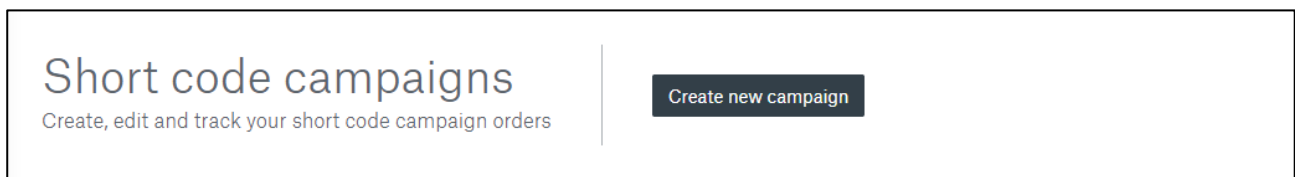


## Sinch Campaign Manager User Guide

The purpose of this Guide is to briefly describe usage of the Campaign Manager Portal. This tool is used to ingest US Short Code Campaigns. This guide details what is required in each section. These fields are necessary to capture elements our team will then use to complete the necessary carrier required questions in their respective portals and forms. Below are the step-by-steps of this process encompassing screenshots explaining the elements required for a new campaign submission.



### Campaign Info

**Campaign info**  
Provide a basic description of your campaign and the short code which will be used. If you do not have short code, leave it blank and we will procure one for you.

Migrated campaign   
  Shared shortcode ⓘ

**Campaign Name \***

**Traffic Charge \***

**Shortcode**

**Campaign overview**

- Migrated campaign: Please select check box if the campaign is a migration (moving from another aggregator to Sinch).
- Shared Short Code: Mouse-over provides details about what makes a code shared.
- Campaign Name is the name of your program. This should be consistent with the name used throughout the message flow.
- Select Traffic Charge of **Standard Rate** for messages that may be charged for, or **Free-to-End-User** for FTEU campaigns (end users are not charged for messages).
- Fill in the short code that will be used, this is a five or six digit number. It can be purchased at usshortcodes.com or Sinch can procure one for you.
- The Campaign Overview is a brief description of the program. Provide enough detail to clearly explain what the program will be used for.

## Content Definition

Content definition  
You can configure specific flows to fit your needs. You can check the documentation for more information about flows.

Content definitions Add new definition

No content definitions.

- Select “Add new definition”
- Choose the Message Type in the first box. If both SMS and MMS will be used, fill out a content definition section for each.
- Content Type is the type of messages that the program will be sending to users. If more than one content type (i.e. 2FA and informational alerts) will be used, fill out a content definition section for each.
- For Subscription Type, choose **One Time** for programs that will only send single messages or **Subscription** for programs that will send recurring messages.
- The Call to Action is how the program is advertised to users and where opt in occurs (texting a keyword to the short code, providing mobile number on a website, etc). This field should display the exact verbiage that will be presented to an end user to participate in the campaign. The requirements are outlined in the CTIA Guidelines or see page 7 below.
- In the Opt In Message box, enter the message the user will receive upon opting in. See page 7 for requirements. If the campaign uses double opt in, please enter full message flow in this field.
- Provide several example messages in the example box.
- Click “Add Content Definition” to save the information.
- Repeat this step if more content definitions are needed.

### Add new content definition ✕

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**Message type**

Select message type
▾

**Content type**

Select content type
▾

**Subscription type**

Select subscription Type
▾

**Call to action**

Enter call to action here

**Opt in message**

Enter opt in message here

**Example message**

Enter example message here

---

Add another definition
Cancel
Add definition

### Carrier Coverage

The campaign will be submitted to the selected carriers. All carriers are selected by default. De-select any carrier(s) that you do not wish to have reach to.

**Carrier coverage**  
Indicate which carriers you would like to reach with your campaign.

<input checked="" type="checkbox"/> AT&T Mobility	<input checked="" type="checkbox"/> Verizon Wireless	<input checked="" type="checkbox"/> Sprint Corporation
<input checked="" type="checkbox"/> T-Mobile & MetroPCS	<input checked="" type="checkbox"/> US Cellular	<input checked="" type="checkbox"/> Virgin Mobile
<input checked="" type="checkbox"/> Google Voice	<input checked="" type="checkbox"/> Truphone Limited	<input checked="" type="checkbox"/> Open Mobile Puerto Rico
<input checked="" type="checkbox"/> Claro Puerto Rico	<input checked="" type="checkbox"/> Boost	<input checked="" type="checkbox"/> Associated Carrier Group (ACG)
<input checked="" type="checkbox"/> Peerless Network	<input checked="" type="checkbox"/> ClearSky(RCG)	<input checked="" type="checkbox"/> Interop(Tier2/3)

## Customer Care

**Customer care**  
Enter the customer care details your campaign's end users will

We require, any additional "Opt Out keywords" (included as standard are: "STOP", "END", "QUIT", "CANCEL", "UNSUBSCRIBE"), the "Opt Out MT" text and the "Help MT" text.  
Please also provide "Email", "Web URL" and "Phone Number". These are required for your campaign's end users to contact you about the campaign.

**Opt Out Keywords**

**Opt Out MT**

**Help MT**

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**Email \***

**Web URL \***

**Phone number \***

- Standard mandatory opt out keywords are STOP, END, QUIT, CANCEL, and UNSUBSCRIBE. Provide additional keywords that will be used, if any.
- Opt Out MT: Provide the message a user will receive upon texting any of the opt out keywords to the short code. See page 7 for requirements.
- Help MT: Provide the message a user will receive upon texting HELP to the short code. See page 7 for requirements.
- Please fill out contact info for the content provider: email, web url, and phone number.

## Terms and Conditions

**Terms and conditions**  
Provide the terms and conditions that your campaign's end users will need to agree to, as a Web URL. If you cannot provide a URL, please provide your T&Cs in plain text

**T&C Web URL**

**T&C text**

- Provide the website url for the program's terms and conditions page. See page 7 for requirements.
- If website is not live yet or requires changes, please create a word document showing the verbiage that will be added to the page. This must mirror what will be made live on production url. Attach this to the campaign (later step) and copy the text into the T&C text field.

## Contacts

**Contacts**

Who in your organization, would you like us to contact about this campaign order?  
If more than one use comma separated values.

**Notification Contact**

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**Compliance POC email**

Contact for compliance POC  
If more than one use comma separated values.

**Contact**

- Notification Contact: email addresses entered here will receive updates about the campaign, which may include Sinch feedback notes, Carrier rejection notices (if any), and Carrier status changes.
- The Compliance Point of Contact is the person or alias that is responsible for compliance issues. In the case of an audit, Sinch will contact this person (or team) to provide advice on how to fix it.

## Attachments

**Attachments**

If you have any files which are relevant to this campaign, upload them here.  
Max. 50MB (mov, ppt, visio, txt, rtf, tif, jpg, mpeg, gif, zip, excel, csv, png, doc, odt, pdf)

If your short codes has already been procured with CSCA, make sure to attach your short code receipt.  
For campaigns to AT&T and Sprint, please attach your completed AT&T CP and Sprint SPI forms. If you do not have these, please contact your Account Manager, who will provide you with the forms you need to fill out.

📎 Drop files to attach, or [Browse](#)

Upload attachments:

- Short code receipt
- Call to Action Advertisement
- Sprint SPI form (if applicable - new CP's only)
- AT&T form (if applicable - new CP's only)
- Migration letter (if applicable)
- MMS image (if applicable)

## Notes

Provide any additional notes in this section, if needed.

Notes

Add Note

Click **“Save and preview”**. The campaign will be saved as a draft.

Save and preview Cancel

## Submit Campaign

When the campaign is complete, click **“Submit”** to send the campaign to the Sinch Service Implementation Team for review.

## Tracking your Campaign

Once your campaign has been reviewed and submitted to the carriers, each carrier will move along in the process individually. See page 8 below for status descriptions.

## Requirements for US Short Code Campaigns

### Call to Action:

- program name and description
- message frequency (Xmsgs/mo, recurring messages, periodic messages, etc.)
- “message and data rates may apply”
- Link to Terms and Conditions
- Link to Privacy Policy

### Terms & Conditions:

- program name and description
- message frequency (Xmsgs/mo, recurring messages, periodic messages, etc.)
- help info (reply HELP for help)
- stop info (reply STOP to cancel)
- “message and data rates may apply”
- “Carriers are not liable for delayed or undelivered messages”

### Opt in Message:

- program name
- message frequency (Xmsgs/mo, recurring messages, periodic messages, etc.)
- help info (reply HELP for help)
- stop info (reply STOP to cancel)
- “message and data rates may apply”
- \*Only the program name is required for one-time programs

### Opt out Message:

- program name
- confirmation that the user has unsubscribed and will not receive any further messages

### HELP Message:

- program name
- customer support info: phone number, email address, and/or website url (if using url only, it must lead directly to a support page where user can contact support)

## **Campaign Statuses**

*Pending Review:* Campaign is pending review by the SI (Service Implementation) Team

*Reviewing:* Campaign is being reviewed by the SI Team

*Awaiting Client Update:* Campaign has been reviewed by the SI Team and requires action from the client

*Ready for Carrier Submission:* All requested changes have been made and the campaign is ready to submit to carriers

*Carrier Submission:* Campaign has been submitted to all carriers

*Completed:* Campaign has been approved and provisioned by all carriers and has passed certification testing

## **Carrier Statuses**

*Pending:* Campaign is pending review by the SI team OR is awaiting client action

*Submitted:* Campaign has been submitted to this carrier

*Approved:* Campaign has been approved by this carrier

*Provisioned by Carrier:* Short Code has been provisioned by this carrier

*Provisioned by Sinch:* Short Code has been provisioned by Sinch

*Request Client Cert:* The client will select this action when they have completed the configuration on their end, and they are ready for the Certification Team to begin testing.

*Request Carrier Cert:* Campaign has passed Sinch certification and is pending certification with the carrier (only AT&T and T-Mobile will be in this status)

*Certified:* Campaign has passed certification on this carrier