



Panacea
Mobile

USSD GATEWAY

Create mobile campaigns
and services for any mobile
phone with Panacea Mobile's
USSD Gateway.



WHAT IS USSD?

Unstructured Supplementary Service Data (USSD) allows you to display a plain text message, typically a menu or instructions, on any GSM phone to which users can then respond.

A USSD session begins when a user makes a phone call to a USSD string (e.g. *120*912#) on their mobile phone.

TRY IT NOW

Access the Panacea Mobile USSD info portal by dialing the following number on your mobile phone: ***120*912#**

FEATURES



Build Campaigns

Create surveys, mobile portals, competitions and more using the online campaign builder.



Integrate Your Services

Set your campaign to fetch text from your web services and push back user responses.



Create Responses

Redirect users to different nodes (pages) or trigger an SMS, email or web call based on their responses.



Store Session Data

All user responses are saved and can even be reused in the current session to give users a personalised experience.



Earn Revenue

Set up paid content services and earn revenue with premium rated USSD strings.



Detailed Reporting

View total sessions, impressions, costs and revenue as well as user responses and detailed individual session info.

FREQUENTLY ASKED QUESTIONS

How can I create a USSD campaign with Panacea Mobile?

Login to your Panacea Mobile account, navigate to the USSD campaigns page and follow the new campaign process. You can then start building your own campaign from your Panacea Mobile Dashboard.

Don't have an account yet?

Go to www.panaceamobile.com to sign up.

How much does it cost?

You get one free sub-string for your account and 500 free sessions every month! You can buy additional sub-strings for a once off cost or rent standard and premium rate strings for a monthly fee.

Dial *120*912# for detailed pricing info.

What is the difference between a string and a sub-string?

A USSD string looks like this: *120*912#

A sub-string looks like this: *120*912*1#

Sub-strings allow multiple campaigns to be created using the same string.

Does your USSD Gateway have APIs?

Yes, our entire USSD service is built on APIs, so you can manage your USSD campaigns and retrieve the data on your own server.

Can I integrate my web service with your USSD gateway?

Yes, our USSD gateway can fetch and display plain text from a web address and push responses or session data back to your server.

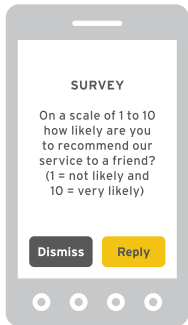
Can USSD work on any mobile phone?

Yes, USSD does not require an internet connection. As long as the phone is GSM enabled, your consumers will be able to access USSD campaigns.

For more information visit docs.panaceamobile.com

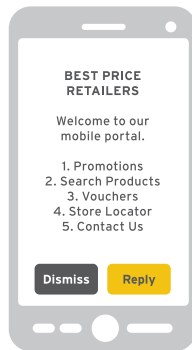
EXAMPLES

USSD can be used to create a variety of services and campaigns on all mobile phones.



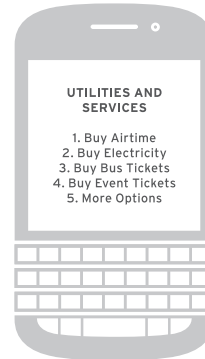
Surveys

Collect customer feedback conveniently and cost effectively with USSD surveys.



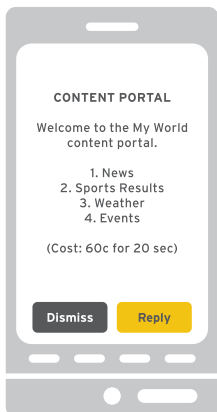
Product Promotions

List your products and promotions, create product search pages and even distribute voucher tokens to your customers.



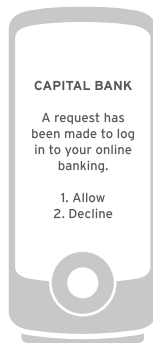
Utility Services

Sell pre-paid tokens for airtime, electricity, transport and any other token-based services.



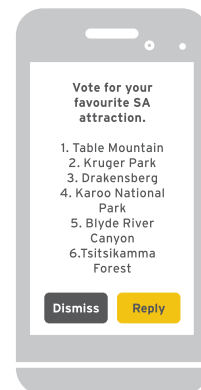
Paid Content Portal

Bill users for access to news, sports scores, lotto numbers and other content using premium rated USSD strings.



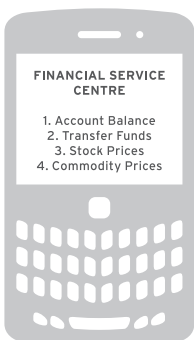
Two - factor authentication

Use Network Initiated USSD as a more secure alternative to One Time Pins.



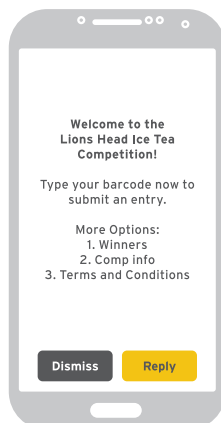
Voting

Create real-time voting USSD applications for users of any mobile phone.



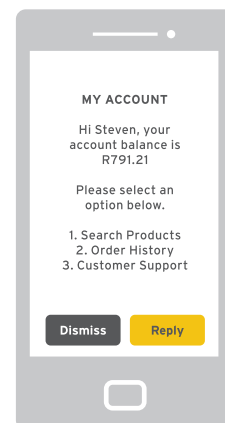
Financial Services

Provide money transfer services, display stock prices, approve transactions.



Competitions

Create competition portals with entry pages, competition info, terms and conditions and more.



Customer Portals

Let customers check account balances, support queries, order statuses and more by integrating your web service with USSD.

READY TO GET STARTED?

If you're looking to create any of these services for your organisation then get in touch with our team to get started.

DIAL: *120*912#

[Standard rate of 20c per 20 seconds applies.]

or

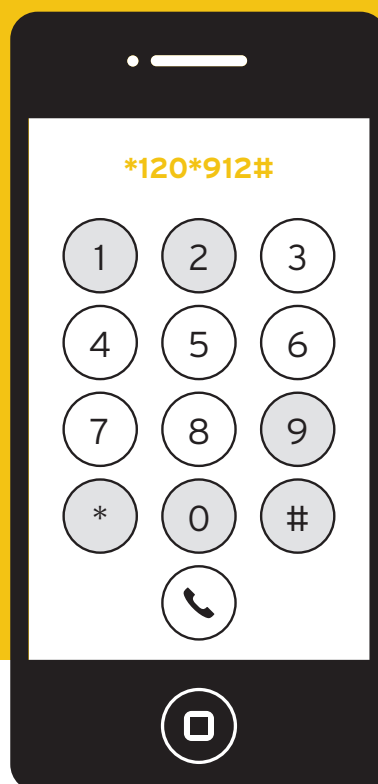
SMS: 'ussd' to 39865

or

EMAIL: ussd@panaceamobile.com

or

CALL: 087 151 1043



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