

# Clickatell US Small Business Reference Guide

22 November 2011

## Introduction

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Clickatell's Small Business offer has been designed to enable businesses around the world to get in touch with their customers in the US. It is a cost effective, fast and easy text messaging solution that offers flexible subscription options to suit your business requirements.

You get your own two-way number and can send and receive messages using either Communicator 2, our instant online text messaging product or integrate into our SMS gateway using any of our application programming interfaces (API's) with Clickatell Central.

We deliver straight to your customers' handsets! View our [coverage table](#) for a complete list of our U.S. mobile networks.

### About this document

In this document you will be introduced to the unique features of the US Small business account and we'll take a look at how these unique features are used in both Communicator 2 and Clickatell Central.

## The US Small Business Subscription

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### The subscription offer

Clickatell's Small Business offer provides you with the flexibility to choose the subscription period that's right for your business.

There are four monthly subscription packages from which to choose from.

Small Business Subscription	Free Outgoing Messages
1 Month	500 FREE messages per month
3 Month	1,500 FREE messages per month
12 Month	3,500 FREE messages per month

All Subscriptions cost \$9.95 per month and will include a dedicated number which gives you two-way messaging capabilities and a set amount of Outgoing (MT) free credits for message sending.

Users that have opted-in to your service can reply to messages that you've sent at no extra cost.

### Manage your US Small Business Subscription

The *Two-way Subscription* menu located on your *Billing* tab in both Communicator 2 and Clickatell Central gives you full control over the settings of your current two-way subscription.

You have the option to:

- **Change your subscription package** – The package selected for your next billing period can be updated at any time. If you renew your subscription before the end of your service, your monthly allocation of free credits will remain on the same date (e.g. 17th)

**Note:** Package changes made after the end of your service will change to the date on which your successful payment was concluded.

- **Set Automated Billing** – If you enable auto-billing your subscription will be renewed automatically when your current billing period ends.

**Note:** The credit card which is active for your current subscription will be billed.

## Volume Purchases

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In addition to the free messaging credits which you receive, you can also purchase credits.

Credit Volume	Price per Credit
1 to 9,999	\$0.020
10,000 - 60,000	\$0.017

If you are likely to send more than 60,000 messages our US Enterprise will be more suited to your requirements. For more information visit the [US Enterprise](#) page.

## Volume Limits

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The US Small Business Account has been designed for sending small message volumes. There are thus message limits set for daily and monthly message sending.

Before you reach a limit we'll send an email to warn you that you are approaching your daily or monthly limit. The email will give you an indication of how many messages you can still send before your limit is reached.

### What happens when your limit is reached?

- When your daily message sending limit of 5,000 is reached, you won't be able to send messages until the daily limit is reset at 00:00 (GMT-7)
- When your monthly message sending limit of 10,000 is reached, you won't be able to send messages until the monthly limit is reset on the last day of the current calendar month, at 00:00 (GMT-7)

## Unique Product Features

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### Two-way messaging

Clickatell's two-way messaging functionality lets you have dynamic text conversations with your customers, suppliers and employees.

With the US Small Business account you receive a dedicated two-way number with any of the subscription options. This means two-way messaging functionality is available to you immediately.

### Coverage

The Small Business account has network coverage in over 75 networks within the US.

### Customise your opt-out keywords

If a customer chooses to opt-out from your service, they can send any of the keywords STOP, END, CANCEL, UNSUBSCRIBE or QUIT.

With the US Small Business account, you can now send a customised response to these keywords.

In addition, the HELP keyword, which supplies your customer with more information on the opt-out keywords, can also be customised.

## Using Communicator 2 with your Small Business Account

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Clickatell's Communicator 2 is a web-based, bulk SMS tool that allows you to send personalised bulk SMS text messages and receive replies to your Communicator 2 Inbox.

The US Small Business account integrates seamlessly with Communicator 2 and allows you the full use of all the standard Communicator 2 features.

For more information on standard Communicator 2 features please download the [Communicator 2 Help Guide](#).

### Information on your monthly subscription

The Communicator 2 Homepage let's you view the two-way number that's been assigned to your US Small Business account.

The homepage also allows you to:

- **Check free SMS messaging credits:** Check the amount of free credits you have at any time during the month.
- **View Expiry:** View the Expiry Date of your subscription

Renew your subscription: When you have reached the last 7 days of your subscription a 'Buy Now' link automatically appears. Clicking the link will take you to the billing page where your subscription can be renewed.

### Set Custom Replies on your STOP command keywords

On the *Custom Replies* submenu located on your *Inbox* tab, you can easily configure a custom reply message that will be sent to any users choosing to opt-out from your service.

#### Two Way SMS - MO Number Allocation

MO Number: **15552220009**

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##### Custom Stop Command Reply

Keyword	Custom Reply	Reply Message	Default Reply
HELP	<input type="checkbox"/>	Note: Send STOP, END, CANCEL, UNSUBS	?
STOP	<input checked="" type="checkbox"/>	We have received a request for the removal	?
END	<input type="checkbox"/>	You have been unsubscribed from the servic	?
CANCEL	<input type="checkbox"/>	You have been unsubscribed from the servic	?
UNSUBSCRIBE	<input type="checkbox"/>	You have been unsubscribed from the servic	?
QUIT	<input type="checkbox"/>	You have been unsubscribed from the servic	?

Custom Replies can be set on the keywords HELP, STOP, END, CANCEL, UNSUBSCRIBE and QUIT.

To do this, simply check the *Custom Reply* check box next to your selected keyword and type your message in the *Reply Message* field. If you choose to not set a custom message for the opt-out keyword, the default message linked to the keyword will be sent.

**Note:** You can view the default reply message by hovering over the tooltip next to the selected opt-out keyword.

You can also set a custom reply message to every other incoming message.

To do this, simply type a message in the *Auto Reply Text* field.

**Remember:** whatever you enter in this box will be sent automatically in response to messages which you've received.

The text in the box below will be sent to the handset if one of the above keywords is not included at the start of the incoming message.  
**Note:** You will be billed 1 credit whenever this message is sent.

Auto Reply Text:

Update

**Note:** For all Auto Reply text messages sent, you will be billed 1 credit.

### View a report on users that have opted-out

The stop list report displays users that have opted-out from your service. The report can be found by clicking on the *Messaging Reports* tab and then selecting *Stop List Report* from the submenu.

#### Stop-list Report

This report lists any users that may have asked to be opted out and will not receive any messages to their handsets from your specified sender ID's.

**Generate Stop List Report**

**Choose a Source Address or Mobile Number below.**

Mobile Number

Source Address

View/Export Results as

[Generate Stoplist Report](#)

The report can either display the dates of all the users that have opted-out from your service  
OR  
The date a specific mobile user has opted-out.

- **To list the opt-out date of a specific user:** Enter the mobile number or source address of the user in the fields provided and click the *Generate StopList Report* button.

#### Stop-list Report

This report lists any users that may have asked to be opted out and will not receive any messages to their handsets from your specified sender ID's.

[Show Form](#)

Source	Mobile Number	Date
17752374298	16507739199	2011-01-21 11:13:07

1 of 1 Records :: Show  rows per page.

- **To list the opt-out date of all users:** Leave the *Mobile Number* and *Source Address* fields blank and click the *Generate StopList Report* button.

**Note:** A user that wants to subscribe to your service again can simply SMS the keyword SUBSCRIBE to your two-way number.

*Please note that Sender ID's and Vouchers are not supported in Communicator 2 with a US Small Business account.*

## Using Clickatell Central with your Small Business Account

With Clickatell's SMS gateway you can SMS enable any application, website or system and send messages within the US with a variety of connection options.

Clickatell Central allows you to manage the SMS Gateway functionality and can easily be integrated with your US Small Business account.

### How to use your Two Way Number

When you successfully complete a two-way subscription, an HTTP API is automatically allocated to your account.

The immediate onscreen display provides the details of your two-way number and information on how you can send messages with your API connection.

**Your US Small Business subscription is active, ready for you to send and receive SMS messages**

[Click here to view invoice](#)

#### HTTP API

Twoway Number:  ?

API ID:  ?

#### Getting Started

Required Parameters: ?

```
user=flubbe_usmb40
password=<Clickatell Account Password>
api_id=2997500
to=<Mobile Number(s)> (comma separated)
MO=1
from=16588889182
text=<SMS Message>
```

Example String: ?

```
http://dev01-opt.internal.clickatell.com
/http/sendmsg?user=flubbe_usmb40&
password=PASSWORD&api_id=2997500&
MO=1&from=16588889182&to=1731425112&
text=Message
```

Replace PASSWORD with your main Clickatell account password

Further information on the API's for Clickatell Central can be viewed on the [Developer API](#) page.

### Two Way SMS – MO Number Allocation

With a two-way subscription the two-way number that you receive on your account is automatically assigned to an HTTP API.

#### Change your active API

If you want to send messages with a different API you must allocate your two-way number to the API you wish to send with.

To change the setting go to the *Manage My Products* tab and then select *My Connections* from the Submenu. On the *My Connections* page click on the *US Two-way Number* link.

Two Way SMS - MO Number Allocation

MO Number: 15552220020

Product: HTTP API:3158718

### Change the MO settings in your application

When sending a normal MT message to a handset, you must remember to set the 'MO' parameter to '1' (MO = 1) and the 'from' parameter to your 'two-way number' in your application.

#### Command:

[http://api.clickatell.com/http/sendmsg?session\\_id=xxx&to=xxxx&text=xxxx&mo=#from=<your two-way number>](http://api.clickatell.com/http/sendmsg?session_id=xxx&to=xxxx&text=xxxx&mo=#from=<your two-way number>)

This setting will allow you to receive replies to the messages which you have sent.

**Note:** The above mentioned parameters are used to enable two-way messaging. Message sending will result in a failure if the parameter is not set.

### Callback

The callback feature allows you to receive message delivery statuses via an HTTP, SOAP or XML callback.

The status is posted to a URL of yours using the GET or POST method and is done every time a message status is updated.

Callback

Reply Path: None

Target Address:

Target Username:

Target Password:

### Stop Command Custom Replies

The way in which you set Custom Replies to STOP Commands in Clickatell Central works exactly the same as Communicator 2.

You can view more details on the Custom Reply utility in [section 5.3](#) and the Stop List Report in [section 5.4](#).

**Please note** that Sender ID's, Vouchers, Sub Accounts, and the API's (FTP, SMTP and SMPP) are not supported in Clickatell Central with a US Small Business account.

## Contact details

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