

Alaris Campaign Portal

Campaign Portal User's Guide

version 1.4.0

Document Type: Campaign Portal User's Guide

Date of Issue: 2/12/2025

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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 APCP. 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 (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.
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 a user conducts business.
Delivery Channel	Channel through which messages or content are delivered (SMS, IM).

Term	Definition
EDR (Event Detail Record)	A detailed record of an attempt to send a message.
Endpoint	Connection endpoint (where traffic eventually arrives), traffic routing.
End User	Campaign Portal user who sends campaigns to their customers.
IM	A messaging technology that allows users to send text messages, images, videos, or files (e.g. Whatsapp, Viber, Telegram).
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).
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. Packs can be created in the Admin Panel and purchased in the 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.

Term	Definition
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.
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 interface)
- Create and send marketing campaigns which can be one-time or scheduled (Campaign interface)
- View business-critical metrics: number of sent/delivered/undelivered SMS and/or IM, current balance, campaign cost (Dashboard interface)
- View detailed records of all sent messages (Statistics and URL Shortener interfaces)
- Manage subscriptions (Purchase interface)
- Manage Sender IDs by requesting Sender IDs from your Partner, unsubscribing from SIDs (Campaigns interface)
- View payments history (Finance interface)
- Connect to the platform to send SMS messages using third-party integrated applications

3 Messaging campaign workflow

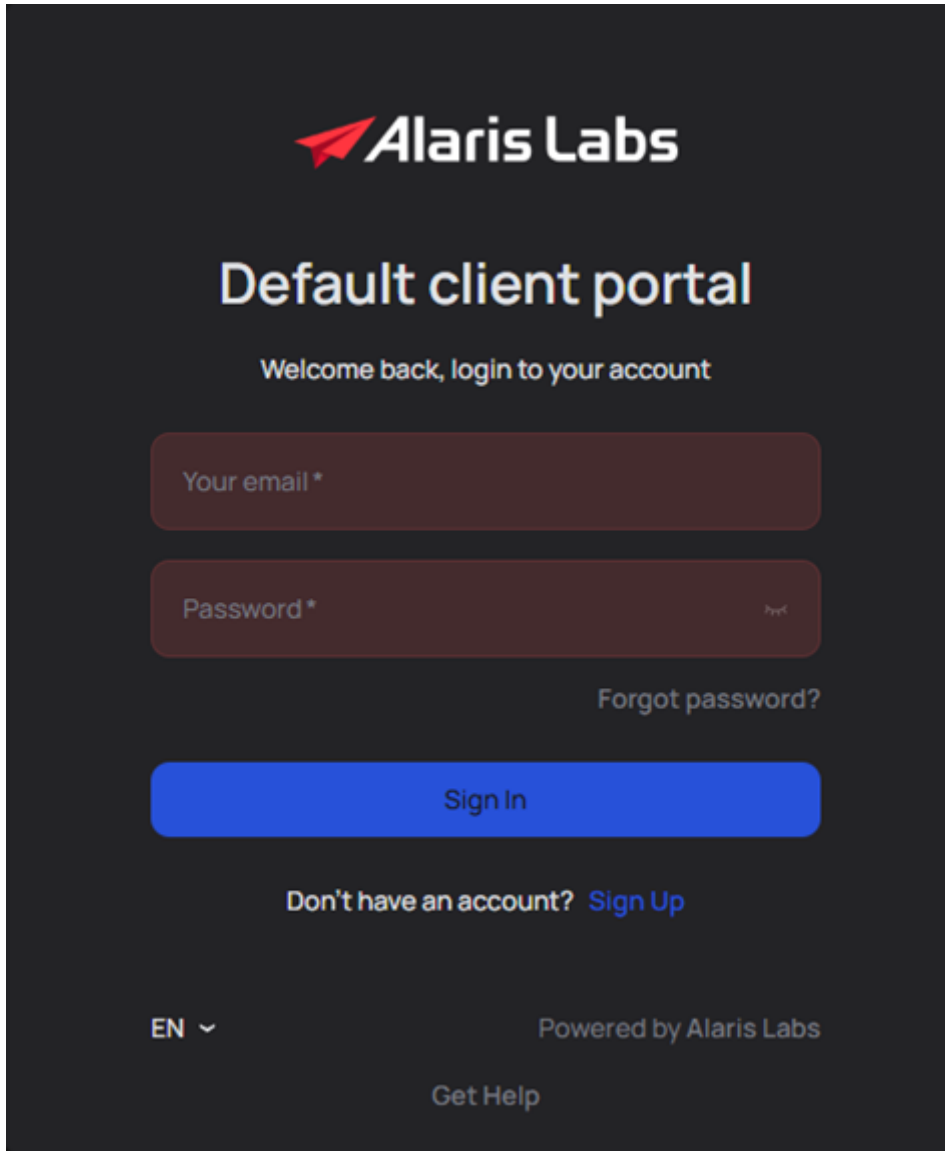
To start sending messaging campaigns, follow the procedure detailed below:

1. [Register an account](#)^[9] at Campaign Portal
2. Request Sender IDs (the controls are located at the [Dashboard](#)^[14])
3. Top up the balance (the top-up button is on top of the main menu, see [Access to Alaris Campaign Portal](#)^[9])
4. Purchase a rate plan (pack): (the controls are located at the [Dashboard](#)^[14])
5. Upload the [contact list](#)^[16]
6. [Launch](#)^[27] 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.



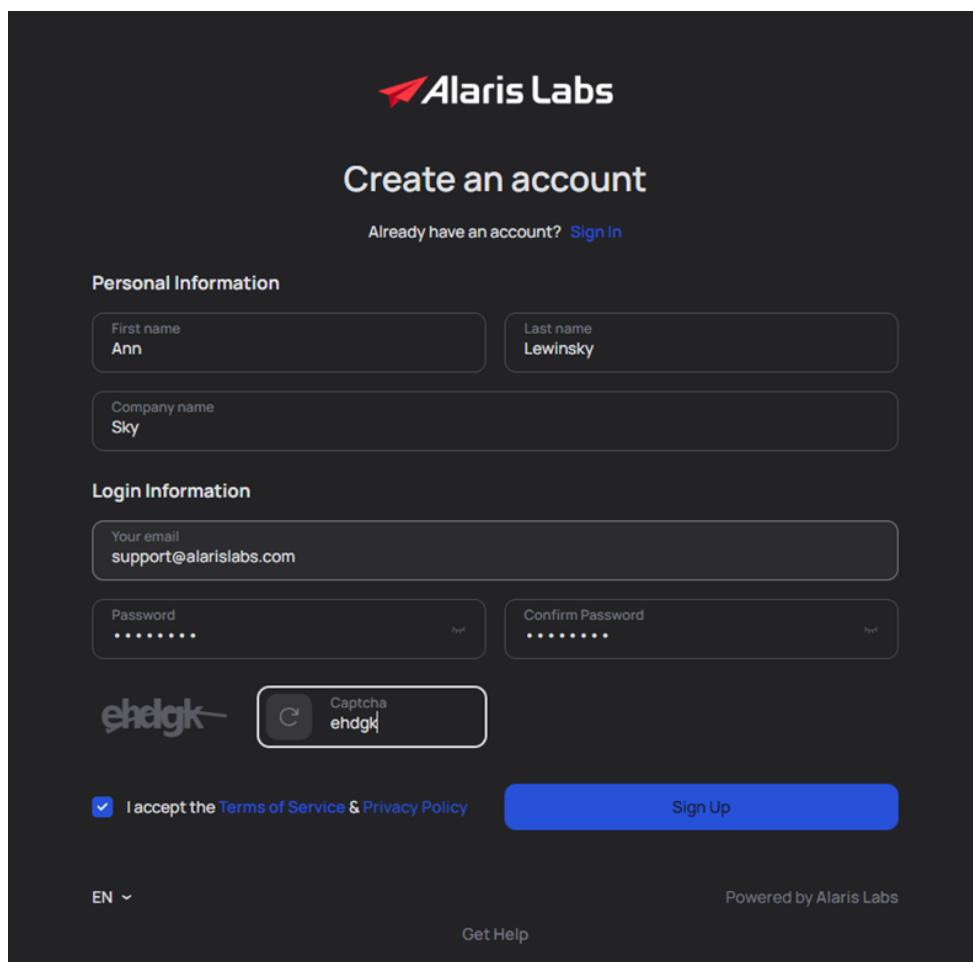
Campaign Portal > Sing In

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)

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' page for Alaris Labs. The form is divided into two main sections: 'Personal Information' and 'Login Information'. In the 'Personal Information' section, there are fields for 'First name' (filled with 'Ann'), 'Last name' (filled with 'Lewinsky'), and 'Company name' (filled with 'Sky'). The 'Login Information' section includes a 'Your email' field (filled with 'support@alarislabs.com'), 'Password' and 'Confirm Password' fields (both masked with dots), and a captcha field with the text 'ehdgk'. Below the captcha is a checkbox for 'I accept the Terms of Service & Privacy Policy' which is checked. A blue 'Sign Up' button is located at the bottom right of the form. At the bottom left, there is a language selector showing 'EN' and a 'Get Help' link. At the bottom right, it says 'Powered by Alaris Labs'.

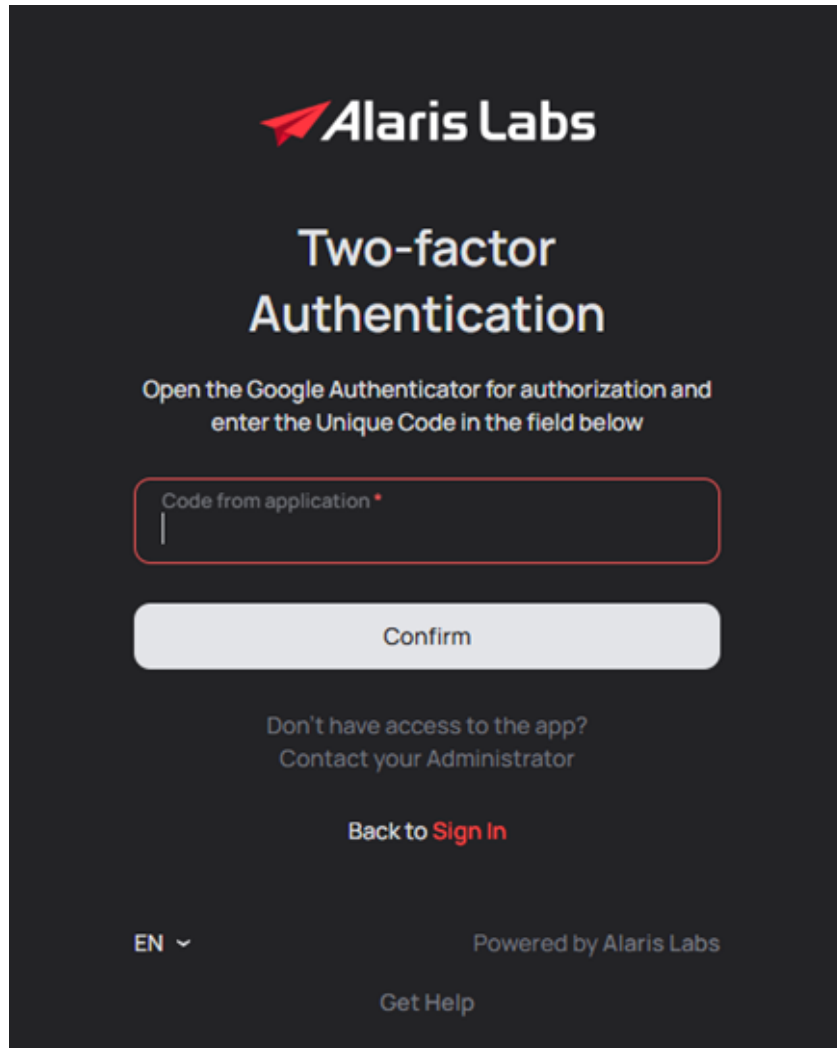
Campaign Portal > Sing Up

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.

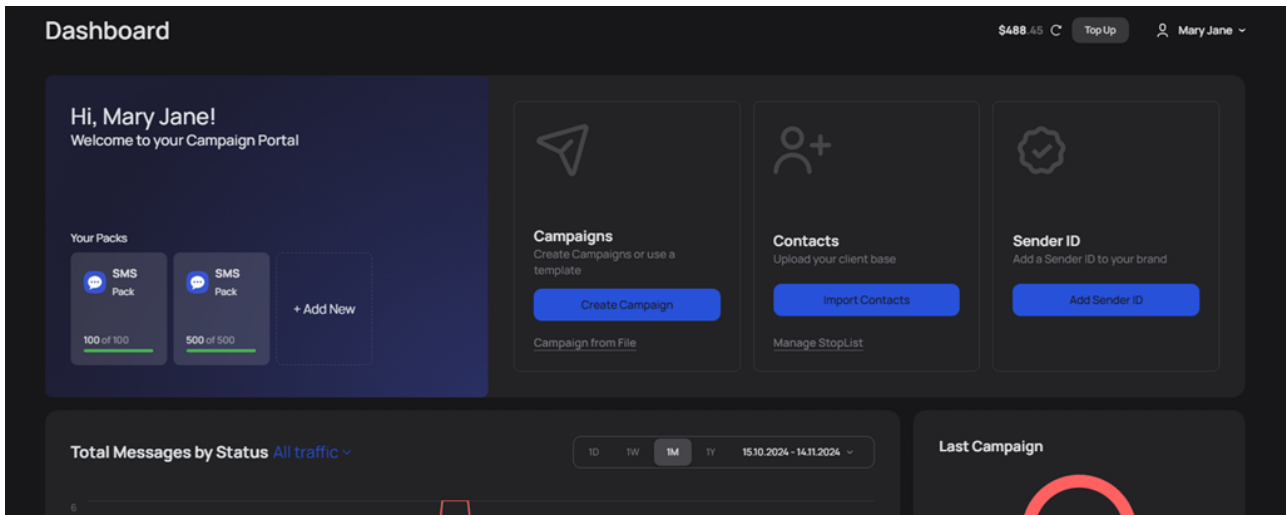
2. User should enter the alphanumeric code in the Google Authenticator app.
3. During the next authorization attempt the user will see a one-time password input box. The password will be displayed at the Google Authenticator app.



Campaign Portal 2FA logon window

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

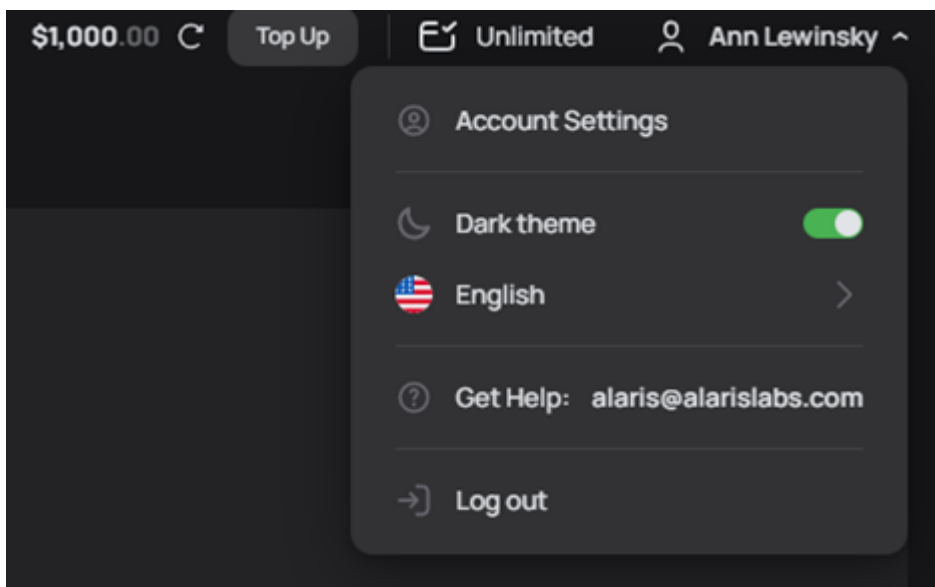
When logged in to its account, a user is directed to the Campaign Portal home page - the *Dashboard* interface.



Campaign Portal Main Page

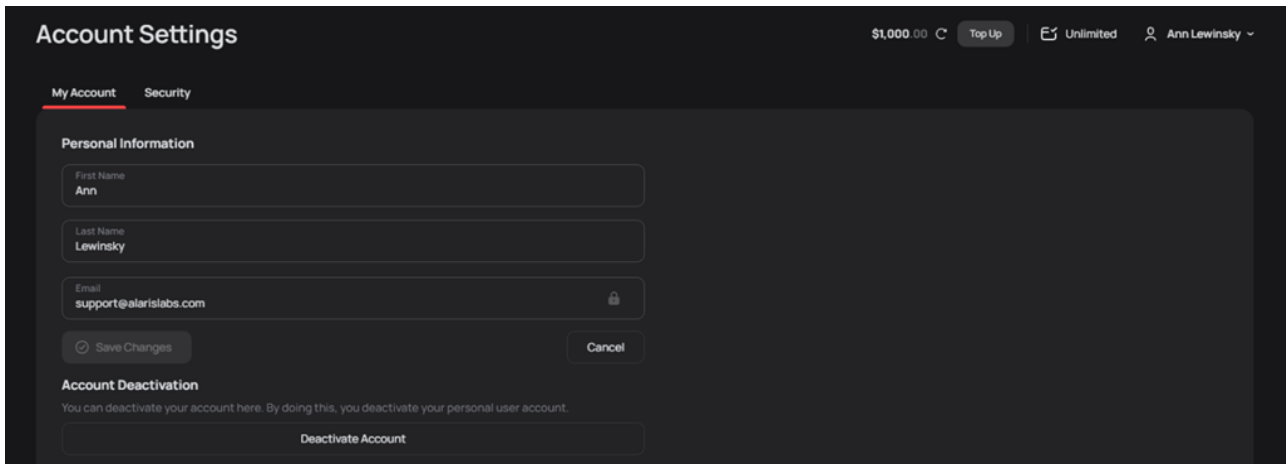
At the top right of the screen, the **User Menu** settings are located. They contain:

- Account Settings
- Web interface theme settings (Dark/Light)
- Language selection
- Email for contacting a supervising partner, which is displayed only if the corresponding field was filled in when configuring the portal
- Log out of the account



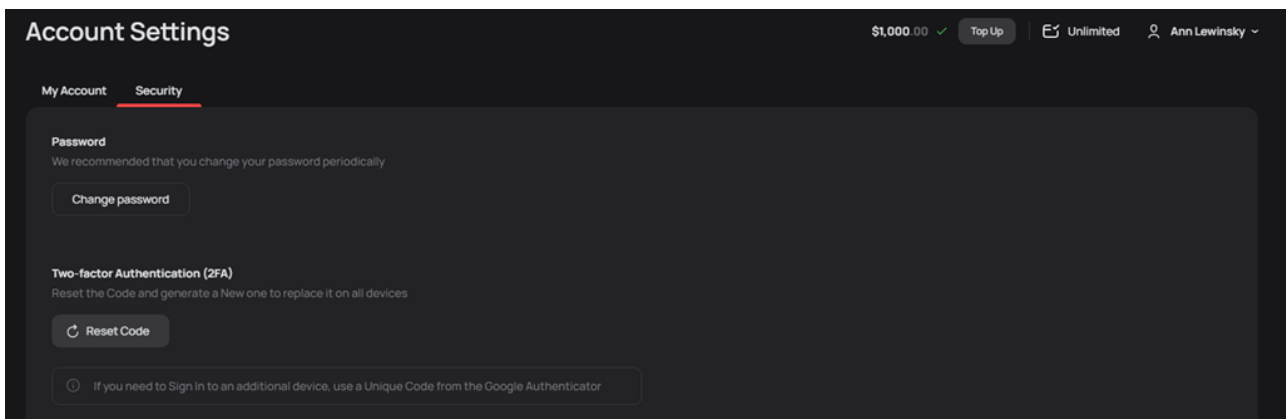
User Menu

In *My Account* tab of the *Account Settings*, the user can change its first name and last name:



Account Setting > My Account

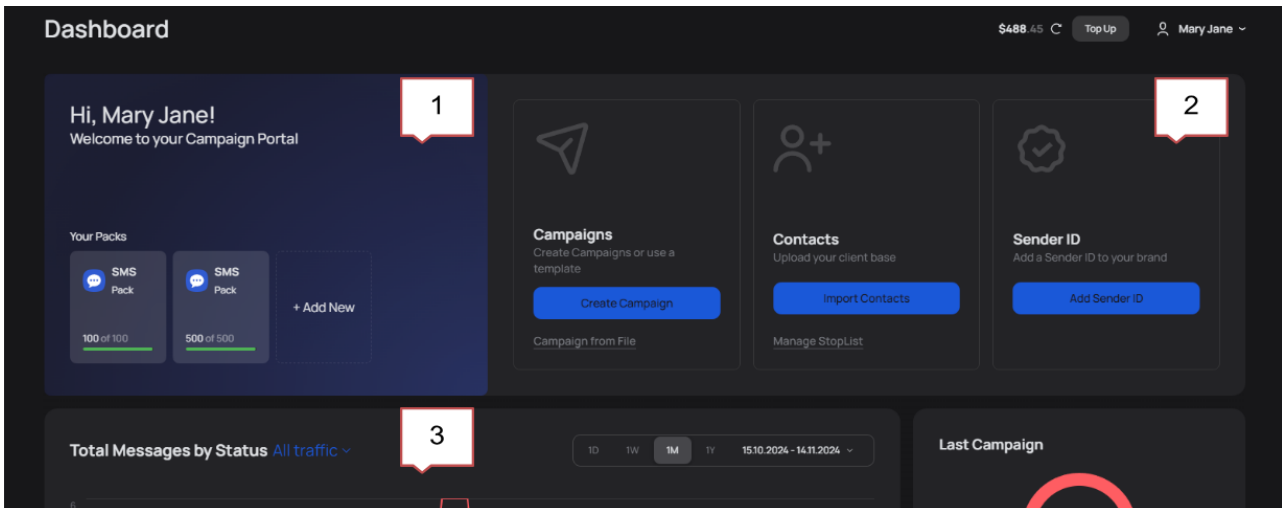
The user can change its profile password at the *Security* tab of the *Account Settings*. In case the 2FA was enabled, it is also possible to generate a new code for the Google Authenticator app.



Account Setting > Security

5 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:

- Pack & Plans — purchased message packs and rate plans available to the user.
- *Quick access* – a collection of shortcuts to the most frequently used interfaces:
- *Campaigns*, containing:
 - *Create Campaign*: a button leading to the Campaign Wizard interface for campaign creation.
 - *Campaign from File*: a button leading to the Campaign from File interface for campaign dispatch from an uploaded file.
- *Contacts*, containing:
 - *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 ID interface which is used to request a SID from a higher-level partner (System Owner or Reseller) or to unsubscribe from a current SID.
 - *Add Sender ID*: a button leading to the *Sender ID* interface which is used to request a SID from a higher-level partner (System Owner or Reseller) or to unsubscribe from a current SID.
 - **Graphs:**
 - *Total Messages by Status* - a graph displaying the cost 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. *Total cost* reflects the cost of all sent messages.
 - *Total Messages & Cost by Channel* - a graph showing the cost of sent messages broken down and filtered by delivery channel (SMS/IM) with period selection option. *Total Sent* displays the total number of sent messages. *Total Cost* shows the cost of all sent messages. Additionally, the cost of messages by each delivery channel is displayed.
 - *Last Campaign* - a graph showing the number of messages of the last campaign by status (*Sent, Delivered, Seen, Undelivered, Failed*). *Total Cost* reflects the cost of all sent messages.
 - **Total Messages by Status** - a graph displaying the cost 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. *Total cost* reflects the cost of all sent messages.
 - **Total Messages & Cost by Channel** - a graph showing the cost of sent messages broken down and filtered by delivery channel (SMS/IM) with period selection option. *Total Sent* displays the total number of sent messages. *Total Cost* shows the cost of all sent messages. Additionally, the cost of messages by each delivery channel is displayed.
 - **Last Campaign** - a graph showing the number of messages of the last campaign by status (*Sent, Delivered, Seen, Undelivered, Failed*). *Total Cost* reflects the cost of all sent messages.

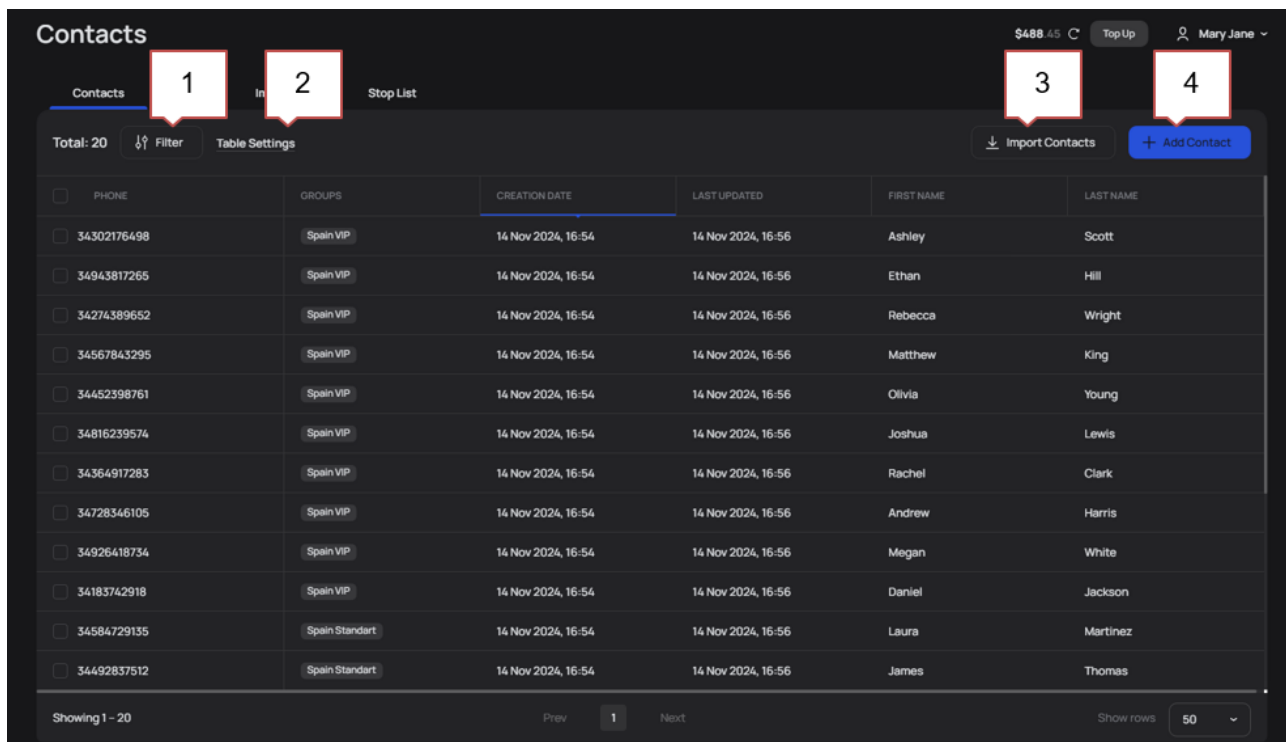
6 Contacts

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* - allows you 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* - allows you 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* - displays a list of contact import tasks with import details.
4. *Stop-list* - contains numbers to which SMS sending is prohibited.

6.1 Contacts



Contacts \$488.45 Top Up Mary Jane

Contacts **1** **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](#) interface







4. Click *Add Contact* button located in the top right corner to add a new contact
5. 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:

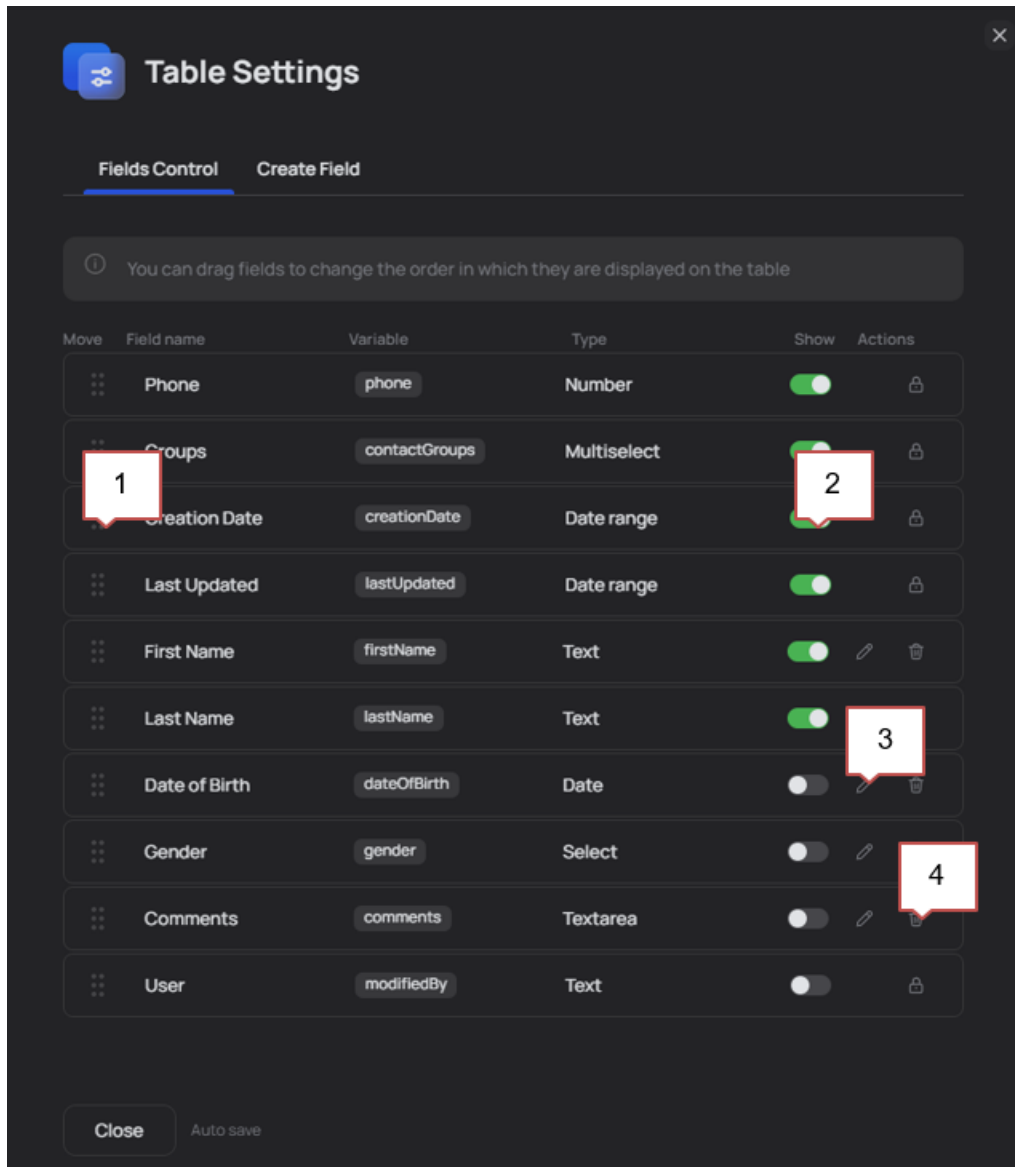
<input type="checkbox"/>	34302176498	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Ashley	Scott	Edit
<input type="checkbox"/>	34943817265	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Ethan	Hill	  
<input type="checkbox"/>	34274389652	Spain VIP	14 Nov 2024, 16:54	14 Nov 2024, 16:56	Rebecca	Wright	

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 for moving a contact to the *StopList* group.
6. You 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"/>	34183742918	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	

2 Selected Select all 20  Export     



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.

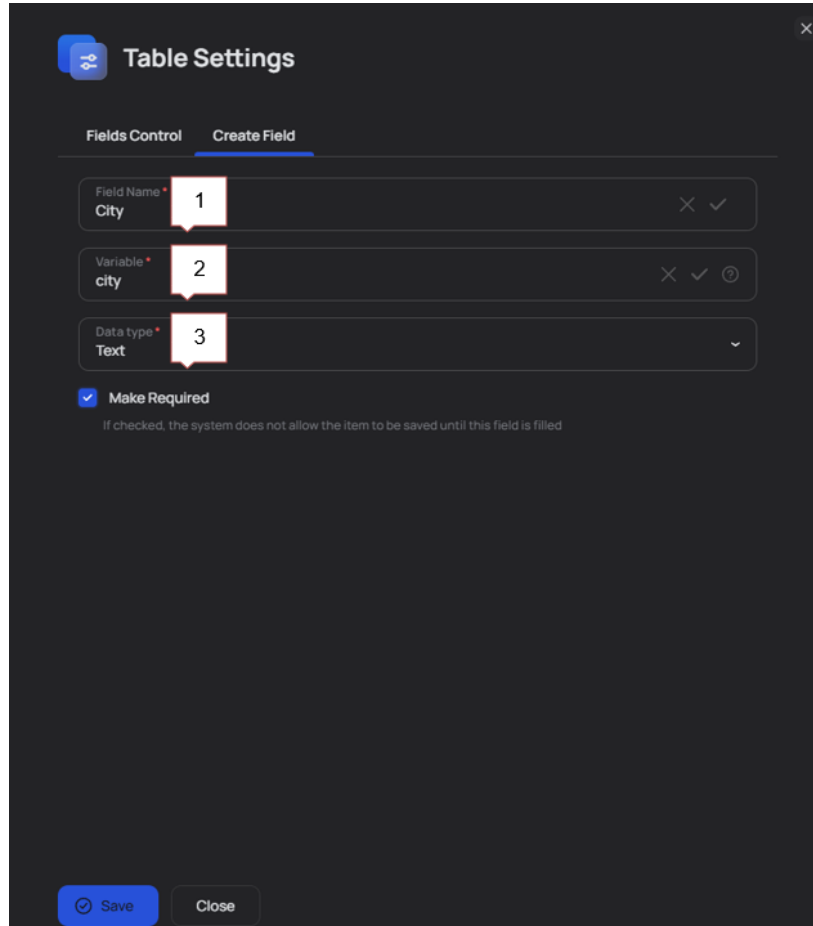


Table Settings

Fields Control **Create Field**

Field Name * **1**
City

Variable * **2**
city

Data type * **3**
Text

Make Required
If checked, the system does not allow the item to be saved until this field is filled

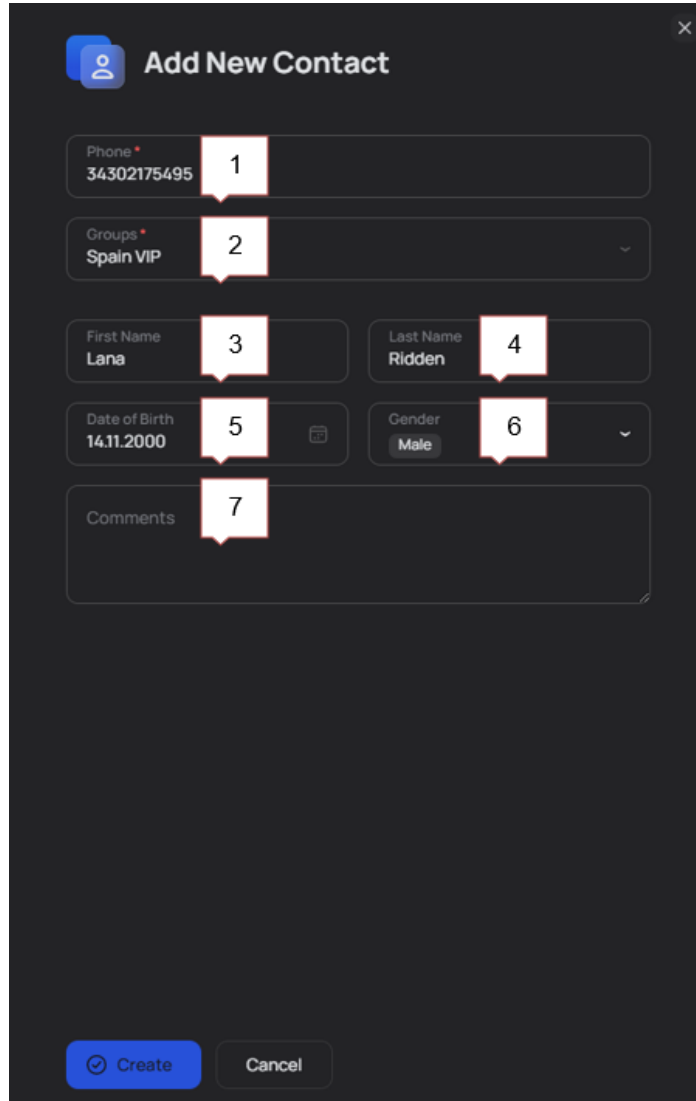
Save Close

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.



Add New Contact

Phone * 34302175495 1

Groups * Spain VIP 2

First Name Lana 3 Last Name Ridden 4

Date of Birth 14.11.2000 5 Gender Male 6

Comments 7

Create Cancel

Add New Contacts

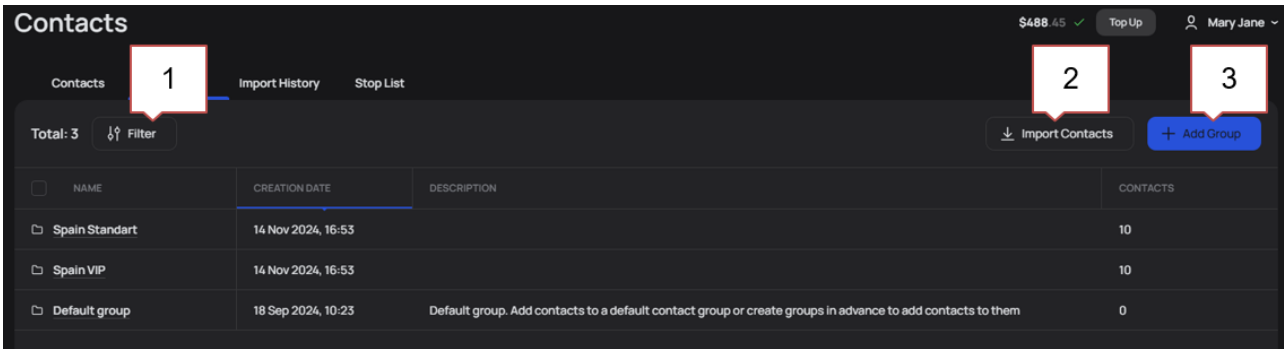
To add a new contact, fill in the following fields:

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. *Comments* (optional)

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.

6.2 Groups

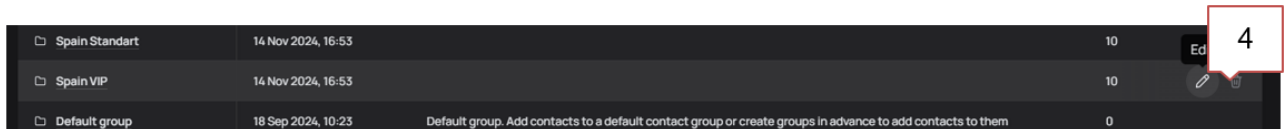


Groups

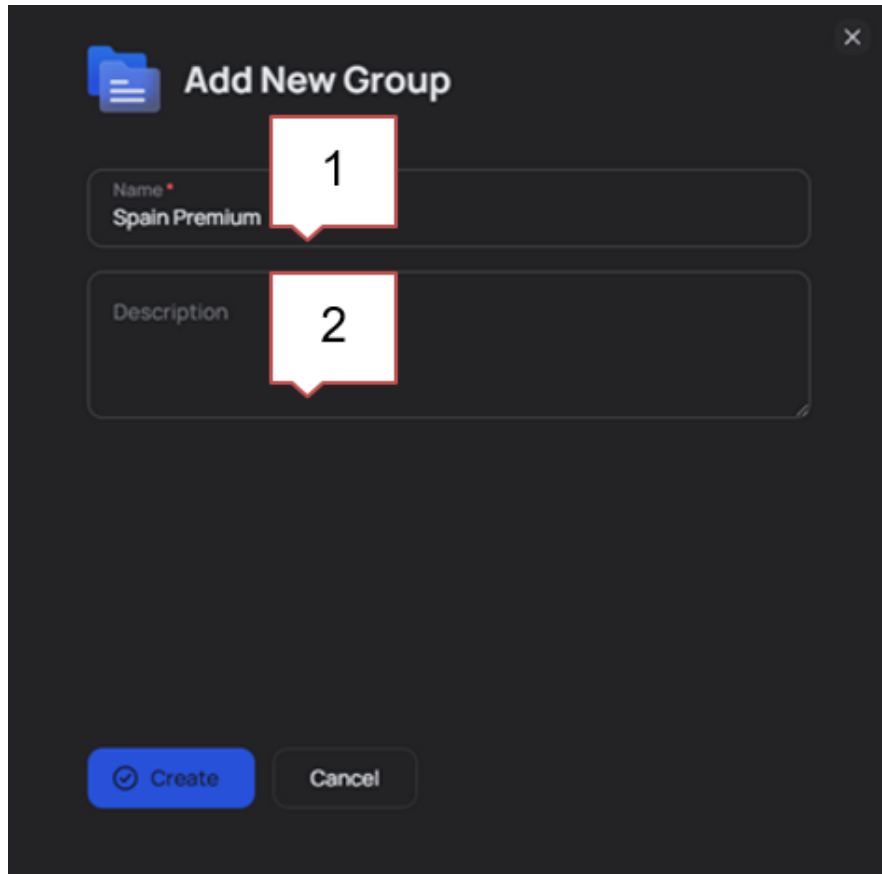
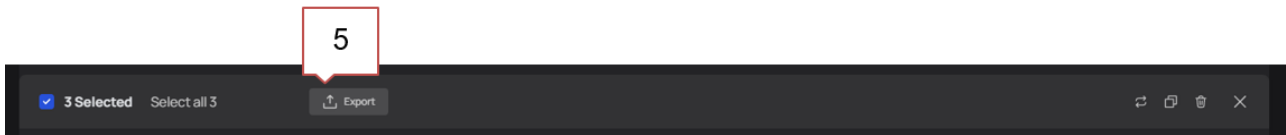
Contacts are grouped together. A contact cannot exist outside of groups, but can belong to several groups. There are two default contact groups: *Default group* and *StopList*.

It is possible for you 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 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.



A screenshot of a "Add New Group" dialog box. The title bar shows a folder icon and the text "Add New Group" with a close button. Below the title, there are two input fields. The first field is labeled "Name" and contains the text "Spain Premium"; a red callout box with the number "1" is placed over this field. The second field is labeled "Description" and is empty; a red callout box with the number "2" is placed over this field. At the bottom of the dialog, there are two buttons: a blue "Create" button with a checkmark icon and a grey "Cancel" button.

Add New Group

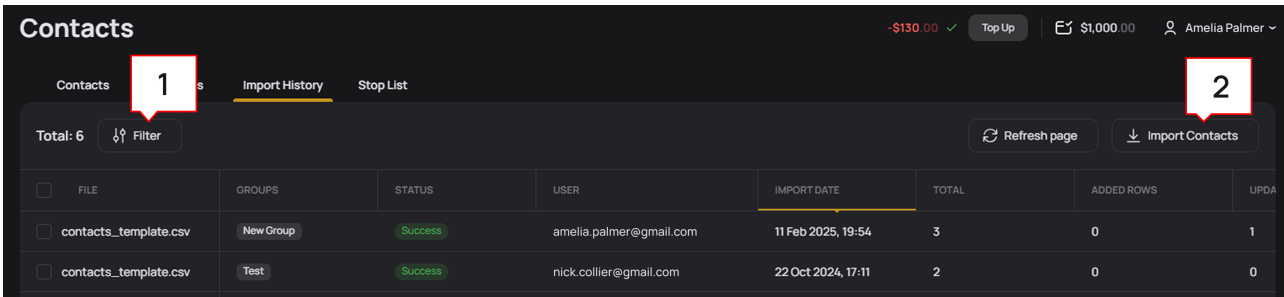
Fill in the following parameters to add a new group:

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 names are not allowed on the System. The *Cancel* button serves to cancel the action.

All parameters can be changed when editing groups.

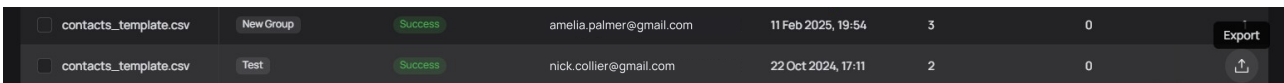
6.3 Import History



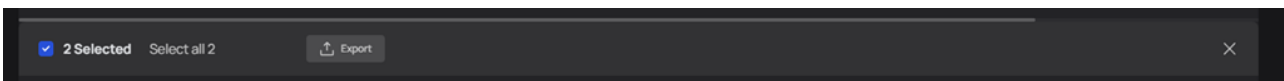
Import History

It is possible to:

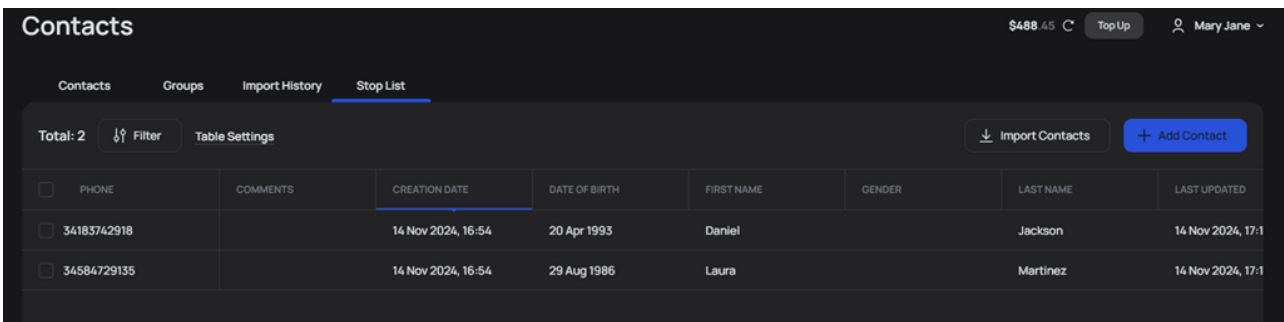
1. Use filters to display relevant records
2. Import Contacts into the [Import Contacts](#) interface by clicking on the *Import Contacts* button in the upper right
3. Export previously imported files. Hover the mouse over the required record and select the action on the right side of the line:



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.



6.4 Stop List



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. Import contacts into the [Import Contacts](#) interface or in the *Stop List* by clicking on the *Import Contacts* button in the upper right.
4. Add a new contact to the *Stop List* by clicking the *Add Contact* button located in the upper right corner.
5. 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
<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 a contact from the *Stop List*, selecting a group to which the contact should be added.
 - **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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6.5 Import Contacts

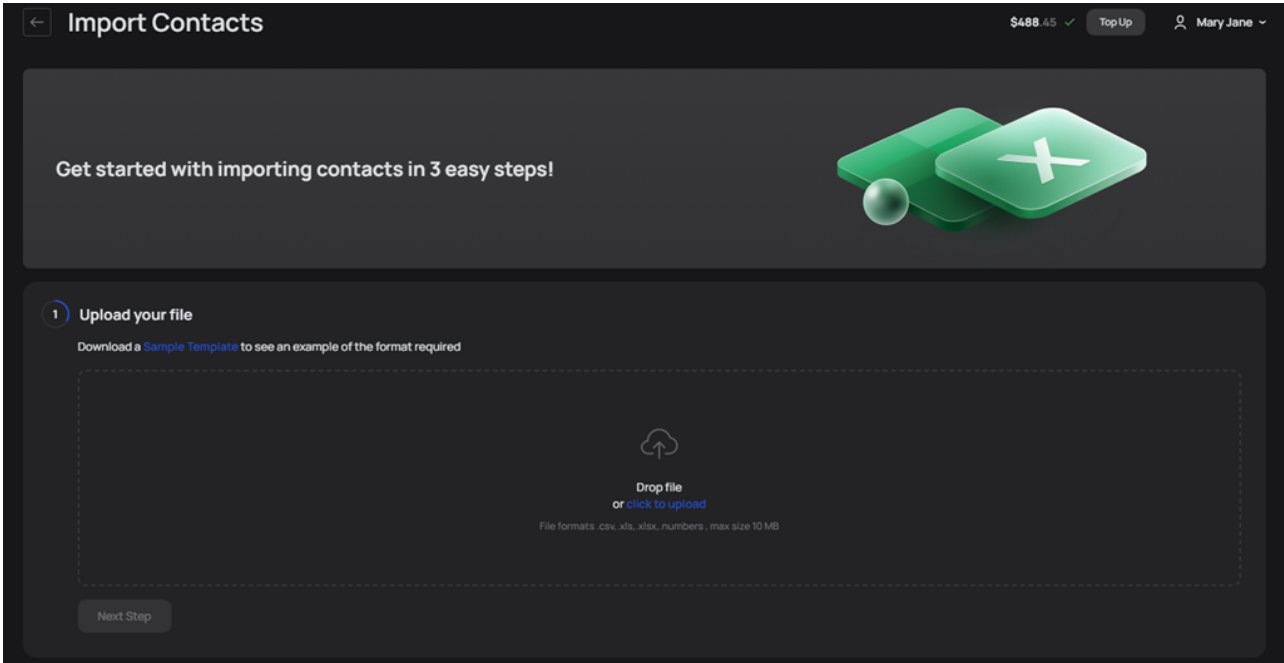
The *Import Contacts* interface is designed to import contacts to any group from XLS or CSV files. The user can select specific columns for import. One does not have to import all columns from the file.

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:

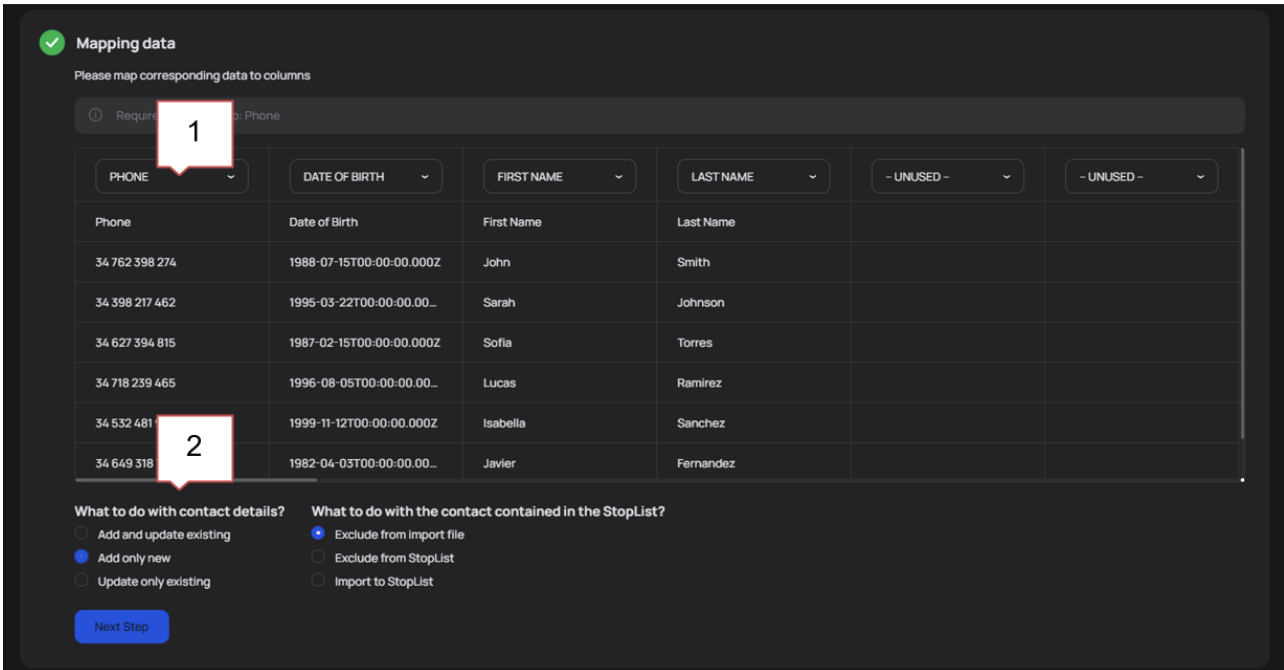
What to do with contact details?

- **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:** contacts from the *StopList* will be excluded from it and imported according to the option selected in step 1.
- **Import to StopList:** contacts in the file will be added to the *StopList*.

Click *Next Step* to proceed.

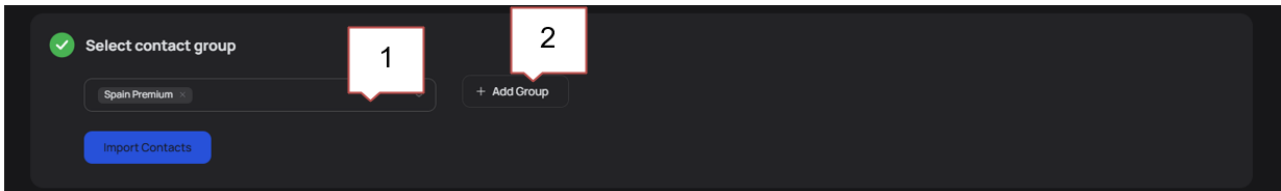


Import Contact > Mapping Data

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.



Import Contact > Select contact group

7 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.

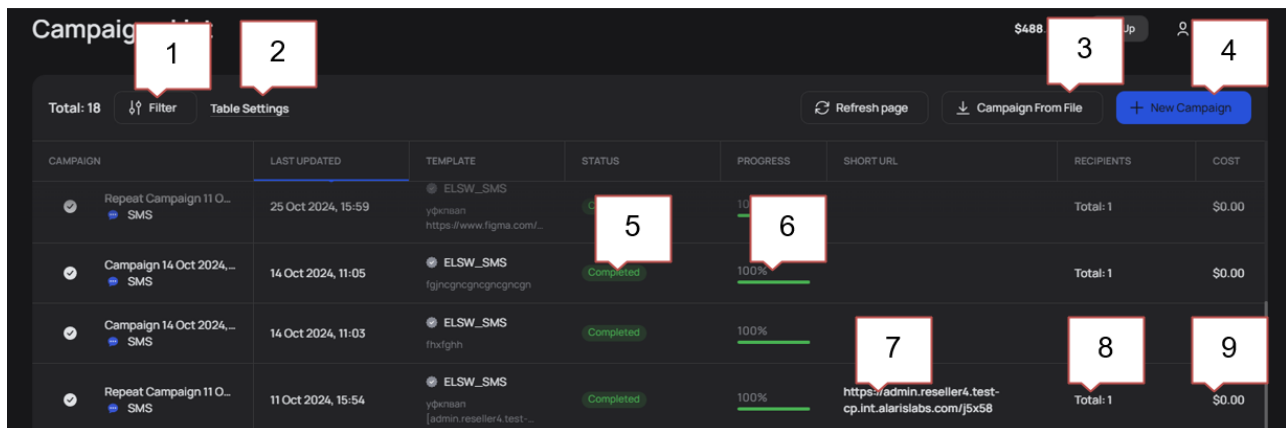
Messages are either billed to the appropriate message pack decreasing its message count or are deducted from the user's account balance if the user has a rate plan for the message MCCMNC. If both a message pack and rate plan are applicable, messages are billed to the message pack.

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

- [Campaigns List](#)^[27] - serves to display sent or scheduled campaigns.
- [Campaign Wizard](#)^[28] - serves to create a campaign.
- [Templates](#)^[37] - serves to create message templates.
- [SenderIDs](#)^[39] - serves to request a Sender ID from your Admin (see [Terms and acronyms](#)^[4] for more detail on how Admins work).
- [Campaign from File](#)^[41] - serves to send a campaign from an uploaded file.

7.1 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', and a user profile icon (4). Below the header, there's a toolbar with 'Filter' (2), 'Table Settings', 'Refresh page', 'Campaign From File', and 'New Campaign' buttons (3). The main content is a table with columns: CAMPAIGN, LAST UPDATED, TEMPLATE, STATUS, PROGRESS, SHORT URL, RECIPIENTS, and COST. The table contains four rows of campaign data. Callouts 5, 6, 7, 8, and 9 point to specific elements in the table rows, such as the status 'Completed', progress bars, and recipient counts.

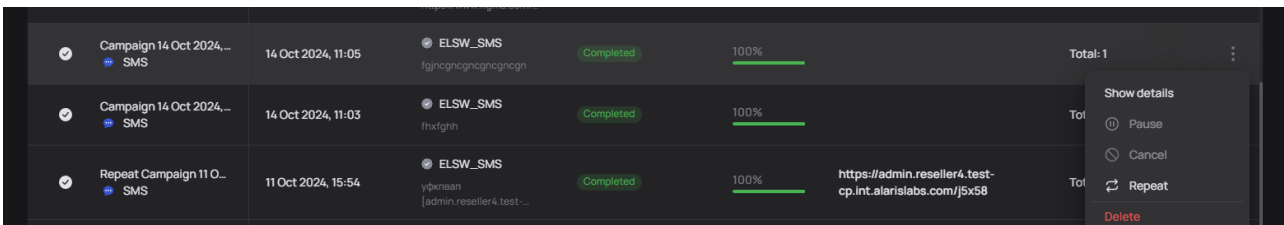
CAMPAIGN	LAST UPDATED	TEMPLATE	STATUS	PROGRESS	SHORT URL	RECIPIENTS	COST
Repeat Campaign 11 Oct 2024, 15:59 SMS	25 Oct 2024, 15:59	ELSW_SMS ydknean https://www.figma.com/...	In Progress	100%		Total: 1	\$0.00
Campaign 14 Oct 2024, 11:05 SMS	14 Oct 2024, 11:05	ELSW_SMS fgmgnhgnhgnhgnhgnhgn	Completed	100%		Total: 1	\$0.00
Campaign 14 Oct 2024, 11:03 SMS	14 Oct 2024, 11:03	ELSW_SMS fhwghgh	Completed	100%		Total: 1	\$0.00
Repeat Campaign 11 Oct 2024, 15:54 SMS	11 Oct 2024, 15:54	ELSW_SMS ydknean [admin.reseller4.test-...]	Completed	100%	https://admin.reseller4.test-cp.int.alarislabs.com/j5x58	Total: 1	\$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:
 - *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.
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).



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* or *Scheduled* 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 *Cancelled*, *Completed* or *Failed* 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.

7.2 Campaign Wizard


The *Campaign Wizard* interface streamlines the campaign creation and sending process, eliminating the need to switch interfaces. The campaign sending process is divided into three stages:

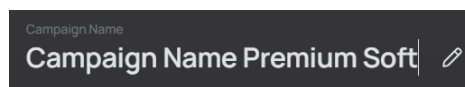
- **Setup:** selecting a channel, Sender ID and creating message content.
- **Recipients:** selecting the list of recipients.

- *Complete & Send*: finalizing and sending the campaign.

Stages are displayed under the campaign name. 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.

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:

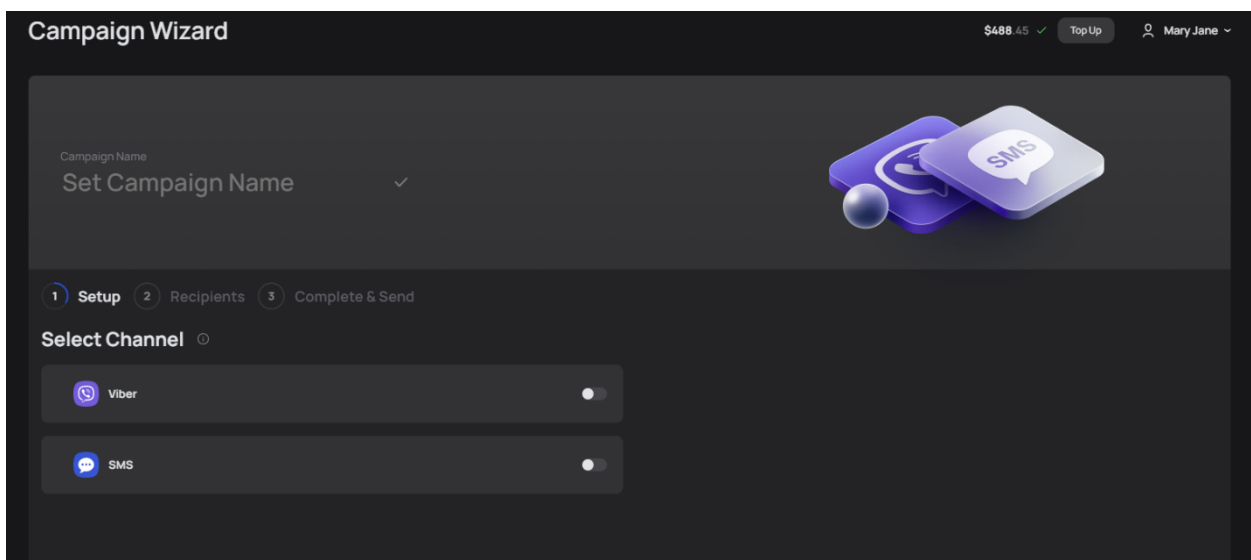


Below the campaign name, the available message delivery channels are listed as a sequence of entries, with SMS fixed at the end.

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.

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.

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.

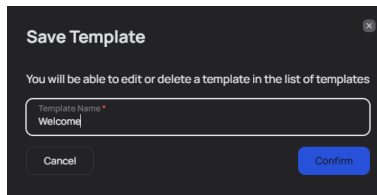


Campaign Wizard > Setup

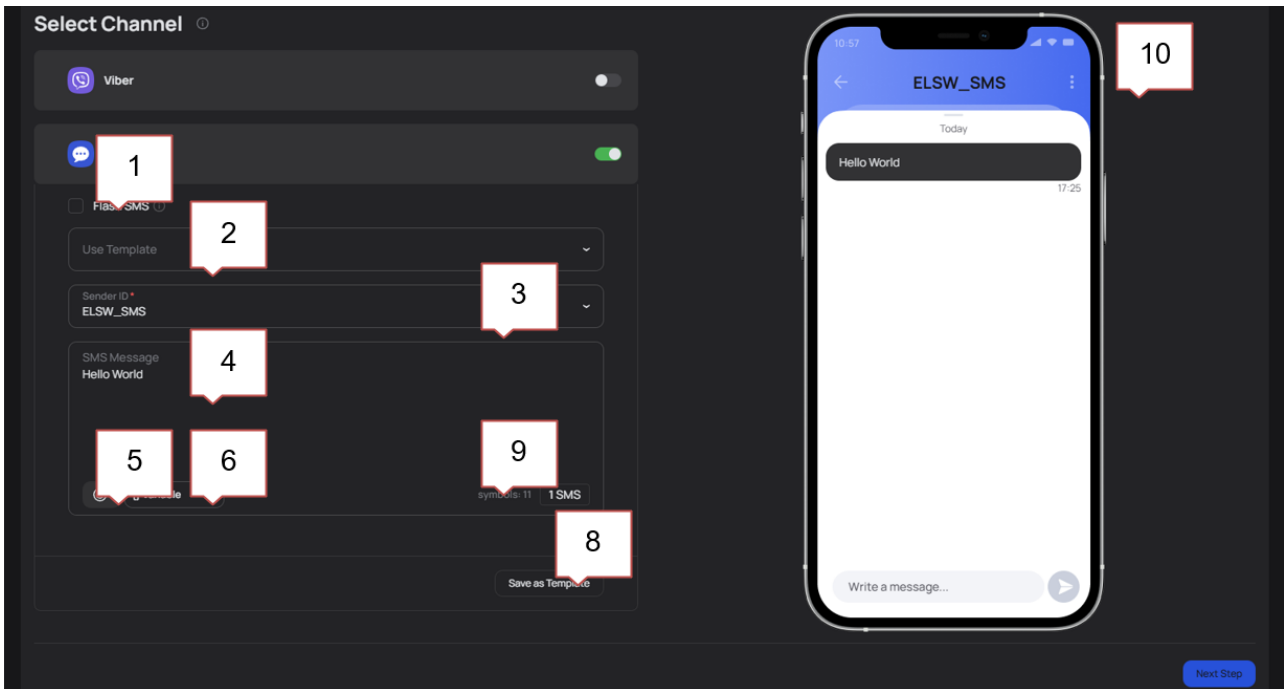
When activating the *SMS* checkbox, the following parameters must be filled in:

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.

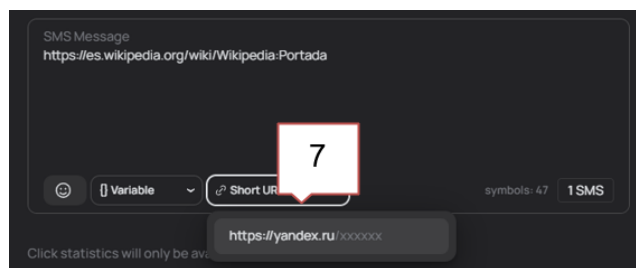
2. If necessary, select a campaign template (created in the *Templates* interface).
3. Select a sender name that is approved for this channel.
4. Specify the message text. If a ready-made template was selected in *Use Template*, the text can be automatically filled in.
5. Add an emoji to the message text if necessary.
6. Select variables if necessary. Each variable relates to the corresponding column header from the *Contact list* table of the [Contacts](#) ¹⁶ interface. To count the number of characters in the message, consider that one variable is 10 characters.
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). 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.
8. 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.



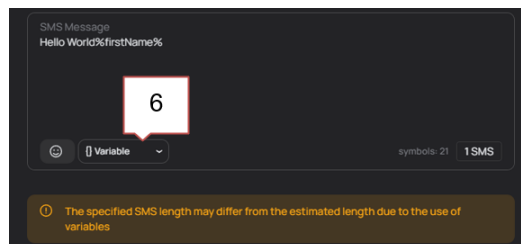
9. The user can view the number of characters entered and the number of segments.
10. The right side of the screen displays a sample image of a phone, illustrating how the campaign message will appear on a mobile device. In the event that two channels are involved, the screen will be divided into two parts: one for SMS and one for Viber.



Campaign Wizard > Setup > SMS



Campaign Wizard > Setup > Short URL



Campaign Wizard > Setup > Variable

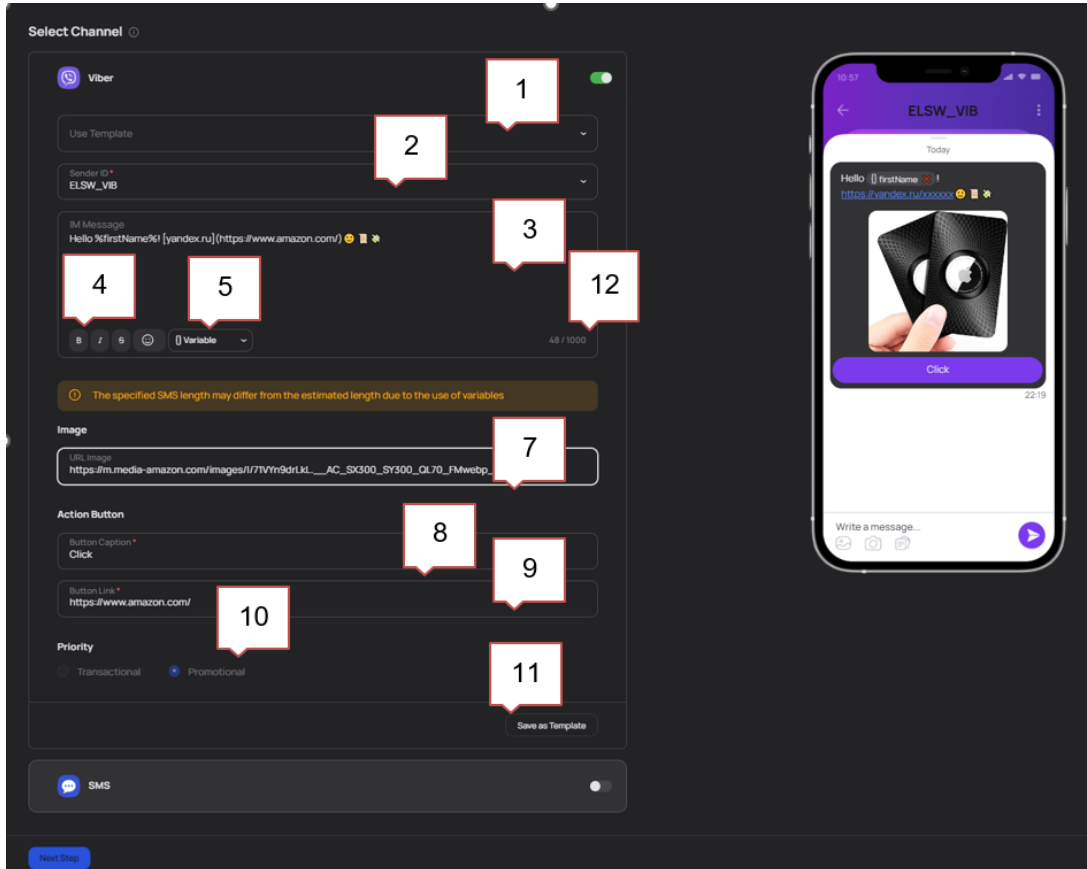
If the *Viber* checkbox is activated, the following parameters must be filled in:

1. Select a campaign template (created in the *Templates* interface) if necessary.
2. Select the SID 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](#) interface. To count the number of characters in the message, consider that one variable is 10 characters.
 6. 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.
 7. If necessary, add a link to the image that will be displayed in the message.
 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. 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.
11. 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.
 12. The maximum number of characters allowed (1000) and the number of characters entered are displayed.



Campaign Wizard > Setup > Viber

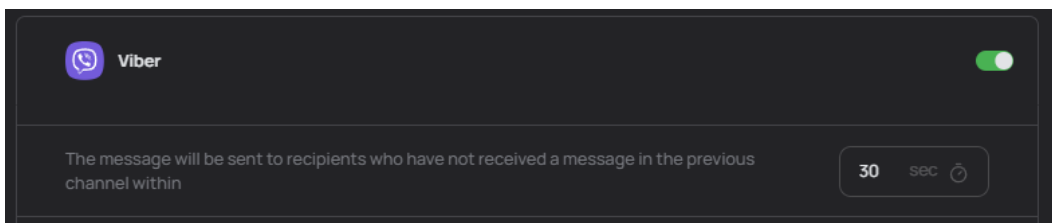
The Cascade campaign utilizes multiple delivery channels (for example, SMS/IM) in sequence, with the subsequent channel being used once the previous one has failed to deliver within a specified time frame (TTL).

In the event of failure to send or deliver a message through the first channel, the System will switch to the next one and so on until successful sending or delivery is achieved, or until the list of available delivery channel options is exhausted.

This cascading approach enhances the probability of message delivery to subscribers. Within Alaris Campaign Portal 2.0, messages are initially transmitted over Viber, followed by SMS as the most reliable and costly option.

NOTE: The message text within one campaign can vary depending on the selected channel.

NOTE: If both checkboxes (Viber and SMS) are activated at the *Setup* stage, the parameter for specifying the time (TTL) after which the System will send the message to the next channel will become available.



Campaign Wizard > Setup

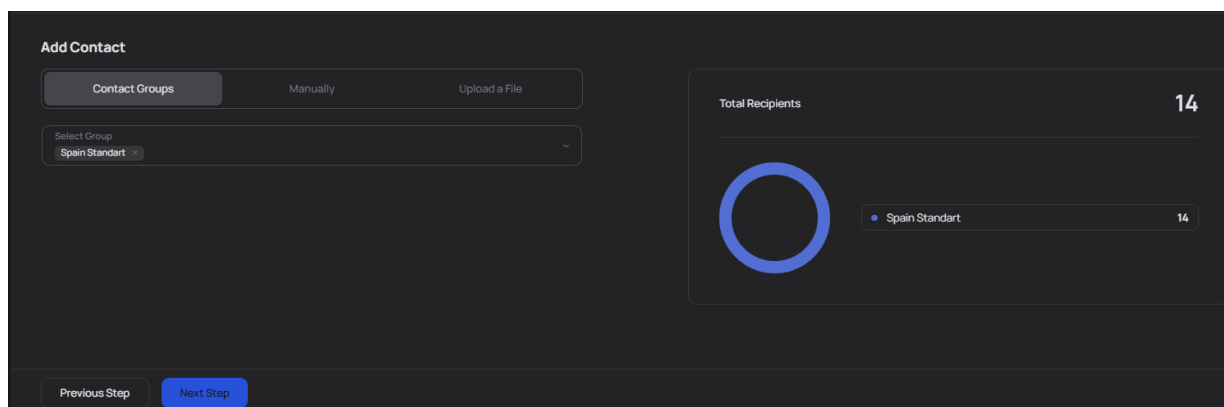
NOTE: In case of creating a cascade campaign using *URL Shortener*, the same *Original URL* is used for two channels. Accordingly, the short link will be identical for both channels.

After configuring the required parameters, click the *Next* button to proceed to the *Recipients* stage.

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:

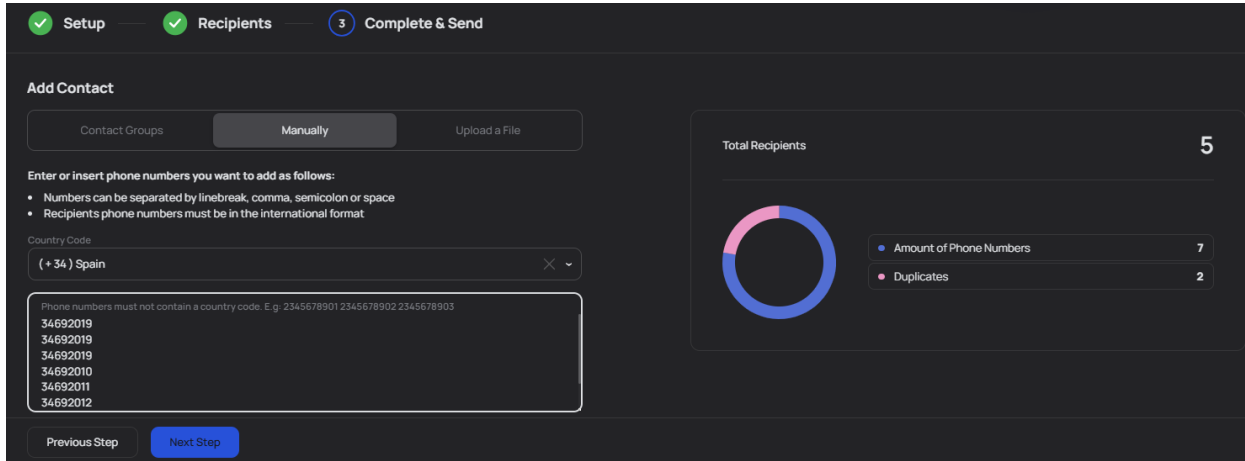
1. *Select Group*: a dropdown list for selecting one or more subscriber groups created in the [Contacts](#) interface. Additionally, the *All* option allows you to send to all existing contacts, selecting or deselecting all groups in the list.
2. *Total Recipients*: a pie chart that shows the total number 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:

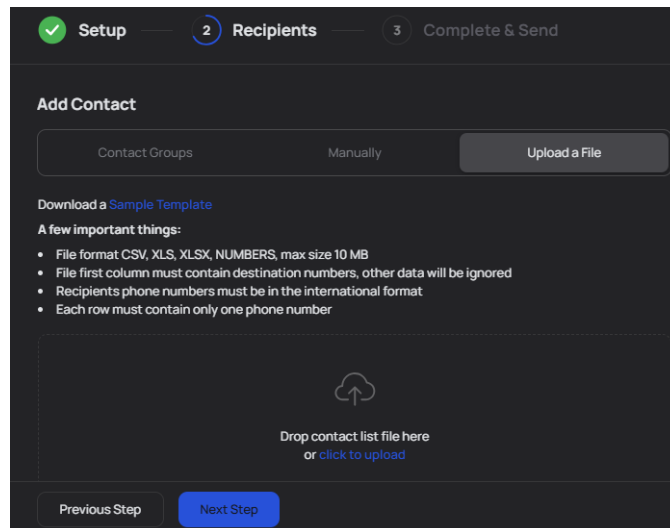
1. *Select Country Code*: a dropdown list for selecting a country code (created in the interface *Admin Panel\Settings\e.212/e.164 Reference Book*).
2. A text field is available for manually entering phone number(s).
 - Numbers can be copied into this field.
 - You can start each number on a new line 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

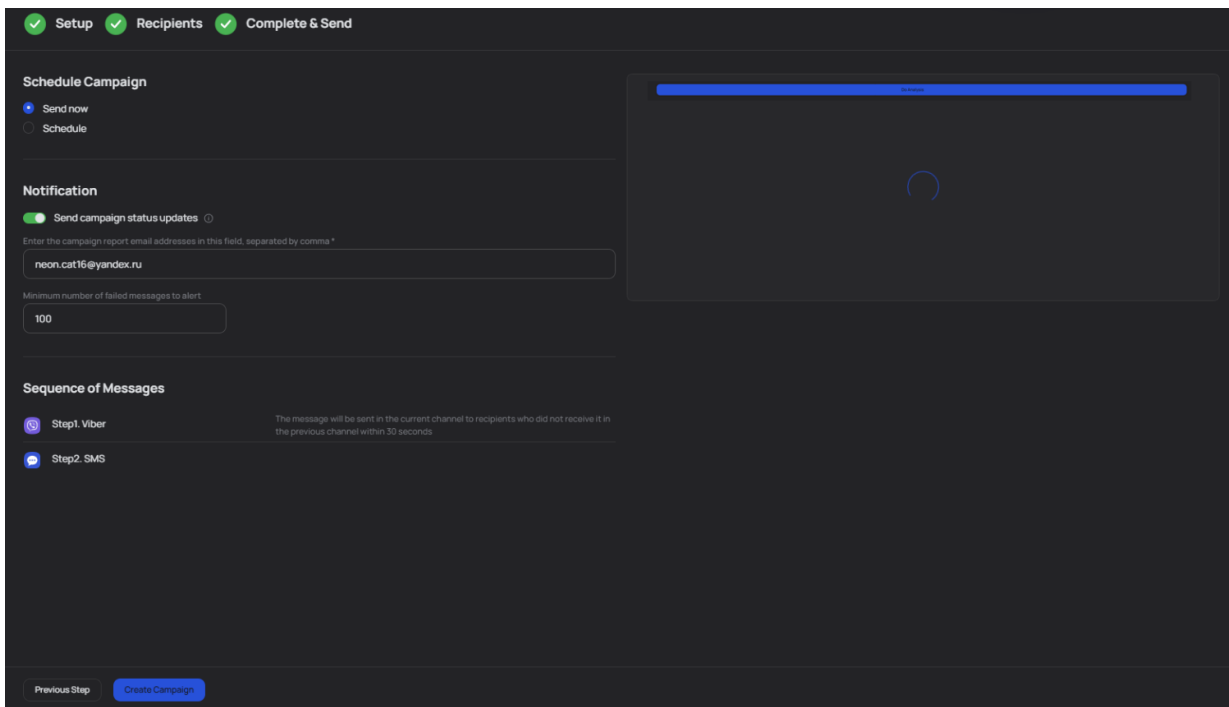


Campaign Wizard > Recipients > From File

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

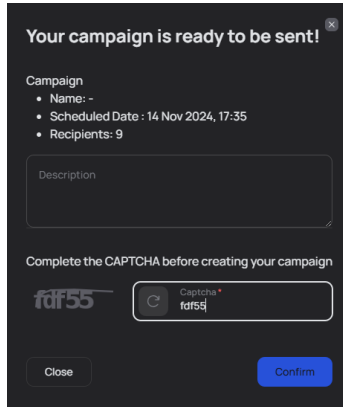
The *Complete & Send* stage is intended for finalizing and sending the campaign. The following steps must be completed:

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.
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.
4. To access preliminary analytics for the campaign, click the *Do Analytics* button. This will allow you to view the estimated cost, the total number of recipients, and the number of recipients by country and network.



Campaign Wizard > Complete & Send

To proceed, click the *Create Campaign* button. Then, enter the CAPTCHA code. Once entered, the campaign will be successfully started/scheduled.



Campaign Wizard > Complete & Send > CAPTCHA

7.3 Templates

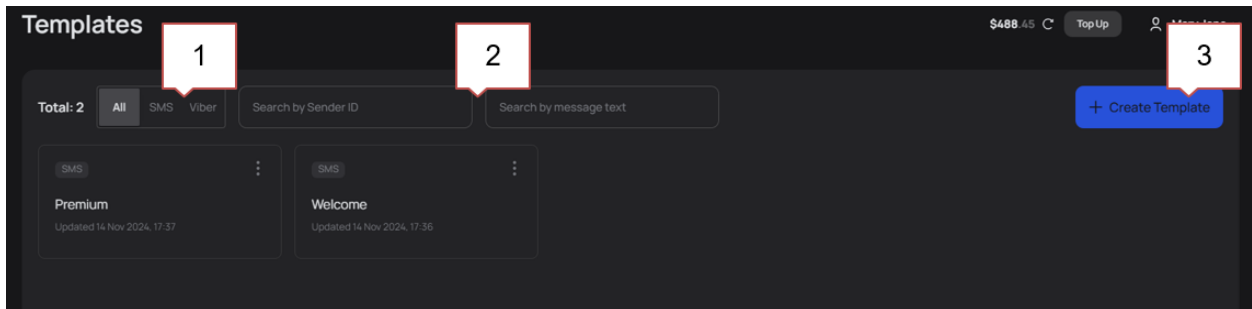
The *Templates* interface is designed for managing campaign templates.

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 shows a list of templates in the form of tiles with previews.



Templates

The interface allows users to:

1. Use the filter by channel type to display relevant entries.
2. Search for templates by Sender ID or Message text.
3. Create a new template by clicking the *Create Template* button in the upper right corner.
4. 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.

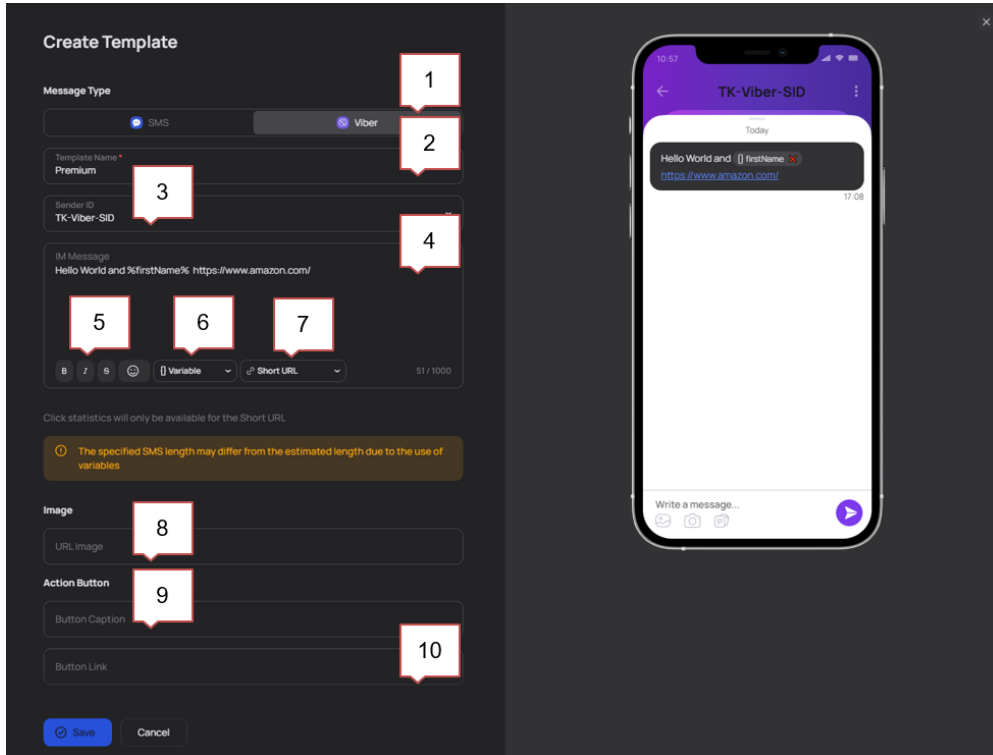
- *Delete*: serves to delete a template. If you delete a template that is already used in the campaign, the campaign will not be launched.

5. Click on any tile to edit the template. All parameters are editable.

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

1. Select delivery channel (SMS, Viber).
2. Specify the name of the template.
3. Select a Sender ID approved for the specific channel.
4. Fill in the text field for the message.
5. 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.
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 and the functionality is available, choose a short domain from the available list to shorten your link inserted in the message text.
8. If necessary, add a link to an image to be displayed in the message. The button is available when *Message Type* is Viber.
9. If necessary, specify the name of the message button. The button is available when *Message Type* is Viber.
10. If necessary, specify the URL to which the user will be redirected after clicking the button. The button is available when *Message Type* is Viber.

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.

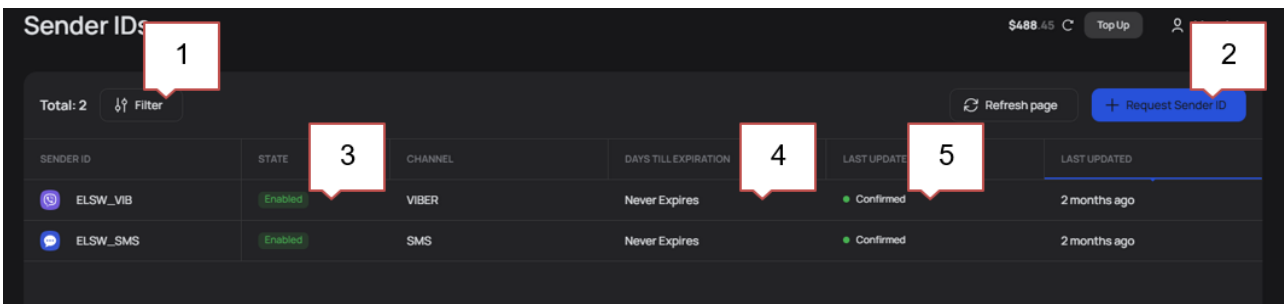


Templates > Create Template

7.4 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).

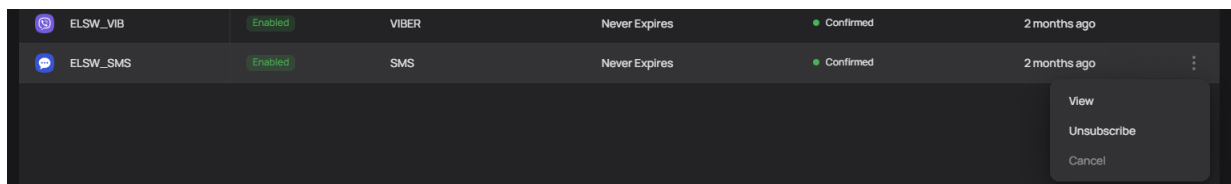


Sender IDs

The interface allows users to:

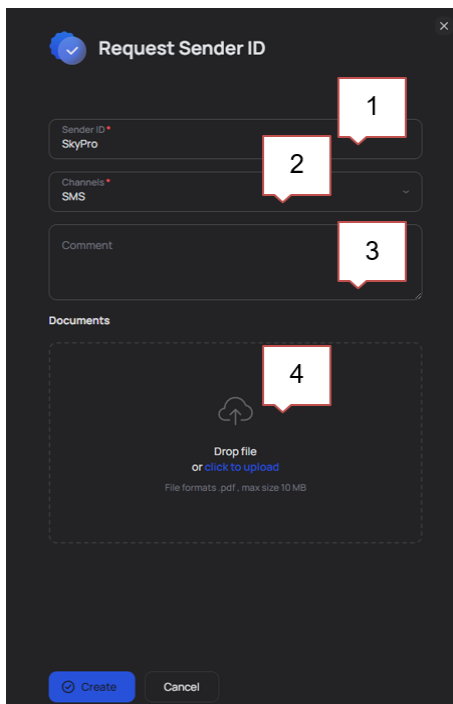
1. Use the filter by channel type to display relevant entries.
2. Send a request to a higher-level partner to approve a new SID by clicking the *Request Sender ID* button located in the upper right corner
3. View the status of the SID to see if it is available. Possible values:
 - *Enabled*: can be used
 - *Disabled*: cannot be used

- *Waiting for Approval*: 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).
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.



Request Sender ID

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

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.

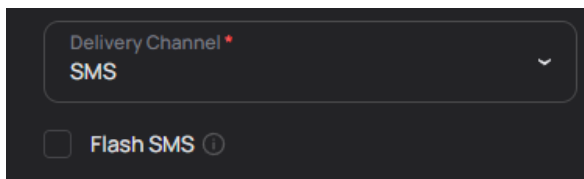
Requests are passed from the user company up the reselling chain to the System Owner. The System Owner decides whether to register Sender IDs with the appropriate operators or services (such as Viber, WhatsApp, or other services) and passes this decision down the same chain. After this, the SID can be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

7.5 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.

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

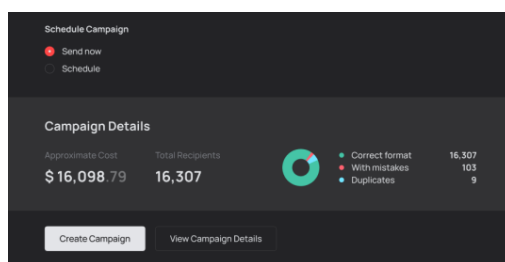
1. Specify the name of the campaign.
2. Select the delivery channel (*SMS* by default).
3. Select a Sender ID from the drop-down list available for the selected channel.
4. For the Viber channel, specify the message type – *Transactional* or *Promotional*.
5. If necessary, enable the *Flash SMS* checkbox 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.



6. Upload a file with contacts in one of these formats: CSV, XLS, or XLSX. The file size cannot be larger than 10 MB. You can 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). Select headers from the available ones:
 - *Destination number* for SMS/Viber
 - *SMS Message* for SMS
 - *IM message* for Viber
 - *Image URL* for Viber
 - *Button caption* for Viber
 - *Button action URL* for Viber

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. When the campaign is ready to be sent, you can view it 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.



10. To launch a campaign, click the *Create Campaign* button and enter the CAPTCHA code, after which the campaign gets into the *Campaign list* with the *Scheduled* status or immediately gets launched with the *In progress* status. After the campaign is completed, the standard [Campaigns list](#) statistics will be available for it.

Campaign From File

1 Campaign Name
2 Campaign Name: 2024-11-26 21:21

3 Delivery Channel: VIBER
3 Sender ID: ELSW_VIB

6 Upload File
Download a [Sample Template](#) to see an example of the format required

7 campaign_template_sms.xlsx 9 KB

4 DESTINATION NUMBER	IM MESSAGE	- UNUSED -
Destination address	Message text	
34762398274	Hello	
34398217462	Hello	
34627394815	Hello	
34718239465	Hello	
34532481927	Hello	
34649318754	Hello	

Viber traffic type
 Transactional Promotional

8 Schedule Campaign
 Send now Schedule

Date: 26.11.2024 Time: 21:26
Time zone: (UTC+03:00) Standard time

Scheduled Date:
Local Date: 2024.11.26 21:26:00
ISO Date: 2024.11.26 18:26:00

9 Create Campaign **10** Campaign Details

Campaign From File

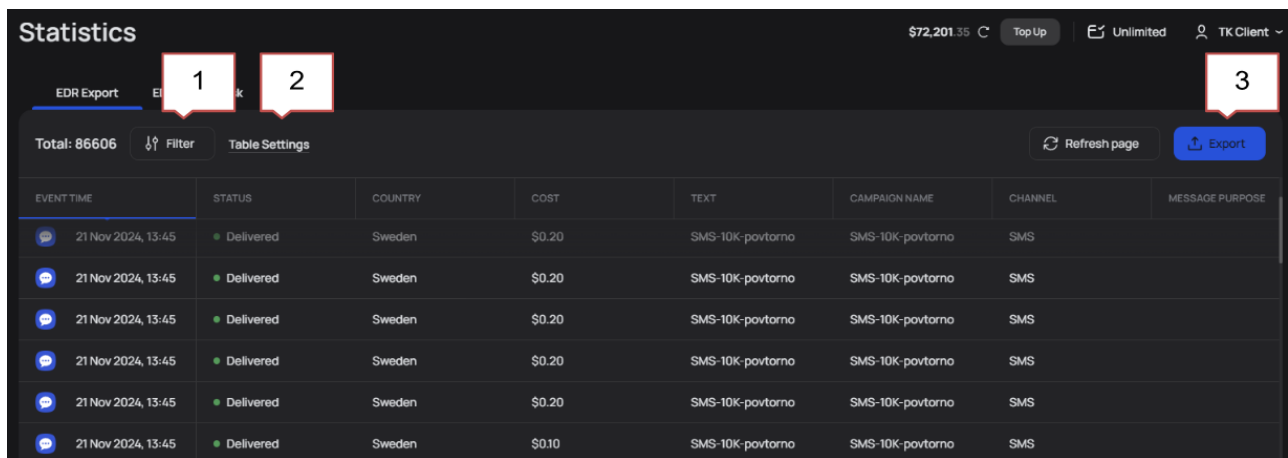
8 Statistics

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.

8.1 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. 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.
2. Configure columns. Click on the *Table Settings* button to customize visible columns. For detailed column configuration instructions, refer to the *Contacts* interface description.
3. Export records. Click *Export* to download selected records. The exported file will include only the columns currently visible in the table.
4. View EDR details. Double-click any row to open a window with comprehensive details for the selected EDR record.

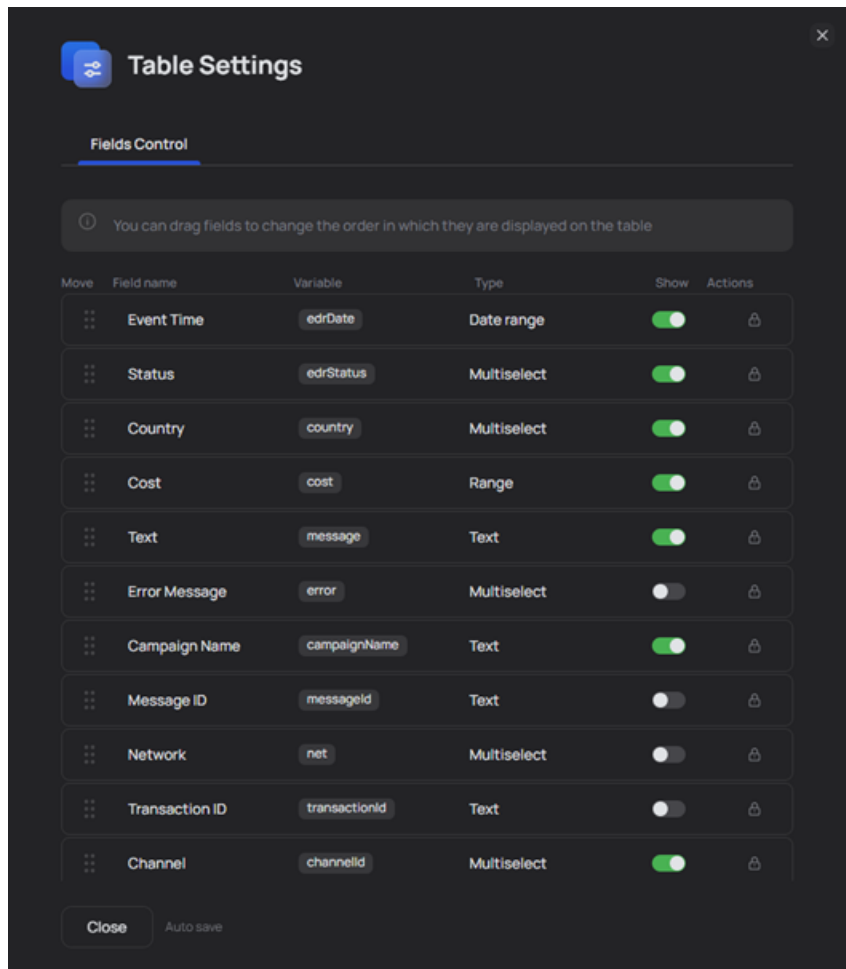
Export

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

Table Settings



Fields Control

You can drag fields to change the order in which they are displayed on the table

Move	Field name	Variable	Type	Show	Actions
⋮	Event Time	edrDate	Date range	<input checked="" type="checkbox"/>	🔒
⋮	Status	edrStatus	Multiselect	<input checked="" type="checkbox"/>	🔒
⋮	Country	country	Multiselect	<input checked="" type="checkbox"/>	🔒
⋮	Cost	cost	Range	<input checked="" type="checkbox"/>	🔒
⋮	Text	message	Text	<input checked="" type="checkbox"/>	🔒
⋮	Error Message	error	Multiselect	<input type="checkbox"/>	🔒
⋮	Campaign Name	campaignName	Text	<input checked="" type="checkbox"/>	🔒
⋮	Message ID	messageId	Text	<input type="checkbox"/>	🔒
⋮	Network	net	Multiselect	<input type="checkbox"/>	🔒
⋮	Transaction ID	transactionId	Text	<input type="checkbox"/>	🔒
⋮	Channel	channelId	Multiselect	<input checked="" type="checkbox"/>	🔒

Close Auto save

Table Settings

  **EDR Details**

Event Time: 21 Nov 2024, 13:45

General

Message ID:	21110-83285821-722143d0-478a0b99
Status:	Delivered
Destination Number:	46719008981
Part Amount:	1
Transaction ID:	581f0472-98fe-4ca9-bae5-b75e86b68f41
Country:	Sweden
Network:	TeliaSonera Mobile Networks AB

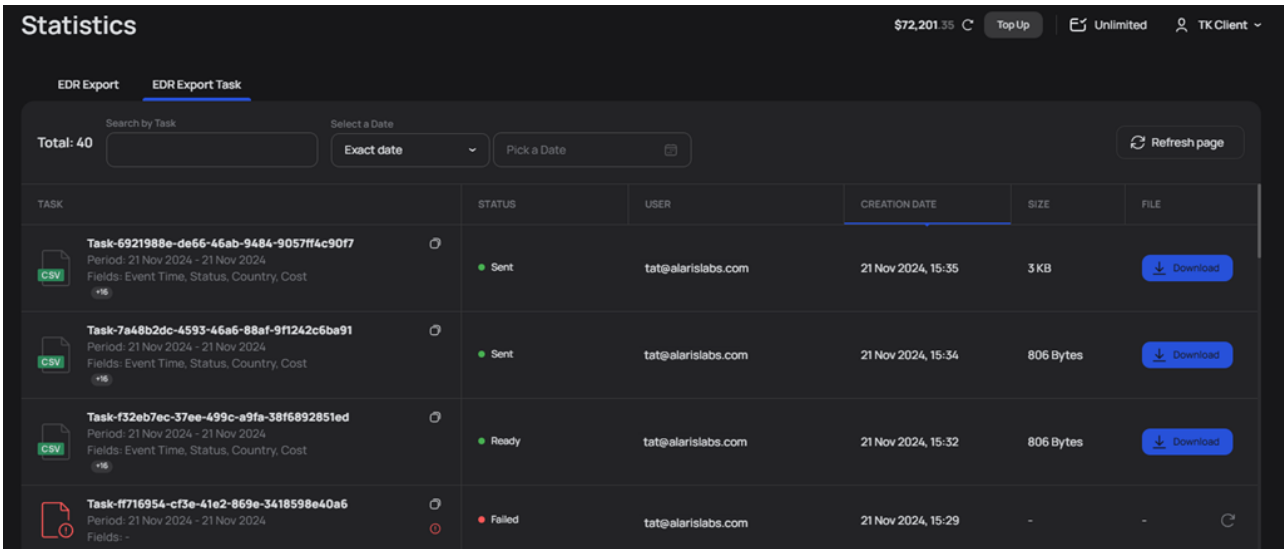
Campaign

Name:	SMS-10K-povtorno
Sender ID:	TK-SMS-SID
Message:	SMS-10K-povtorno
Channel:	SMS
Cost:	\$0.20

[Close](#)

EDR Details

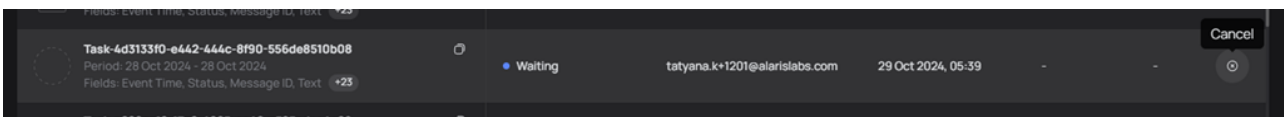
8.2 EDR Export Tasks



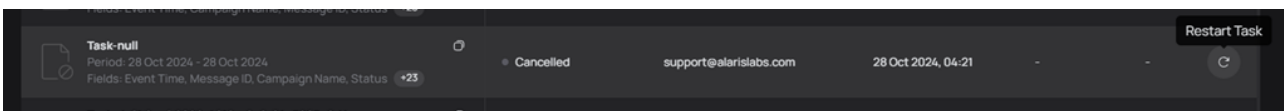
EDR Export task

It is possible for you to:

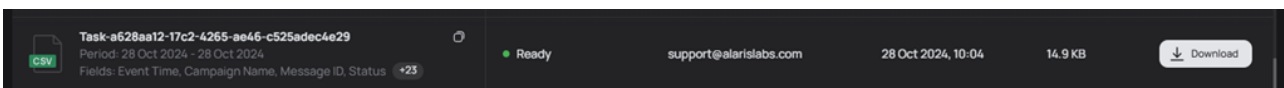
1. Check the task status. Possible values:
 - *Waiting*: the file generation task is in progress.
 - *Ready*: the file generation task has been completed.
 - *Sent*: the file generation task has been completed and the file has been sent to the mail.
 - *Canceled*: the task has been canceled by the user.
 - *Failed*: the file generation task was executed with errors.
2. Cancel a task if it is in *Waiting* status.



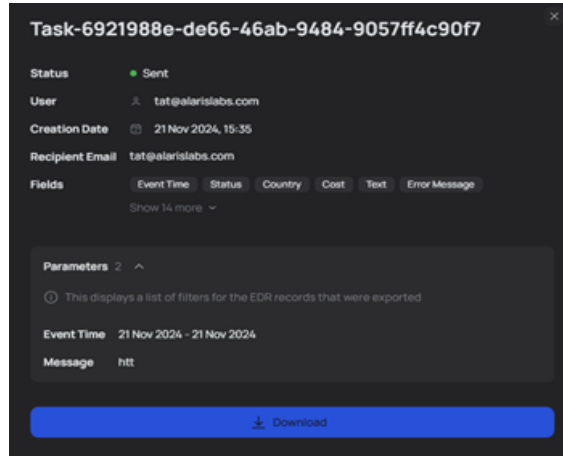
3. Restart a canceled task.



4. Export a file with EDR records.



5. Open a detailed information window by double-clicking any record.



The screenshot shows a dark-themed interface for an EDR task. At the top, the task ID is 'Task-6921988e-de66-46ab-9484-9057ff4c90f7'. Below this, several fields are listed: 'Status' is 'Sent' with a green dot; 'User' is 'tat@alarislabs.com'; 'Creation Date' is '21 Nov 2024, 15:35'; and 'Recipient Email' is 'tat@alarislabs.com'. A 'Fields' section contains buttons for 'Event Time', 'Status', 'Country', 'Cost', 'Text', and 'ErrorMessage', with a 'Show 14 more' link below. A 'Parameters' section is expanded, showing a note: 'This displays a list of filters for the EDR records that were exported'. Below the note, two filters are listed: 'Event Time' with a range of '21 Nov 2024 - 21 Nov 2024' and 'Message' with the value 'htt'. At the bottom of the interface is a blue 'Download' button with a download icon.

EDR Task Details

9 Purchase

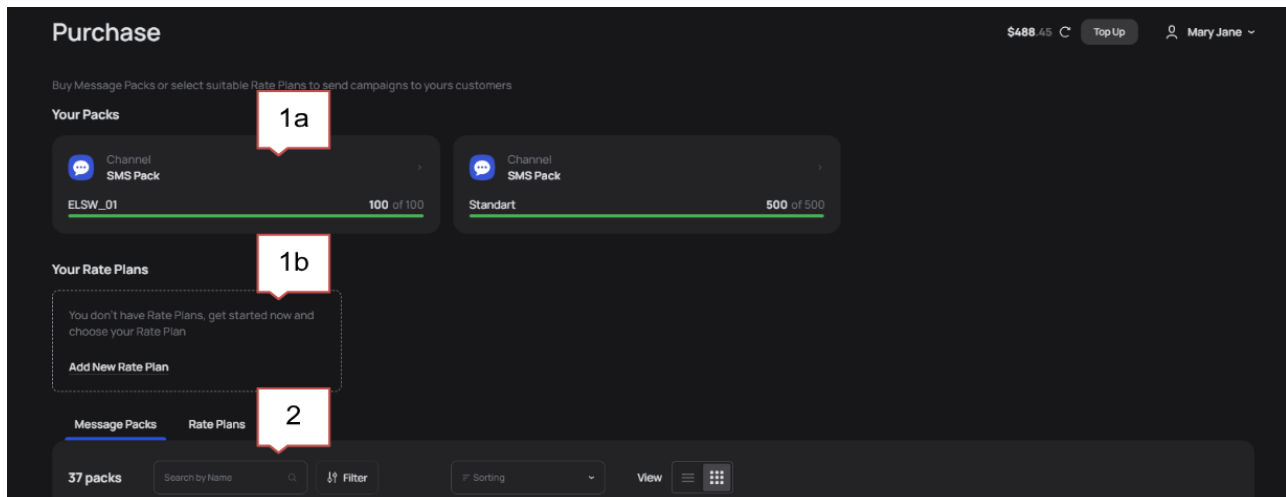
The *Purchase* interface serves to view packs available for purchase and subscriptions available for activation that have been created by a higher-level partner (System Owner or Reseller).

The *Purchase* screen consists of two panels:

1. The subscriptions that have been purchased displayed at the top:
 - a. *Your Packs* displays available packs, including the name of the pack, the delivery channel, and the available number of messages.
 - b. *Your Rate Plans* displays available Rate Plans, including the plan name, the delivery channel and the delivery country.

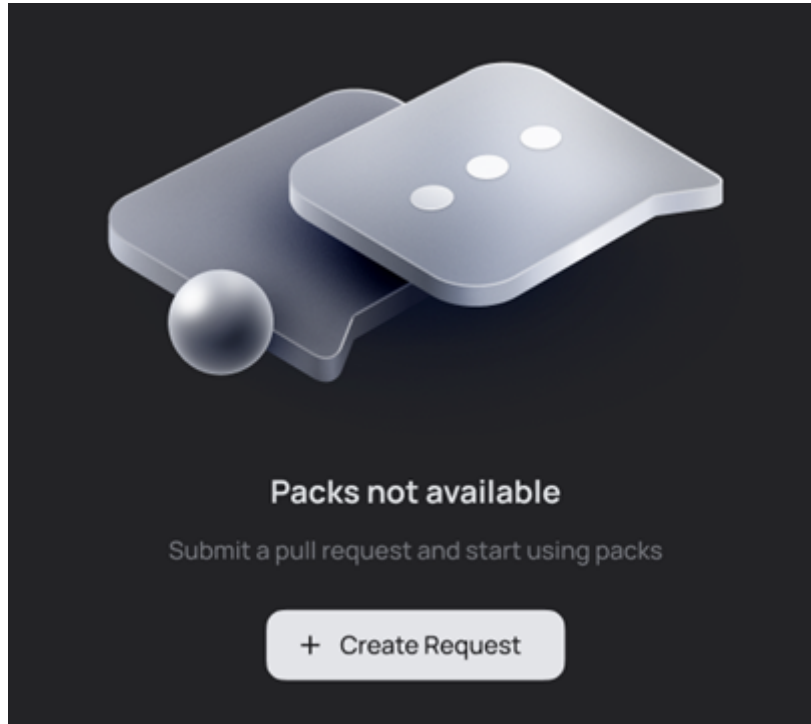
Clicking on any subscription card opens a window with details. Users cannot unsubscribe on their own. Only a higher-level partner can unsubscribe them through the Admin Panel web interface.

2. Below, two separate tabs *Message Packs* and *Rate Plans* display the packs and subscriptions available for purchase or activation.



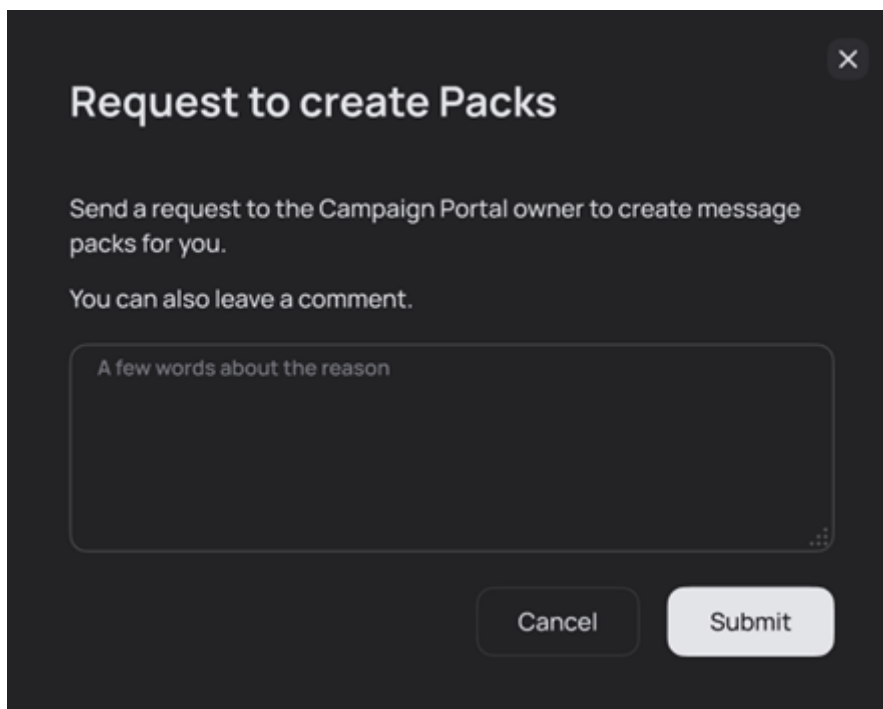
Purchase

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. The opened window contains a text field for comments. The *Submit* button sends the request to the higher-level partner, the *Cancel* button cancels the request and closes the window.



Purchase

The opened window contains a text field for comments. The *Submit* button sends the request to the higher-level partner, the *Cancel* button cancels the request and closes the window.

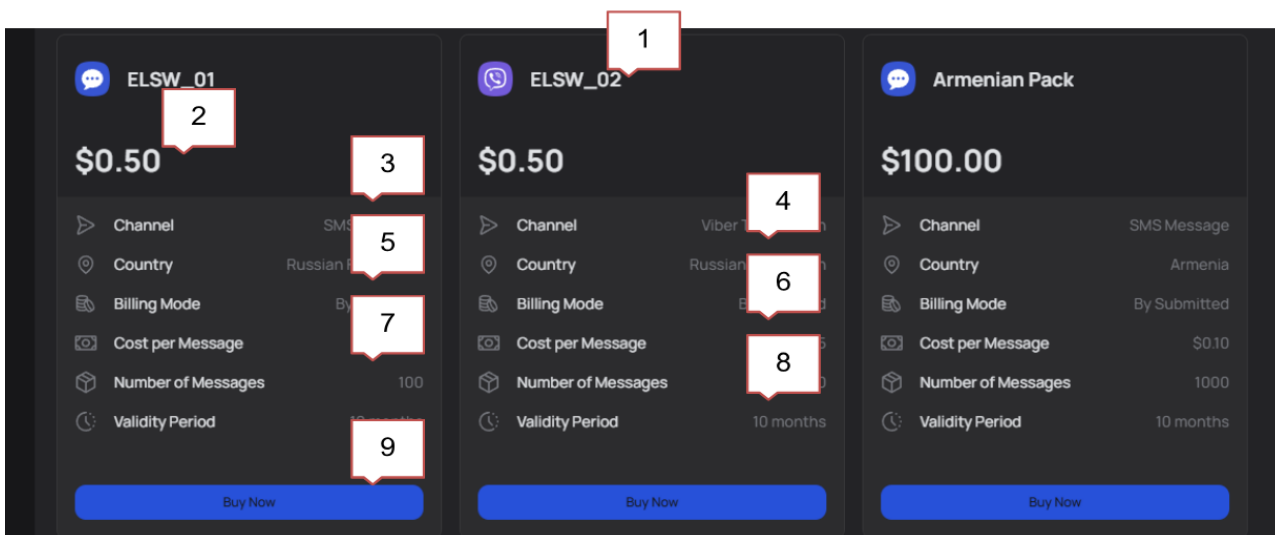


Request to create Packs

Message Packs lists the packages available for purchase in the form of tiles with the following information:


1. Name of the pack.

2. Cost of the pack.
3. Delivery channel (SMS/Viber).
4. Country of delivery (if several countries are available, only the first country is displayed, the rest can be viewed by clicking on the total number of countries).
5. Billing mode (*By Submitted, By Delivered*).
6. Cost per message.
7. Number of SMS included in the pack.
8. Validity period of the package after it is purchased by the client. It sets the time interval during which the package remains active from the moment of purchasing, regardless of the period of the package's availability for purchase.
9. The *Buy Now* button serves to purchase a subscription.



Message Packs

Your Order

 **Standart**

Channel	SMS Message
Billing Mode	By Delivered
Cost per Message	\$0.0001
Number of Messages	500
Validity Period	23 days
Total Cost	\$0.05

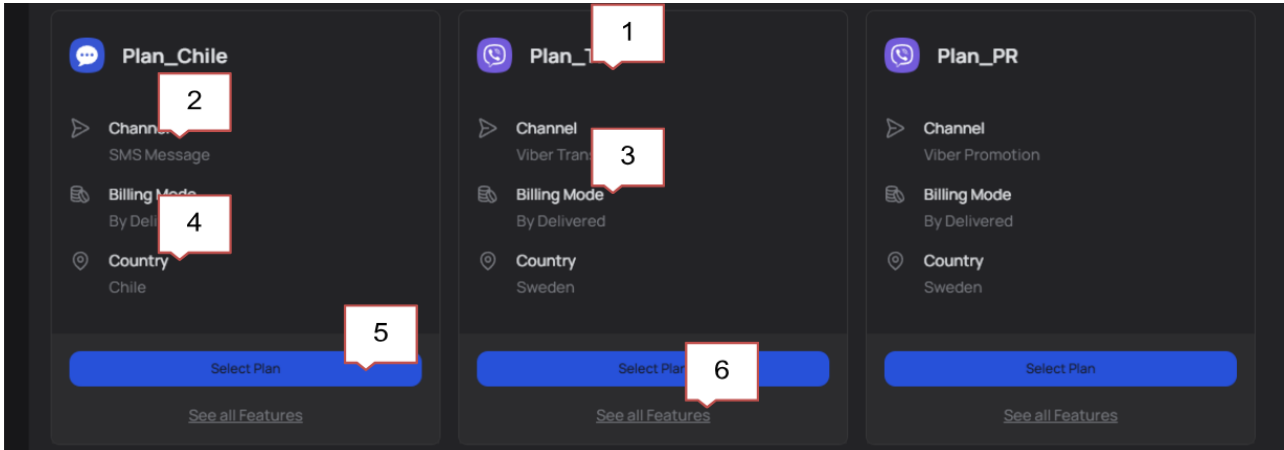
Country	Network
Anguilla	All networks
Norway	All networks
Bermuda	All networks

Cancel Buy Now

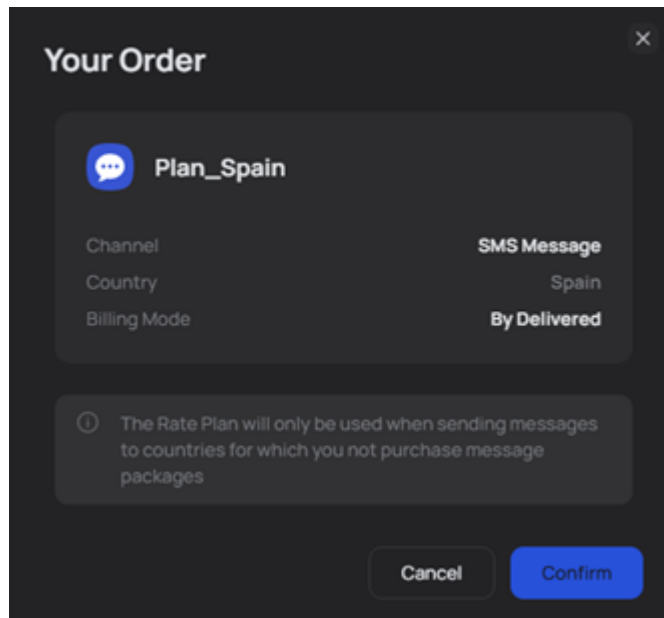
Message Packs > Your Order

Rate Plans lists the Rate Plans available for purchase in the form of tiles with the following information:

1. The name of the subscription.
2. Delivery channel (SMS/Viber).
3. Billing mode (*By Submitted*, *By Delivered*).
4. Country of delivery.
5. *Select Plan* button that serves to purchase a subscription.
6. *See all Features* link that displays detailed information about the subscription.



Rate Plans



Rate Plans > Your Order

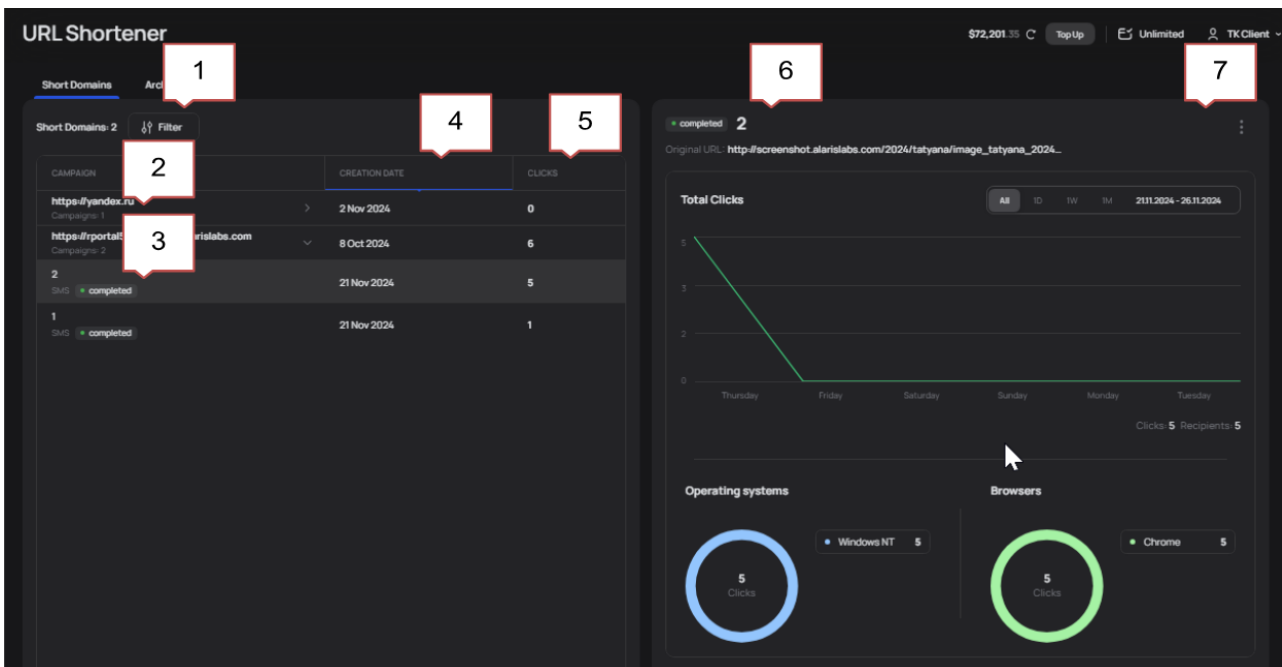
10 URL Shortener

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).

10.1 Short Domains



URL Shortener > Short Domain

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.


Statistics for a campaign or short domain contains the following graphs:

1. Total clicks over a specific (configurable) time period.

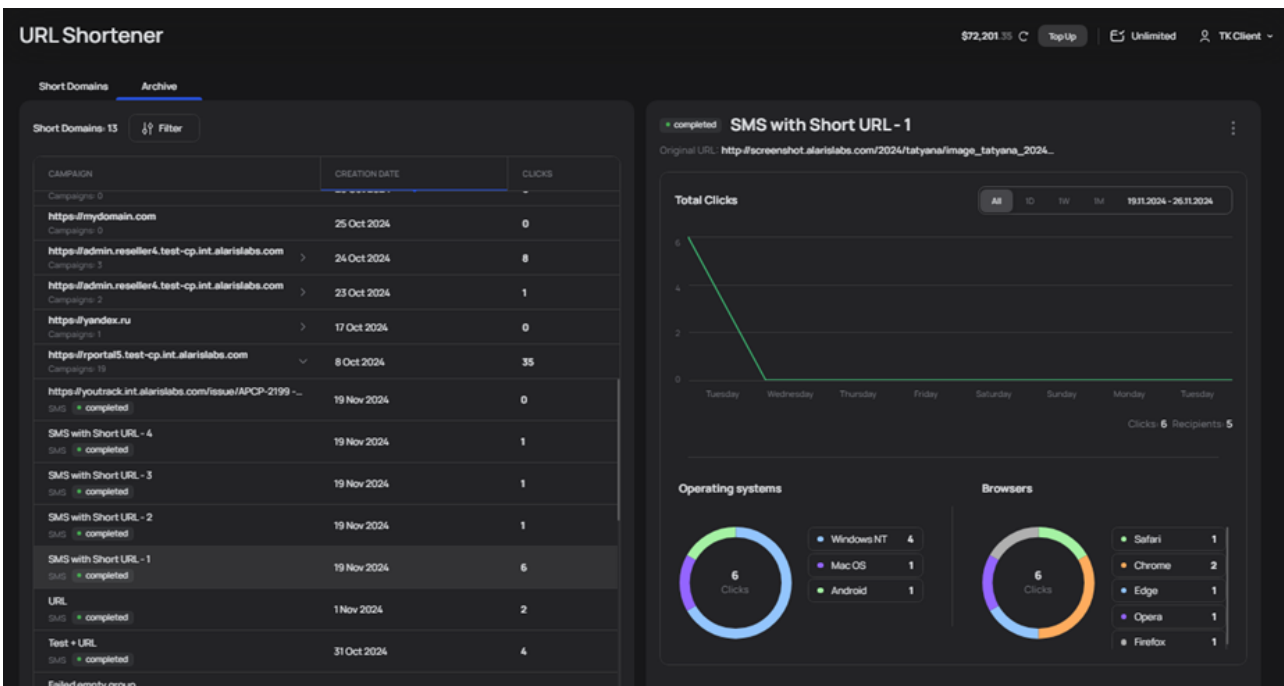
2. Number of clicks per operating system for a specific (configurable) time period.
3. The number of clicks per browser for a specific (configurable) time period.

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

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. View the campaign name and status.
4. View the creation date of a short domain or the creation date of a campaign in which this domain was used for URL shortening.
5. View the number of URL clicks for all campaigns or one campaign for the whole period.
6. View the name, status and original URL of a campaign when you click on it.
7. View campaign details, move a short link to the archive or download a report with information on clicks both for a domain and campaign. Click on the shortcut menu  and select the required action.

10.2 Archive



The screenshot displays the 'Archive' tab of the URL Shortener interface. On the left, a table lists archived campaigns with columns for Campaign, Creation Date, and Clicks. On the right, a detailed view for a campaign titled 'SMS with Short URL - 1' is shown, featuring a 'Total Clicks' line chart and two donut charts for 'Operating systems' and 'Browsers'.

Campaign	Creation Date	Clicks
https://mydomain.com	25 Oct 2024	0
https://admin.reseller4.test-cp.int.alarislabs.com	24 Oct 2024	8
https://admin.reseller4.test-cp.int.alarislabs.com	23 Oct 2024	1
https://yandex.ru	17 Oct 2024	0
https://portal5.test-cp.int.alarislabs.com	8 Oct 2024	35
https://youtrack.int.alarislabs.com/issue/APCP-2199...	19 Nov 2024	0
SMS with Short URL - 4	19 Nov 2024	1
SMS with Short URL - 3	19 Nov 2024	1
SMS with Short URL - 2	19 Nov 2024	1
SMS with Short URL - 1	19 Nov 2024	6
URL	1 Nov 2024	2
Test + URL	31 Oct 2024	4

Campaign Details: SMS with Short URL - 1

Original URL: http://screenshot.alarislabs.com/2024/tatyana/image_tatyana_2024_...

Total Clicks: 6 (All, 19.11.2024 - 26.11.2024)

Operating systems: Windows NT (4), MacOS (1), Android (1)

Browsers: Safari (1), Chrome (2), Edge (1), Opera (1), Firefox (1)

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.

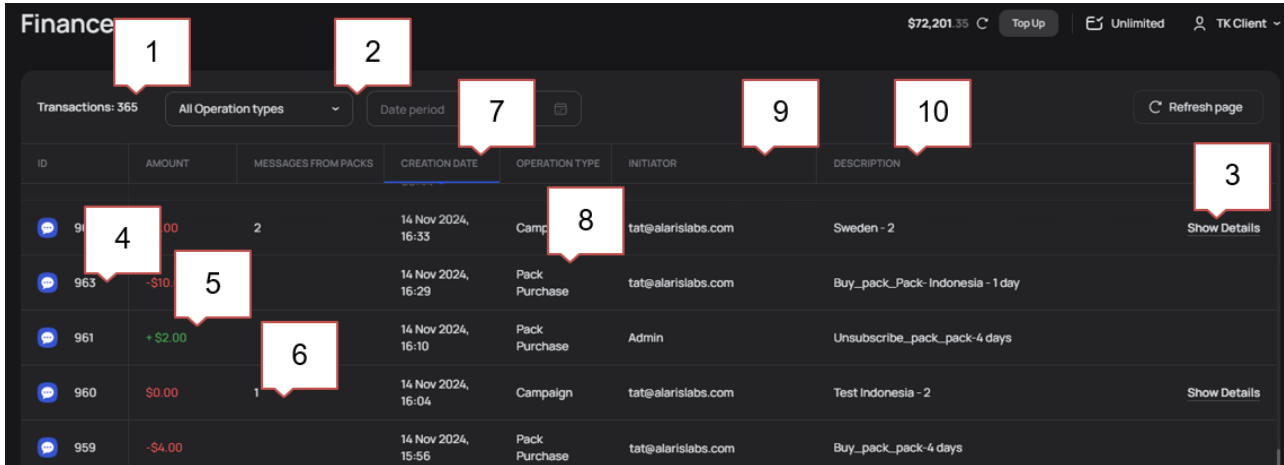
URL Shortener



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".

11 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 elements highlighted by numbered callouts:


- 1: Total number of transactions (365)
- 2: Filter by operation type (All Operation types)
- 3: Show Details button
- 4: Unique identifier (ID)
- 5: Transaction 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 displays the history of transactions and enables the user to:

1. View the total number of transactions.
2. Use the filter by operation type (*All Operation types* by default) or by time period.
3. View detailed information for *Campaign* and *API* transactions by clicking on the *Show Details* button.
4. View the unique identifier of a record.
5. View the transaction amount.
6. View the number of messages sent from packs (indicated if the campaign is fully or partially covered by a pack).
7. View the write-off date (it is the campaign start date for campaigns).
8. View the type of transaction. Available values:
 - a. *Campaign*: write-off when sending campaigns (amount with a minus "-" sign).
 - b. *Pack purchase*: write-off when packs are purchased (amount with a minus "-" sign).
 - c. *Balance top up*: topping up (amount can be either + or -).
 - d. *Payment*: manual or automatic (can be either + or -).
 - e. *API*: write-off when sending API message campaigns (amount with a minus "-" sign).
9. View the user who initiated the action.
10. View a short description of the transaction, automatically generated by the System. It can contain the sender and recipient of the transaction, as well as the names of campaigns, rate plans and message packs.

 **960: Transaction Details**
✕

Total Amount

\$0.00

Date


14 Nov 2024, 16:04

Initiator

tat@alarislabs.com

Description

Test Indonesia - 2



SMS Message

Indonesia

\$1.00

COUNTRY	NETWORK	MCCMNC	NUMBER OF SMS	AMOUNT
Indonesia	INDOSAT	510001	1	\$1.00

Finance > Transactions Details

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.

12 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 two tabs: *API keys* and *API methods*.

Bearer authorization with a JWT token is used to send SMS. 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:

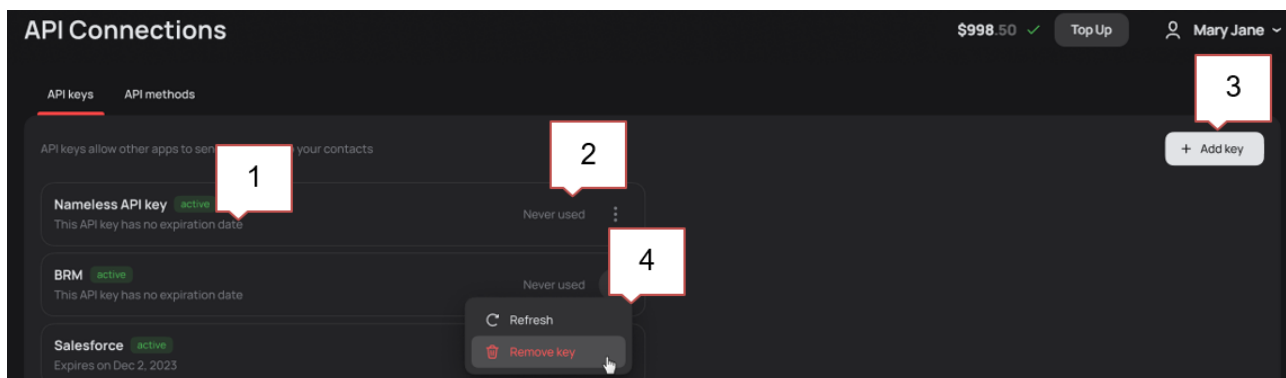
- When the key expires, its status is changed to *Expired*. It is possible to extend the expiration date.

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.

12.1 API keys

The *API Keys* tab is used to manage API keys that allow integrated applications to send SMS 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.

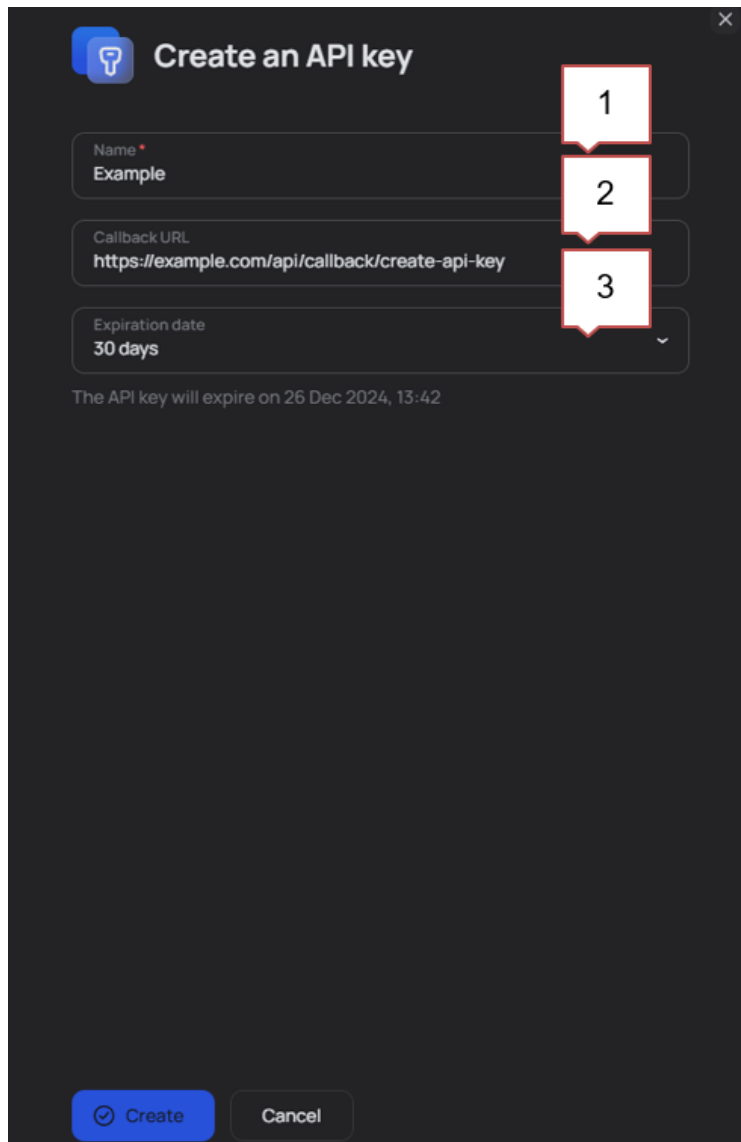


API Connections > API keys

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. View the last time this key was used (if not used - *Never used*. If used - *Last used* within the past 4 months).
3. Click the *Add Key* button located in the upper right corner to add a new key.
4. 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)

Actions are available for both active and expired keys.



Create an API key

Name *
Example

Callback URL
https://example.com/api/callback/create-api-key

Expiration date
30 days

The API key will expire on 26 Dec 2024, 13:42

Create Cancel

Create an API key

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

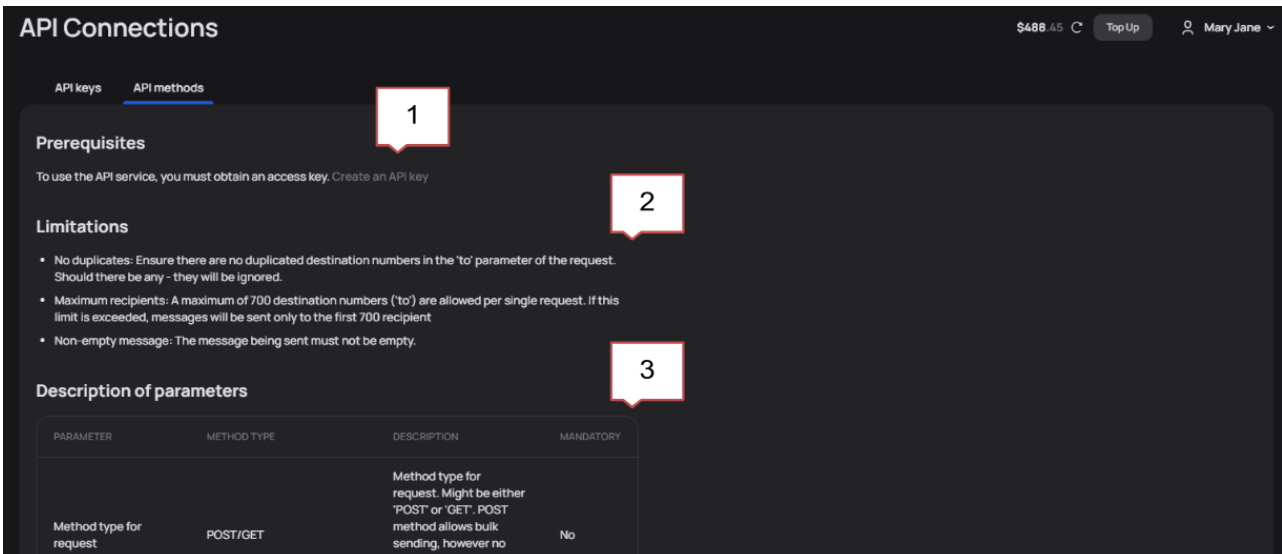
1. Specify the name of the key (max 60 characters).
2. Specify the URL where to send message statuses to the third-party System.
3. Specify the API key expiration date (possible values: *1 day, 7 days, 30 days, 3 months, 1 year, Never expires*).

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.

12.2 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*



The screenshot shows the 'API methods' help page. At the top, there are tabs for 'API keys' and 'API methods'. The 'API methods' tab is active. The page content is as follows:

- Prerequisites:** A section with a link to 'Create an API key'.
- Limitations:** A list of three bullet points:
 - 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.
- Description of parameters:** A table with the following data:

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