



## sms2email.com

### how to set up a simple textback campaign

sms2email.com account holders can take advantage of our *textback* service in order to receive information from their target audience. This is an ideal solution for those expecting a lot of responses which could not be stored on a single mobile phone. The service works by registering a unique “keyword” to your account (you can register up to ten on each account) and an associated action for that keyword.

Remember, every message you receive is another mobile number you can send information to!

The two most simple actions to use are

- Store in database
- Email

- these are the two actions featured in this guide.

For information on the other actions available (info responder, logo sending, etc) please see the developer info at [sms2email.com](http://sms2email.com).

#### Keywords

When you sign up for an account, the username you specify and your mobile phone number are created as keywords on your account (if they are available). Some generic keywords may have already been registered, so you will need to find a keyword which is suitable for your needs and is available.

#### Log into your customer account

You need to be logged into your customer account in order to set up textback keywords. Select *textback* >> *textback keywords* from the menu to administer the keywords on your account.

#### Overview

➤ Sign up for an account at [sms2email.com](http://sms2email.com) – minimum purchase 50 messages at £6.00 +VAT. You will need to enter a valid UK mobile phone number and your email address.

➤ Log into your account using the password (sent to your mobile for new accounts).

➤ Register your keyword and specify an action.

➤ Enter your email address if necessary.

➤ Test the service by sending a message to the gateway – **07766 40 41 42** – beginning with the keyword.

Don't forget to publicise your keyword and the gateway number to your target audience!!

If you need more help log into our online support system at [www.aqcorporate.com](http://www.aqcorporate.com)



The screenshot shows the 'sms2email' website interface. At the top, there is a navigation menu with links: about us, services, prices, signup, how it works, status, contact, developers, send, multimedia, sms2email, email2sms, history, textback, setup, support. On the right side, a user is logged in as 'test' with 86 credits and a 'Logout' link. The main content area displays a table of keywords:

Keyword	Action	
test	email	add / bulk add edit   view   reply   del   csv add / bulk add

Below the table, there are pagination links: Previous 1 2 3 4 5 6. There are also links for 'Order (Alphabetically / Date Added)', 'Incoming Textback Report', and 'Report in csv format'. At the bottom, there is a section for 'Quick Keyword Editing - Bulk Editing' with an input field and an 'Edit Keyword' button.

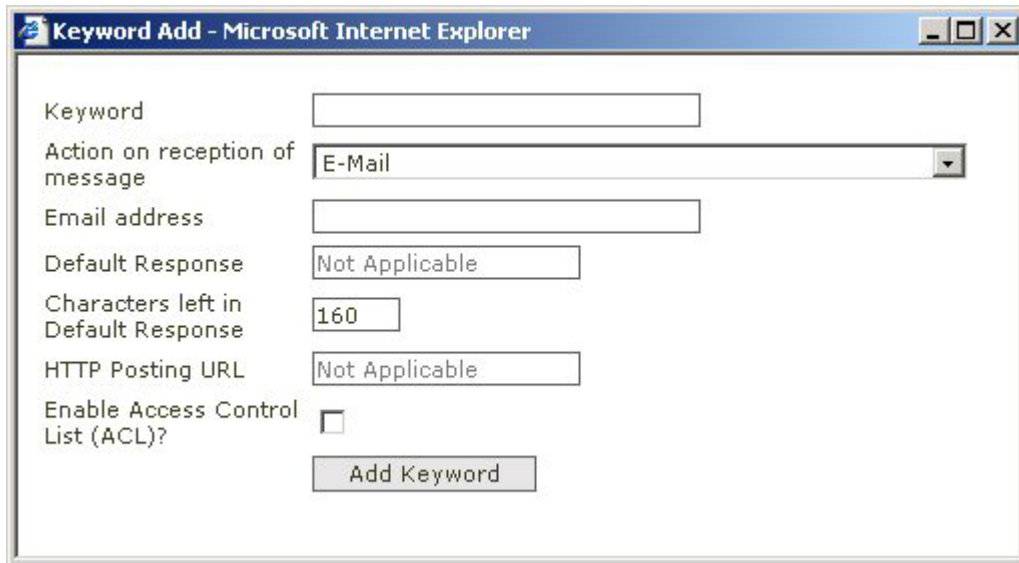
Keywords administration via the sms2email customer account

The keywords registered to your account are displayed, as well as their action and the following links for each keyword, which have the following actions:

- **edit**      Edit the details associated with the keyword.
- **view**      View messages which have been sent to the keyword.
- **reply**      Reply to any numbers which have sent to the keyword.
- **del**        Delete the keyword from your account.
- **csv**        Download the list of responses (for use in a spreadsheet, etc.)

For the purposes of this guide, we will deal with adding a new keyword only.

Click **add** to add a new keyword to your account. A pop-up window will open.



The Keyword Add popup

For a simple textback campaign you only need to enter the following details:

- keyword**            The keyword you wish to add, which must be different from any other keywords already registered.
- action on reception of message**    Either;
- *E-mail* if you want the responses to be sent to you via email,
  - *Store in local DB (no detail)* if you want the responses to be stored for you to view from your sms2email customer account only.
  - *Info responders* allows the user to select different pieces of information with a second keyword (add this into default response)
  - *Http posts* sends data to a registered URL (eg <http://www.yourdomain.com/script.php>) to be processed and stored on your own system. The variables are; sender, time, keyword and message.
- email address**      If you select *E-mail* above, you must specify the address which you want the responses to be sent to.

**Note:** if you choose to have responses sent to you by email, they are still stored in your customer account so you can view them. If you are expecting a lot of responses, you may not wish to have them all sent to your email address!



When you have entered the relevant details, click **Add Keyword**.

If the keyword you want to add is already taken, you will see this message:

**The Keyword already exists in the database. It may be owned by another user**

If the details you have entered are accepted, the pop-up window will close and your customer account page should re-load with your new keyword displayed. If you want to change the details for the keyword at any time, click **edit**.

**You are now ready to start using this keyword!**

To test, write a text message on your mobile phone using that keyword as the first characters in the message. Send it to the sms2email gateway number **07766 40 41 42**. If you have chosen to have the details sent to you by email, check the email address you specified. You can also click the **view** link by the keyword to see if your message has been registered in the database.

**Note:** the path of your message to the gateway can be delayed by the mobile phone network – if it is busy, or poor service, etc. E-mails can be delayed due to network traffic as well. However, this is unusual, and once your message reaches the gateway it will be registered in the database almost immediately.

You can also view details of all messages received to your keywords by selecting **textback report** from the textback menu, or download these details as a file to view in a spreadsheet by selecting **textback report (csv)**. All the mobile numbers are stored ready for you to send out more information to should you wish.

Time	Message	From Number
2002-10-30 18:16:35		
2002-10-31 12:05:24		
2002-11-01 13:23:37		
2002-11-03 13:24:18		
2002-11-04 11:36:29		
2002-11-09 11:38:38		
2002-11-13 08:00:17		
2002-11-14 10:33:34		
2002-11-17 12:27:52		
2002-11-21 14:58:17		

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [Next](#)

**An example of the "Keyword View" screen**

Note – details of messages and mobile numbers have been removed from this screenshot.

sms2email.com

sms2email is a service provided by (aq)





## Replying to textbacks

Once a textback campaign has been initiated, you are able to reply to those texts which you receive. Click on "textback>>textback keywords" and then click **reply** for the relevant keyword.

This takes you to a new screen where you can write an SMS reply to any or all of those that have used your textback service. Here you are given further options including reply option, which will let recipients reply to this message either to an email account or to your sms2email inbox (**See 'Repliable SMS'**). This reduces your account by one credit for every phone number it is sent to.

## Repliable SMS

A new feature of sms2email.com is allowing you to set your SMS messages 'repliable'. This is a system which allows you to have a reply from your customers that you send messages to, and these replies to either be stored in an inbox for you, or forwarded to you by email.

- The sms2email inbox system can be accessed when you log into sms2email.com, by choosing the option from the green header. The reply is displayed along with the sender and time received.
- If you choose to have the reply sent to your email, the system will ask you which email you want any reply sent to. If this is chosen, the message will not be saved in your inbox.

## How This Works

The service works by "remembering" messages sent out through our gateway, and matching replies sent back to us through one of our incoming numbers. After sending a message out, there is an exclusive window where messages from the destination number will be accepted and routed back to the correct account. After a message is received back, the window is closed – ie. you can only receive one reply per message sent out.

During the expiry window, our system will lock-out attempts for another user to set the reply flag going to the same number. Other users on our system would have to wait until the end of the expiry window (12 hours), or until the window is closed with a reply.

At the moment, it is possible for replies to be sent to any email address (which you can nominate at the time of sending), or the messages can be stored in your sms inbox. In the future it will be possible to integrate your applications via the HTTP Post gateway, and receive replies directly to your server.

**NB: To route to messages back to us, we override the originator setting on the message with our reply gateway number. If for any reason the message cannot have the reply flag set, the default originator on your account will be used.**

## Need More Help?

Log into our online support system using your sms2email account username and password. Go to <http://aqcorporate.com/support.php> where (aq) technicians will answer your queries as quickly as possible.

## Contact Us

<http://www.sms2email.com>  
[sms2email@a-q.co.uk](mailto:sms2email@a-q.co.uk)



sms2email.com

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