



1. Overview

There are various applications and services that are associated with two-way messaging. This is also known as Mobile Originated (MO) messaging. Clickatell's role in this regard is to act as a conduit between the mobile user and your application, or alternatively, with Clickatell ICM (Interactive Campaign Manager). In order to facilitate this, one or more telephone numbers, known as MO Numbers, are required.

Clickatell rents these MO Numbers to our clients. This enables the mobile handset to reply to a message sent through Clickatell, or to send a message directly to the MO number. This document describes the Number types available and the associated costs.

Shortcodes are also available in various regions. Please consult the Premium Rate section on our website which can be found at:

http://www.clickatell.com/products/premium_rate.php.

Two-way messaging in the USA requires the rental of a shortcode. Please visit <http://www.clickatell.com/pricing/twoway.php> for pricing and more information.

2. Number types

Clickatell offers the following number types for standard rate two-way messaging:

2.1 Standard number

A standard length number as determined by the country of origin. For example:

- A UK standard number will consist of 12 digits: 44 xxx xxxxxxx
- An SA standard number will consist of 11 digits: 27 xx xxxxxxx

2.2 Tagged number

A Tagged Number is a standard number with additional digits tagged to it. A Tagged Number works exactly the same as a standard number. For example:

- A UK tagged number will consist of 12 digits or more: 44 xxx xxxxxxx [xxxx]. An example would be 4477712345671234
- An SA tagged number will consist of 11 digits or more: 27 xx xxxxxxx [xxxx]. An example would be 278212345671234

2.3 Tagged number range

A Tagged Number range represents all possible tagged numbers created by appending a selected number of digits to a standard number. Tagged numbers do not work in the UK and may not work on certain networks in certain countries.

Example of a number range: if a Standard Number was 44777xxxxxx, then the following would apply:

Number of digits	Available numbers tagged	Amount of tagged numbers you will receive
1	44777xxxxxx[0-9]	10 Numbers
2	44777xxxxxx[0-99]	100 Numbers
3	44777xxxxxx[0-999]	1000 Numbers

For example: a Tagged Number Range created with one digit tagged to a Standard Number would enable you to send and receive messages on the following ten Tagged Numbers below.

44777xxxxxx0	44777xxxxxx3	44777xxxxxx6	44777xxxxxx9
44777xxxxxx1	44777xxxxxx4	44777xxxxxx7	
44777xxxxxx2	44777xxxxxx5	44777xxxxxx8	

Note: A Tagged Number range is viewed and managed as *one number* on the Clickatell System, for example 447771234567[0-9].

3. Available number ranges

The following number ranges are currently available. A randomly assigned MO Number can be requested from a chosen number range. Not all Number Types are supported by each Number Range. A detailed overview of each Number Range is given below.

Number range	Standard number	Tagged number	Tagged number range	Example
+27	10 digit	4 digits	Up to 4 digits	+2783xxxxxx
+44[A]	12 digit numbers	N/A	N/A	+44762xxxxxx
+44[B]	12 digit numbers	4 digits	Up to 4 digits	+44778xxxxxx
+44[C]	12 digits	N/A	N/A	+44779xxxxxx
+44[D]	12 digits	N/A	N/A	+44780xxxxxx
+61	11 digits	N/A	N/A	+61015xxxxxx

Shortcodes are also available in various regions. Please consult the Premium Rate section which can be found at http://www.clickatell.com/products/premium_rate.php.

Note: messages cannot be sent to tagged numbers within the UK and some other networks.

4. Pricing

Clickatell charges a setup fee and a monthly rental fee. A small switching fee (currently 1/3 of a credit) is charged for all inbound (MO) messages that you receive. Normal fees are charged for outbound (MT) messaging. These fees can be found at prices available from our website at

Two-way standard rate pricing

http://www.clickatell.com/pricing/message_costs.php. Please refer to the table below for setup and rental costs.

Number type	Length	Setup	Rental
Standard number	Up to 12 Digits*	€ 100	€ 25; € 75**
Tagged number	16 Digits	€ 50	€ 15
Tagged number range***	1 Digit (10 tagged numbers)	€ 100	€ 30
	2 Digits (100 tagged numbers)	€ 100	€ 60
	3 Digits (1000 tagged numbers)	€ 100	€ 80
	4 Digits (10000 tagged numbers)	€ 100	€ 90

- These prices exclude VAT, and where applicable are per allocated number.
- Setup is paid in advance.
- Rental is paid 3 months in advance.
- * The number of digits for a Standard Number is dependent on the Number Range chosen.
- **The 44[D] range has a rental of €75 per month and has the widest coverage. All other standard number ranges are €25 per month.
- ***Number of digits indicated is in addition to the length of a Standard Number.