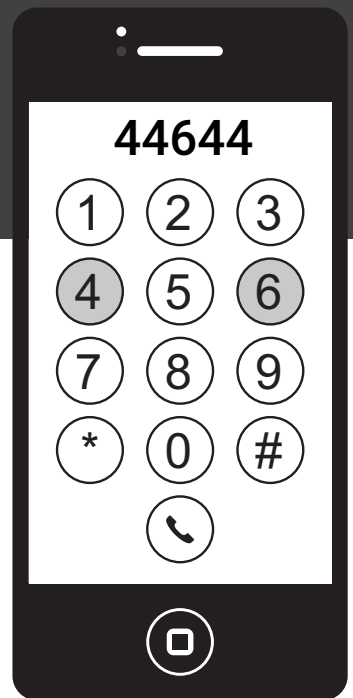


# SMS GATEWAY



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.

**SMS: 'NI' to 44644**

**or**

**EMAIL: [sales@panaceamobile.com](mailto:sales@panaceamobile.com)**

**or**

**CALL: +27 (0) 10 442 3100**

## 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.



### **Personalise SMSes**

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



### **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.



### **Short Codes**

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



### **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.



# EXAMPLES



## Build Interest Groups

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



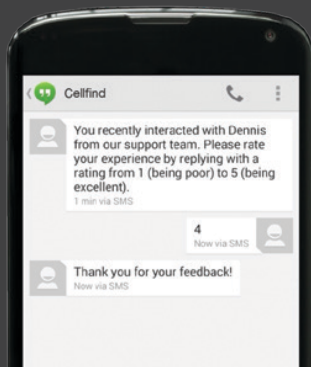
## Customer Updates

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.



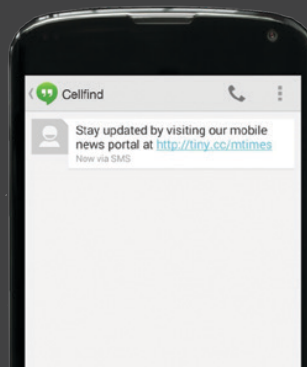
## Customer Feedback

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.



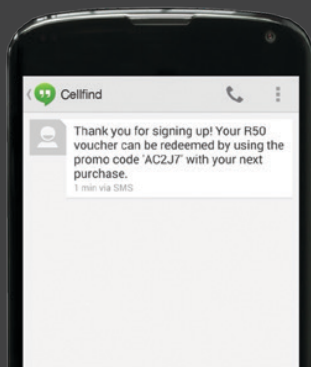
## Mobile Sites

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



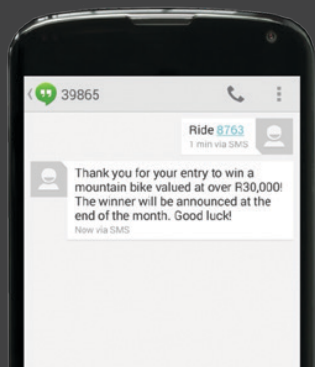
## Call to Action

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.



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.