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2. Introduction

Clickatell ICM (Interactive Campaign Manager) is a web-based application that is targeted towards clients who have a need to manage their Two-Way Standard & Premium Rate SMS campaigns, based around short codes and keywords. This makes it the perfect tool for competitions, marketing campaigns and sending ringtones based on keywords.

Campaigns are groups of Keywords which are used for reporting purposes. Setting up a campaign is the first step to using ICM. It provides a platform for running reports which gauge the success of your keyword campaigns.

The steps below are a quick-start guide to setting up your first Campaign. For more detailed information, please consult the ICM Introduction document:
<http://www.clickatell.com/products/icm.php>

3. Setting up a Campaign

Step 1: Log into ICM

Step 2: Click **Campaigns** on the top navigation bar.

Step 3: Select **Add Campaign**. Enter your campaign's name in the space provided and click **Add** to save.

The page will revert to the Campaign list and a pop-up window will indicate that your campaign has been added successfully.

To add a Keyword to your campaign, select **View** in the **Keywords** column adjacent to your campaign's name.

4. Adding a keyword

Step 1: In the **Campaigns** section, under the Keywords heading, click on **View**. In the page that opens, select **Add Keyword**.

The page that opens will list your short code and the associated price band. There are spaces provided for you to enter a keyword, as well as any aliases you would like to link to that keyword.

Please note: Using spaces or special characters in your keyword will generate an error.

Step 2: Once you've set your keyword and aliases, you can set the activation date. The campaign is set as active by default and you can edit this as well as the start and end dates.

Step 3: During the keyword setup, you can also associate this keyword with a different campaign from the campaign list in the drop-down **Campaign** menu.

Step 4: Click **Add** to save your selection.

To edit details of your keyword, click on the keyword name in the **Keywords** menu. You can add a subkey to your keyword on this page.

5. Subscriber Lists

To add a subscriber list to your campaign, you can upload in .csv format or **number only** format. If you are using the .csv format please ensure that you:

- Have placed your heading in the first one.
- Have a heading named **number**

Step 1: Select **Subscriber Lists** from the top navigation menu.

Step 2: Click **Add Subscriber List** and follow the on-screen instructions.

Please note: If you select **Number Only**, only the numbers will be uploaded. Duplicates will be removed.

Step 3: Once that is complete, click on **Subscriber List** on the top navigation bar. Your list will be displayed there.

Step 4: You can now proceed to **Send Bulk Message**. Select the list you'd like to send to, and the number you'll be using. Type your message and click **Send**.

The section below explains advanced features that can be set per keyword.

6. Adding Actions

Once you have added your keyword and uploaded your subscriber list, you can **Add an Action** – such as selecting which of your subscriber lists will be used for that keyword. To do this:

Step 1: Select **Keywords** from the top navigation menu, and click the desired keyword from the first column in the list. Scroll down the page and select **Add an Action**, in the **Actions** section.

You can associate the following actions to your keyword:

Action – This determines the method of response performed once a user responds to your call to action

Subscriber List – The list your replies are drawn from

Reply date – The date you'd like your reply sent

Reply text – the text contained within your SMS reply

Step 2: To save your settings click **Add**.

Once you've completed these steps, your campaign is ready for use.

7. Contact details

Phone:	+27 21 910 7700
Fax:	+27 21 910 7701
Website:	www.clickatell.com
Help URL:	http://support.clickatell.com/index.php
Support:	support@clickatell.com
Info:	info@clickatell.com
Sales:	sales@clickatell.com
