Alaris Campaign Portal

Release notes

version 1.7.0

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1 New functionality

Campaign Pre-approval

Possibility has been added to pre-moderate campaigns. The behavior of the System now depends on the status of the *Campaigns* and *Templates* checkboxes in the *Pre-Approval* section of the partner creation/editing window:

1. **Both checkboxes are deselected**:
    - Campaigns can be launched without prior approval of templates or campaigns themselves.
    - WhatsApp templates are always pre-moderated, regardless of the status of the checkboxes.
2. **Both checkboxes are selected**:
    - A campaign can be launched without a pre-approved template.
        - In this case, the user creates a campaign or downloads it from a file and sends the request to the higher-level partner for approval.
        - The higher-level partner makes a decision on each request:
            - In case of *Approve*, the campaign is launched.
            - In case of *Decline*, the user can make corrections and resubmit the application for moderation.
        - A campaign can be launched using a pre-approved template:
            - In this case, no application for template approval is needed.
            - No request for campaign approval is needed either - the campaign will be launched immediately.
    - If the end user saves the campaign as a template during the creation process:
        - Two requests are created in the *Pre-Moderation* interface - for template and campaign approval, which must be done by a higher-level partner:
            - In case of *Approve*, the campaign is launched and the template can be used in future campaigns without prior approval.
            - In case of *Decline*, the user can make corrections and resubmit the request for moderation.
3. **The *Templates* checkbox only:**
    - A campaign can only be launched using approved templates.
4. **The *Campaigns* checkbox only:**
    - SMS and Viber require approval from a higher-level partner.
    - For WhatsApp, only templates need approval, while campaigns don't.

Blocked Phrases

As part of the premoderation functionality, a reference book of forbidden terms is implemented - a database where the System owner can store a list of words or phrases that are considered undesirable for use in the campaign texts or templates.

The reference book supports both single words and word combinations.

After a template or campaign is saved by the user, the approval request is automatically checked for forbidden phrases:

- The text is compared to each term in the reference book. If a match is found:
  - The application is automatically rejected.
  - The *Decline Reason* parameter of the application will indicate "Declined due to the presence of prohibited phrases".
- The user can:
  - Edit the template or campaign by removing forbidden phrases.
  - Resend the application for approval.

The application is passed to the higher-level partner for approval only after successful verification by the reference book of forbidden phrases. The reference book is available only to the System owner.

EDR Rerating

The System now supports manual recalculation of already rated EDRs, based on new rates or those updated retroactively.

The Admin Panel user:

- Can import rates with past dates to accurately record past income and expenses if rates were uploaded late or were changed retrospectively.
- Can edit existing rate periods, including past dates, to correct errors or make necessary changes.
- Has access to a dedicated interface to view the results of rerating and to run rate revaluation manually.

The System:

- Automatically identifies and corrects overlapping rate periods during import or editing, thus preventing conflicts and eliminating the need for manual edits.
- Recalculates the cost of all affected campaigns and makes changes to EDRs and balances.
- Ensures that campaign cost data is displayed correctly in the *Dashboard* and *Transaction History* interfaces.

Secure password system settings

Possibility has been added for the System owner to customize user password requirements. Now the System owner can:

- View and modify password creation rule settings through a dedicated interface.
- Customize the minimum length, number of letters and numbers, and number of non-alphanumeric characters in a password so that users create more complex and secure passwords.

- Prohibit reusing old passwords to prevent users from reverting to potentially compromised combinations.
- Set password expiration dates to update passwords regularly and reduce the likelihood of password leaks.
- Enable password reset reminders so that users do not forget to update their passwords in a timely manner.
- Customize the number of login attempts after the password expiration date to allow users to temporarily access the portal to complete urgent tasks.

The interface is available only to the System owner.

Support of the Rest of the world network

Support for the special network Rest of the world (MCC 777) has been added, which is used in billing when no network-specific price (MCCMNC) is set.

Now when starting a campaign:

- The MCCMNC for the destination number (DNIS) is determined.
- The System searches for a rate for the found MCCMNC in the customer's subscription:
  - If the rate is found, the price from the rate is applied.
  - If the rate is not found, the Rest of the world (ROW) price is searched.
  - If the price is not found for ROW, the message is not sent.
- The same logic applies on the vendor's product side.

Rates for Rest of the world are added manually by the user.

Selecting the date display format

The user can now select the date display format in *Account Settings*:

- This format will be applied to all fields of the *Date* type in all interfaces of the System.
- When creating a campaign, variables with the *Date* type will be substituted into the message text in the format selected by the user.
- When importing contacts or rates, the System will automatically recognize and convert dates to the format specified in *Account Settings*.

Assigning managers to partners

Functionality of assigning managers for partners has been implemented:

- Each partner can be assigned one or more personal managers from among Admin Panel users, provided that this user has access to partner data.
- Support for displaying statistics by partner managers has been added to client analytics in the *Dashboard* interface.
- User access to partner data can now be configured in the *Data access of all partners* parameter in the user creation/editing window as follows:
  - *All partners of the System owner* - the user sees information on all partners.

- *Selected* partners - the user sees information only on those partners that are explicitly specified in the parameter.

In later versions of the product the ability will be added to receive notifications of all partner events and changes so that managers are kept up to date.

Invalid MCCMNC (HLR Dipping)

Verification for invalid MCCMNC values returned from HLR has been implemented.

Criteria for invalid MCCMNCs:

- Standard "stub" codes that are not associated with any network (for example, 000000)
- Unlikely or test codes (001001 ... 009009)
- Deliberately false codes frequently used in tests or erroneous responses (111111 ... 999999)
- MCC 999 (999XXX), a code used to indicate an unknown country or network
- MNCs with zero values (for example, 210000, 310000).

When an invalid MCCMNC is received, the System:

- Stops the MCCMNC search in the internal Reference Book
- Records an error (*Invalid MCCMNC*) in the EDR
- Does not perform rate search and stops routing to this number.

Billable Messages

In Campaign Portal analytics, the *Billable Messages* column has been added, which displays messages for which the partner was actually charged (according to the partner's billing and successful EDR). Messages debited only at the lower level are not included in the column. Thus, the user sees only the number of messages for which the user actually paid.

Let's encrypt

Possibility has been added to automatically generate and renew SSL certificates through the *Let's encrypt* Certificate Authority for domains used in portals. Now there is no need to manually upload new certificates as they are renewed automatically, eliminating the risks of certificate expiration.

How to use:

When creating or editing portals, activate the *Let's encrypt* feature. The Ыystem will automatically generate and bind the SSL certificate to the selected domain.

Endpoints

The *Endpoints* interface has been improved as follows:

- Possibility has been added to specify the number of SMPP sessions when connecting to a vendor.
- Possibility to set message rate limitation has been added. Now the user can set the *Messages Per Second (MPS)* value in endpoint parameters.
- Support of SSL/TLS connections has been added.

Subscriptions

The following improvements have been made to the *Subscriptions* interface, including editing the selected contract companies:

- The list of partners is filtered by the current set of selected contract companies.
- After editing the list of contract companies, only the partners associated with to the updated set of contract companies are displayed.
- Partners corresponding to the new list remain selected, the others are deleted.

Partners

The following improvements have been made to the *Partners* interface:

- A tooltip has been added about the availability of funds to purchase subscriptions:
  - If a partner's balance is zero or negative and Promo Packs are available, the following tooltip is shown: "Insufficient balance. You can only add Promo Packs. To make purchases, the Partner needs to change the Credit type or top up the balance".
    - If there no Promo Packs are available for a partner, the button with the "+" icon for adding packs is hidden.
  - If the partner has previously added rate plans, the button with the "+" icon is hidden.
- A parameter that limits message sending speed has been added. Now the user can set the *Messages Per Second (MPS)* value in the partner settings.

Users & Roles

The following improvements and fixes have been made to the *Users & Roles* interface:

- The new *View Dashboard charts* permission has been added to customize access to charts in the *Dashboard* interface.
- For Campaign Portal users who have all permissions disabled, the *Account Settings* interface opens when they log in to the portal. The interface displays a warning that the System functionality is unavailable.
- When attempting to create a user with an existing email address, a correct error is now displayed.
- The order of displaying custom fields is now corrected to match the order specified in the *Form Customization* settings.

Payment Systems

The payment system Triple A has been added.

Statistics

- Transfer of Error Messages in EDRs from Campaign Portal to the Admin Panel has been implemented:
  - Errors caused by the end user are now available for review by Resellers and the System owner
  - The level of detail of error messages is role dependent:
    - End users see the exact reasons for failed delivery.

- Resellers and the System owner see generalized errors reflecting partner problems.

- The following error message has been added for the System owner: "Error Messages - SMPP channel closed error". It occurs when an SMPP connection has been closed.
- A quick filter by traffic source has been added. The available values are:
  - All Messages (default value)
  - *Campaign*
  - *Api*

Campaigns

The following improvements and enhancements have been made to the *Campaigns* interface:

- The maximum size of the uploaded campaign file has been increased to 100 MB
- The *Approximate Cost* field is now displayed correctly in *Campaign Details*
- When selecting a campaign date which is in the past, a correct error is now displayed
- The *Reply Templates* setting has been improved: when requesting to subscribe or unsubscribe from a campaign, the user can now specify what to do with existing contacts:
  - Move a contact to a specified group
  - Add a contact to a specified group without removing it from the current group
- In WhatsApp templates, the *URL Shortener* setting is now available directly in the *URL* type button. In case of cascade campaigns, the following verification is performed:
  - If the link has already been shortened in WhatsApp, it cannot be shortened again in other channels (SMS, Viber). The resulting short link is displayed.
  - If no link shortening was used in WhatsApp, the user can shorten it in another channel, but the link will not be editable in WhatsApp.
- No CAPTCHA is now needed when sending a campaign.
- Sender ID activity is now checked when repeating campaigns. if Sender ID is inactive, the parameter is reset.
- The logic of the *Unsubscribe* action for Sender IDs has been corrected. Clients can unsubscribe and subscribe again if necessary.

Contacts

The speed of downloading contact files has been increased.

Purchase

The *End Date* column has been added to the plan details window to display the date the admin closes the plan.

API Connections

- Possibility has been added to configure *Callback URL* for Sender IDs in order to customize sending MO messages to different systems depending on the purpose (CRM, survey system, helpdesk and so on).

- Possibility has been added to configure *Default Callback URL*, which is used if no separate route is set for Sender ID.
- The *AutoReply* (formerly *assertMO*) parameter now only controls the sending of auto-replies, not the MO delivery itself to the customer's system. AutoReply is now sent when all three conditions are met:
  - autoReply = true
  - the client has a suitable *Reply Template* configured
  - the recipient's Sender ID is not blocked
- Possibility has been added to send template messages through an API. If content premoderation is enabled for a partner, only approved templates can be sent through the API.