either 'POST' or 'GET'. POST method allows bulk sending, however no more than 700	No

#### API Connections > API Methods

##### Prerequisites

To use the API service, obtain an access key. Click *Create an API key*.

##### Limitations

- *No duplicates:* ensure there are no duplicated destination numbers in the 'to' parameter of the request. Should there be any - they will be ignored.
- *Maximum recipients:* a maximum of 700 destination numbers ('to') are allowed per single request. If this limit is exceeded, messages will be sent only to the first 700 recipients.
- *Non-empty message:* the message being sent must not be empty.

##### Description of parameters

Parameter	Value	Description	Mandatory
Method type for request	POST/GET	Method type for request. Might be either 'POST' or 'GET'. POST method allows bulk sending, however no more than 700 recipients is allowed for a single request	No
token	Text	API key used for Authorization Header	Yes

channels	WhatsApp, Viber, SMS	List of channels used for message delivery. Allowed values are: Viber, SMS	Yes
from	Sender ID	Sender ID. Only active sender IDs that are allowed for selected channels must be used	Yes
to	Address	Recipient number in international format without the + sign	Yes
message	Text	Message text	Yes
label	Text	<i>Label</i> is an optional parameter that can be used as an identifier for the request in statistics and EDRs. The label will be used to group the entries within the <i>Transaction history</i> interface (Admin Panel). If no label is specified the date in the format 'yyyy-MM-dd' will be used as the value	No
fallbackTtl	Time	TTL refers to the time after which a message is sent to another channel if the previous channel does not respond. This parameter is only used if multiple channel values are used.	No
isFlashed	Boolean	Allow sending Flash SMS messages. This option is valid only for the SMS channel. Possible values: <i>true</i> , <i>false</i> .	No
autoReply	Boolean	Allow auto-replies. Possible values: <i>true</i> , <i>false</i> .	No
trafficType	TRANSACTION/PROMOTION	Viber-specific parameter. It can take one of the following values: PROMOTION or TRANSACTION. Messages with <i>Button action URL</i> or <i>Image URL</i> are always considered as PROMOTION	No
buttonActionUrl	URL	Viber-specific parameter. It represents the link where the user gets redirected after pressing a call-to-action button from the message.	No
imageUrl	URL	Viber-specific parameter. It serves as a link to an image included in a Viber message.	No
buttonCaption	Text	Viber-specific parameter. It represents the text displayed on a button within a Viber message.	No
smsTemplateName	Text	SMS parameter. Template name. Mandatory parameter if the channel is pre-moderated.	No
smsTemplateParams	Text	SMS parameter. Template parameters.	No

viberTemplateName	Text	Viber parameter. Template name. Mandatory parameter if the channel is pre-moderated.	No
viberTemplateParams	Text	Viber parameter. List of template parameters.	No
templateName	Text	WhatsApp Parameter. Template Name.	Yes
templateParams	Text	WhatsApp Parameter. Template Parameters.	No

### 13.3.1 Sending a message

#### 13.3.1.1 Request

##### 13.3.1.1.1 cURL

```
curl -X POST -H 'Authorization: Bearer <token>' -H 'Content-Type: application/json; charset=utf8' 'http://localhost:4200/api/send_sms' -d [{"from": "<ani>", "to": "<dnis>", "message": "<message>", "label": "<label>", "channels": "<channels>", "acceptMO": "<acceptMO>"}]
```

##### 13.3.1.1.2 Python

```
import requests
import re

UUID_PATTERN = re.compile(r'^[0-9a-fA-F]{8}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{12}$')

def send_sms(data, token, host):
    """
    :param data
    - channels (List[str])
    - from (str)
    - to (str)
    - message (str)
    - label (str, optional)
    - fallbackTtl (int, optional)
    - isFlashed (bool, optional)
    - acceptMO (bool, optional)
    - trafficType (str, optional)
    - buttonActionUrl (str, optional)
    - imageUrl (str, optional)
    - buttonCaption (str, optional)
    """
```

```
:param token
:type token: str

:param host
:type host: str

:return: None
"""
url = f'https://{host}/api/send_sms'
headers = {
    'Authorization': f'Bearer {token}',
    'Content-Type': 'application/json',
}

try:
    response = requests.post(url, json=data, headers=headers)
    response.raise_for_status()

    response_data = response.json()
    results = response_data.get('results', [])

    for result in results:
        try:
            dnis, send_result = result.split(':', 1)
        except ValueError:
            print(f'Invalid result format: {result}')
            continue

        if UUID_PATTERN.match(send_result):
            print(f'Message successfully sent to number {dnis}.
Message id {send_result}')
        else:
            print(f'Error sending message to number {dnis}. Error =
`{send_result}`')

    except requests.RequestException as e:
        print(f'Send exception: {str(e)}')
        if e.response is not None:
            print(f'Error response: {e.response.text}')
```

## 13.3.1.1.3 Java

```
import com.fasterxml.jackson.annotation.JsonProperty;
import org.jetbrains.annotations.Nullable;
import com.fasterxml.jackson.databind.ObjectMapper;
import okhttp3.*;

import java.util.List;

public enum Channel {
    @JsonProperty("Viber")
    VIBER,
```

```
@JsonProperty("SMS")
SMS
}

public enum TrafficType {
    @JsonProperty("TRANSACTION")
    TRANSACTION,
    @JsonProperty("PROMOTION")
    PROMOTION
}

public record SendSmsRequest(
    List<Channel> channels,
    String from,
    String to,
    String message,
    @Nullable String label,
    @Nullable Long fallbackTtl,
    @Nullable Boolean isFlashed,
    @Nullable Boolean acceptMO,
    @Nullable TrafficType trafficType,
    @Nullable String buttonActionUrl,
    @Nullable String imageUrl,
    @Nullable String buttonCaption
) {}

public record SendSmsResponse(
    List<String> results
) {}

private static final MediaType JSON_MEDIA_TYPE =
    MediaType.parse("application/json");
private static final ObjectMapper OBJECT_MAPPER = new ObjectMapper();
private static final String UUID_PATTERN = "[0-9a-fA-F]{8}\\b-[0-9a-fA-F]{4}\\b-[0-9a-fA-F]{4}\\b-[0-9a-fA-F]{4}\\b-[0-9a-fA-F]{12}$";

private final OkHttpClient client = new OkHttpClient();

public void sendSms(List<SendSmsRequest> data, String token, String
host) throws Exception {
    String body = OBJECT_MAPPER.writeValueAsString(data);
    Request request = new Request.Builder()
        .url(String.format("https://%s/api/send_sms", host))
        .post(RequestBody.create(body, JSON_MEDIA_TYPE))
        .addHeader("Authorization", String.format("Bearer %s",
token))
        .build();

    try (Response response = client.newCall(request).execute()) {
        if (!response.isSuccessful()) {
            log.error("Unsuccessful response. {}",
response.body().string());

```

```

        return;
    }

    SendSmsResponse sendSmsResponse =
OBJECT_MAPPER.readValue(response.body().string(),
SendSmsResponse.class);
    for (String result : sendSmsResponse.results) {
        String[] split = result.split(":");
        String dnis = split[0];
        String sendResult = split[1];

        if (sendResult.matches(UUID_PATTERN)) {
            log.info("Message successfully sent to number {}.
Message id {}", dnis, sendResult);
            continue;
        }

        log.warn("Error sending message to number {}. Error = `{}`", dnis, sendResult);
    }
    } catch (Exception e) {
        log.error("Send exception", e);
    }
}

```

## 13.3.1.1.4 JavaScript

```

npm install axios
const axios = require('axios');

const UUID_PATTERN = /^[0-9a-fA-F]{8}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{12}$/;

/**
 * @param {Array<{
 *   channels: string[],
 *   from: string,
 *   to: string,
 *   message: string,
 *   label?: string,
 *   fallbackTtl?: number,
 *   isFlashed?: boolean,
 *   acceptMO?: boolean,
 *   trafficType?: "TRANSACTION" | "PROMOTION",
 *   buttonActionUrl?: string,
 *   imageUrl?: string,
 *   buttonCaption?: string
 * }>} data
 *
 * @param {string} token
 * @param {string} host
 *

```

```
* @returns {Promise<void>}
*/

async function sendSms(data, token, host) {
  try {
    const response = await axios.post(
      `https://${host}/api/send_sms`,
      data,
      {
        headers: {
          Authorization: `Bearer ${token}`,
          'Content-Type': 'application/json',
        },
      }
    );

    const results = response.data.results;

    for (const result of results) {
      const [dnis, sendResult] = result.split(':');

      if (UUID_PATTERN.test(sendResult)) {
        console.info(`Message successfully sent to number ${dnis}.
Message id ${sendResult}`);
      } else {
        console.warn(`Error sending message to number ${dnis}. Error =
\`${sendResult}\``);
      }
    }

  } catch (error) {
    console.error('Send exception', error.response?.data ||
error.message);
  }
}
```

#### 13.3.1.1.5 PHP

```
composer require guzzlehttp/guzzle
/**
 * @param array $data:
 *   - channels: string[]
 *   - from: string
 *   - to: string
 *   - message: string
 *   - label?: string
 *   - fallbackTtl?: int
 *   - isFlashed?: bool
 *   - acceptMO?: bool
 *   - trafficType?: string
 *   - buttonActionUrl?: string
 *   - imageUrl?: string
```

```
* - buttonCaption?: string
*
* @param string $token
* @param string $host
*
* @return void
*/

<?php

use GuzzleHttp\Client;
use GuzzleHttp\Exception\RequestException;

function sendSms(array $data, string $token, string $host): void
{
    $client = new Client([
        'base_uri' => "https://{ $host }/",
        'headers' => [
            'Authorization' => "Bearer { $token }",
            'Content-Type' => 'application/json',
        ]
    ]);

    try {
        $response = $client->post('api/send_sms', [
            'json' => $data,
        ]);

        $body = json_decode($response->getBody()->getContents(), true);
        $results = $body['results'] ?? [];

        foreach ($results as $result) {
            [$dnis, $sendResult] = explode(':', $result);

            if (preg_match('/^[0-9a-fA-F]{8}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{4}\b-[0-9a-fA-F]{12}$/', $sendResult)) {
                echo "Message successfully sent to number { $dnis }.
Message id { $sendResult }\n";
            } else {
                echo "Error sending message to number { $dnis }. Error =
`{ $sendResult }` \n";
            }
        }

    } catch (RequestException $e) {
        if ($e->hasResponse()) {
            $errorBody = $e->getResponse()->getBody()->getContents();
            echo "Send exception: { $errorBody } \n";
        } else {
            echo "Send exception: { $e->getMessage() } \n";
        }
    }
}
```

```
}  
}
```

### 13.3.1.2 Successful Response

If the response is successful, a transaction ID will be returned for each recipient number. The ID can be used to identify the message sent to each number in the EDR statistics.

```
HTTP/1.1 200 OK  
Date: "<date>"  
Content-Length: "<number>"  
Content-Type: application/json {  
  results: ["<number_1>: <transaction-id-1>"] }
```

### 13.3.1.3 Response with Error

If an invalid request is sent, the response will be unsuccessful or will contain an error for each message.

Response if the request body contains an invalid Sender ID:

```
HTTP/1.1 200 OK  
Date: "<date>"  
Content-Length: "<number>"  
Content-Type: application/json {  
  results: [ "<number_1>: For message: can't validate sender  
<senderId>" ] }
```

Response if the request body does not contain the *message* parameter:

```
HTTP/1.1 500 Internal Server Error  
Date: "<date>"  
Content-Length: "0"  
Content-Type: application/json
```

Response if the MO messages function is disabled for the partner:

```
HTTP/1.1 400 Bad Request  
Date: "<date>"  
Content-Length: "<number>"  
Content-Type: application/json  
  
Error: Partner's MO messages mode is off!
```

Response if the checkboxes for MO and Flash messages are enabled at the same time:

```
HTTP/1.1 400 Bad Request  
Date: "<date>"  
Content-Length: "<number>"  
Content-Type: application/json  
  
Error: MO messages are not supported in FlashMessages!
```

### 13.3.2 Callbacks

If a callback URL is specified and the provider sends delivery reports to the Portal, the corresponding delivery report will be sent to the callback address specified according to the following format:

```
POST <callbackURL> HTTP/1.1
Host: "<Host>"
Content-Length: "<number>"
Content-Type: application/json

{
  "transactionID": "string",
  "dnis": "string",
  "status": "PREPARED|BILLED|SENT|DELIVERED|UNDELIVERED|FAILED|SEEN",
  "eventTime": "yyyy-MM-dd'T'HH:mm:ss.SSSxxx",
  "channel": "SMS|VIBER"
}
```

If an MT message was sent with *acceptMO = true*, incoming MO messages will be sent to the *callbackURL* specified when the API key was created. The format of the MO callback is as follows:

```
POST <callbackURL> HTTP/1.1
Host: "<Host>"
Content-Length: "<number>"
Content-Type: application/json

{
  "transactionID": "string",
  "dnis": "string",
  "status": "PREPARED|BILLED|SENT|DELIVERED|UNDELIVERED|FAILED|SEEN",
  "eventTime": "yyyy-MM-dd'T'HH:mm:ss.SSSxxx",
  "channel": "SMS|VIBER",
  "message": "string"
}
```