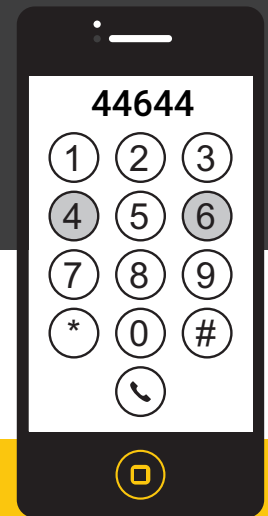


SMS GATEWAY

Panacea's SMS Gateway is used by businesses around the world to send out SMS notifications, stock market updates, one time pins, order updates, mobile vouchers and so much more. Replies and inbound numbers also allow customers to give feedback, enter competitions or donate funds.



Send and receive messages around the world with Panacea's SMS Gateway.

FEATURES



SMS Dashboard

Manage all of your SMS activity from your online dashboard.



Automatic Opt-out

Anyone who replies 'STOP' to a message will automatically be added to your account block list.



SMS APIs

Send messages from your application over HTTP/S or SMPP. Delivery reports and inbound messages can be sent back to your server in real-time.



Inbound Triggers

Set conditions for inbound messages that can trigger autoresponder SMSes, emails or HTTP requests to your server.



High Quality

Your messages are delivered quickly and reliably with Panacea's industry leading platform and infrastructure.



Real-time Reporting

Real-time message delivery reporting for each message you send as well as aggregated volume, cost and premium rate reports for all networks.



Personalise SMSes

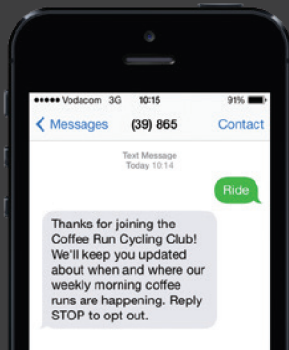
Insert unique data into your messages. Include someone's name, points balance and any other custom data using the #MACRO# feature.



Short Codes

Set up Standard, Premium Rate or Reverse Billed short codes for customer feedback, competitions, donations, selling content and other services.

EXAMPLES



Build Interest Groups

Use short codes as a convenient way for people to join interest groups.



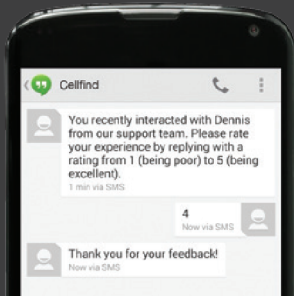
Customer Updates

Send out notifications to your customers informing them of updates that are relevant to them.



Two-factor authentication

Send verification codes and one time pins to users.



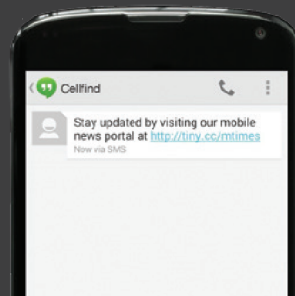
Customer Feedback

Ask customers for their feedback after they have interacted with your organisation.



App Downloads

Include a link in your message that directs a user to your app in the app store.



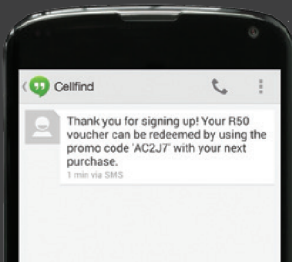
Mobile Sites

Drive traffic to your mobile site with a link in your message.



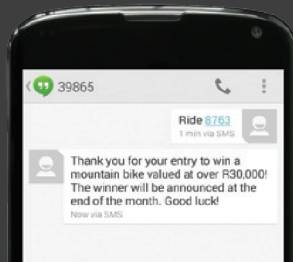
Call to Action

Inform people about special events or promotions that are coming up.



Vouchers

Encourage customers to purchase your product or service by sending them voucher codes.



Competitions

Create competitions and receive entries from consumers by using short codes.



FREQUENTLY ASKED QUESTIONS

Can I send out an autoresponder SMS?

Yes, by using Inbound Triggers you can set up keywords and other criteria that can trigger an autoreponse SMS, forward the SMS to an email address or make an HTTP request to your server containing all of the inbound message information.

Do you support Unicode characters?

Yes, when your message includes certain special characters (basically a character that you can't see on your computer keyboard) we can automatically convert the character set to Unicode so that they display correctly on the handset. Unicode messages are limited to 70 characters and 63 characters

Do you support concatenated (multi-part) messages?

Yes, if your message length exceeds the standard 160 characters then it will be sent across multiple SMSes. Just remember that you're billed for each SMS part and that you'll only have 153 characters per part, including the first part.

Can I insert unique content into each of my SMSes?

Yes, when you upload a batch campaign that contains additional columns of data about your recipient you can insert that data into your message by referring to the name of the column in your file using the #MACRO# tag. For example, if you had a column called Points you could add #POINTS# into your message and that recipient's points balance will then be inserted into the message when it is sent.



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