

Manual SMS-Webtool

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Overview SMS Webtool

SMS Webtool

⊕ Create new campaign ^ ✓ Active campaigns v 👤 Customer database v

Multiple SMS Single SMS

New sms job

Upload customer list >

[Upload](#)

Select customer list v

Choose sender v

[Create new sender](#)

Campaign details

Number Recipients: 0

Number SMS:

Date:

Time:

Text

0/160 (1 SMS)

Encoding Unicode (UCS2)

Date Immediately Date, time

Throughput v

(x) SMS/Sec. (maximum x)

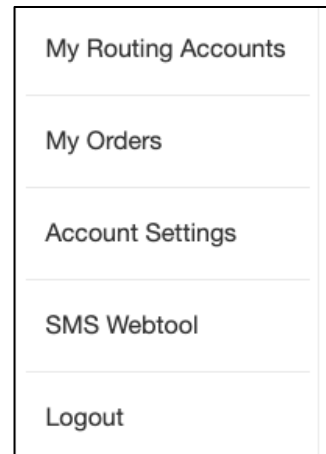
SMS-route v

✕ Cancel ✓ Activate job

General

With the help of the SMS-Webtool you can plan, create and send individualized SMS messages without any technical knowledge.

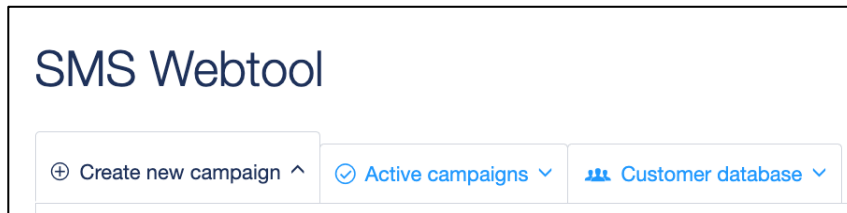
You can reach the SMS-Webtool after logging in to your GTX account by clicking on the menu item "SMS Webtool" in the navigation bar on the right side.



Home page

After opening the SMS Webtool from your customer area, you are directly in the view for creating a new SMS campaign.

Via the navigation bar you also have access to already planned campaigns ("Active campaigns") and your uploaded customer databases ("Customer database")



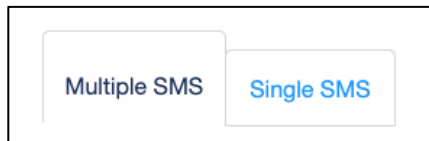
Creating a new campaign("Create new campaign")

The creation of a new SMS Campaign consists of several steps. Some options depend on what kind of user account you have with GTX. As a Webtool customer, you probably use our basic product "Just Send" for sending SMS.

If you use more than one of our SMS products, you can define different SMS send jobs in the SMS webtool. These will then only affect the respective product. You will find more information below.

Multiple SMS or Single SMS

First you have to decide whether you want to send several or only one SMS with the new campaign. For more than one SMS, select "Multiple SMS", otherwise "Single SMS".



The next steps are now related to multiple SMS. How sending single SMS works, results from this information as well.

Create, select or upload a list of recipients

The first step to create a multiple SMS campaign is to upload a csv file with all recipient data needed for sending SMS. Recipient data are the mobile phone numbers and possibly other data that you want to use in the SMS text.

Structure of a simple csv file (mobile numbers only)

If you want to send an identical text to many recipients, the csv file only needs to contain the mobile phone numbers of the recipients.

Phone number format

mobile numbers contained in the csv file must have the following form:

+{international prefix without 00}{network operator prefix}{number}

Example for the correct format of the German phone number 0151 1234567:

+491511234567

Basically, the SMS Webtool looks for the mobile phone number at the beginning of each line. Since in our case no other information other than the mobile phone number is stored in the file, each line contains a number, as can be seen in the example.

The first line serves as a header and for information. It is not taken into account when the file is used for a campaign. So in the first line you should never put a mobile phone number, but an informative heading, for example "Number".

Uploading the .csv-file

1. click the link titled "Search" in the upper window of the "Create campaign" menu. A window opens. Now navigate to the .csv-file that contains the relevant mobile phone numbers.

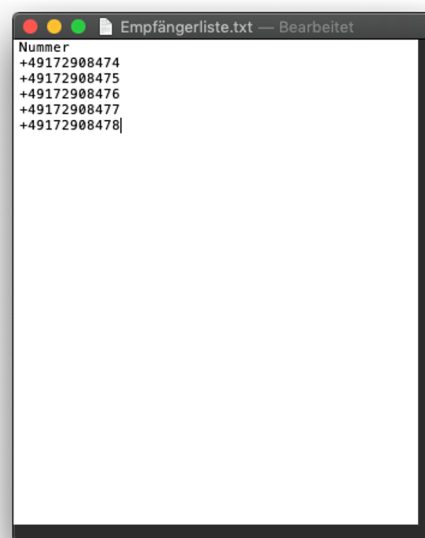
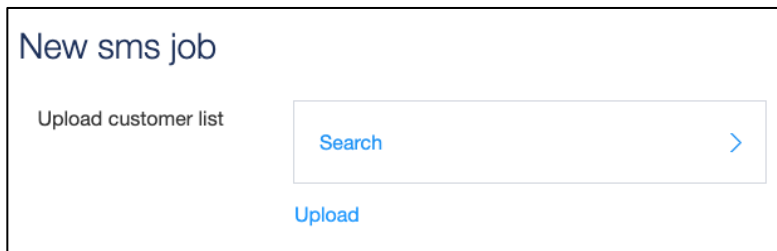
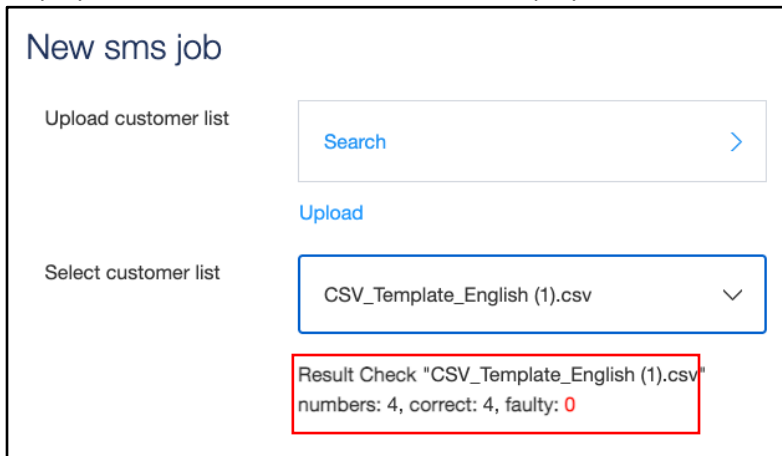


Illustration 1: Example of a correct .csv-file with 5 phone numbers

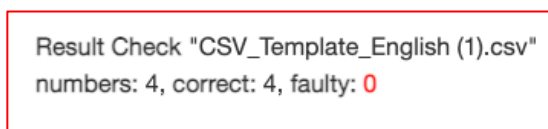
After selecting the relevant file (double-click on the file or select the file and then click on "Select" in the dialog window), the name of the selected file (in the example below "testnummern.csv") is displayed in the selection window.



2. click on the "Upload" link below the selection window.
3. The file is uploaded and its contents are analyzed. Among other things, the file is checked for duplicates. If a phone number exists more than once, this number will only be sent once. Errors in the structure of the mobile numbers are also detected. The result of the check is displayed below the selection window as displayed below.



If incorrect entries were found, they can be viewed by clicking on the link "Show faulty records". (See illustration)



Subsequently, the incorrect numbers can be exported if required. As long as the file contains at least one correct number, this can also be used for shipping without any changes. All incorrect numbers will be disregarded in your SMS campaign.

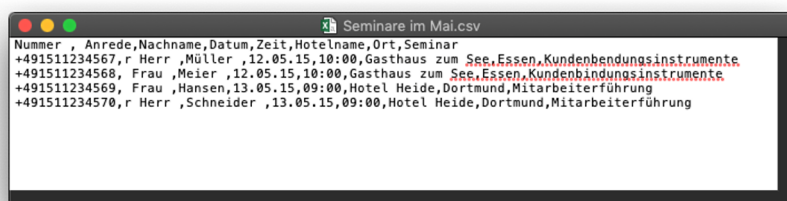
4. The recipient list has now successfully been uploaded.

Creating a more extensive csv file to individualize the SMS texts.

Basically the SMS Webtool offers the possibility to define fields in the message text of the SMS similar to a serial letter, which are filled with variable content from the .csv-file. If you want to use this option, the structure of the .csv-file looks somewhat different.

For all content that should be in the text of the SMS, a field name and the respective content must be defined in the .csv-file. In this case, the first line of the .csv-file must contain the field names separated by comma [,], such as "Salutation" and "Last name". The first field must also always be named "Number" here, since each .csv-file has to begin with the phone numbers.

Example of a .csv-file with multiple variable field names:



Again, except for the first line, each line must start with the recipient's mobile phone number in the previously defined format. All other field contents such as "Salutation" or "Last name" must also be separated from each other by comma [,] per line and listed in the same order as in the first line of the .csv-file.

For example, the following serial SMS could be created from the above csv file:

Example (message text with variables/field names)

Dear **{Salutation} {Surname}**, we look forward to welcoming you to the seminar "**{Seminar}**" on **{date}** at **{time}** at **{hotel name}** in **{place}**. Kind regards, the seminar team.

Result (This is how the message text for the first entry of the csv file would look like)

Dear **Mr. Müller**, we are looking forward to welcoming you on **12.5.2015** at **10:00 a.m.** at the **Gasthaus zum See** in **Essen**. Kind regards, the seminar team.

Using an existing list

If you have already stored recipient lists in the system before, you can select them for the new shipping order.

To do this, simply select the desired file from the drop-down menu labeled "Select existing list" below the dialog box for uploading new files in the "Select recipient list" area.

In this case, too, the number of valid entries and any errors will be displayed below the drop-down menu.

Define Sender ID

After the recipients for the SMS campaign have been defined, you can define the sender ID in the "Choose Sender" dialog box. This will be displayed to the recipient of the SMS.

Both texts and numbers are possible here, provided that they meet the following minimum requirements.

If letters and numbers are used (alphanumeric sender), the sender ID cannot exceed a maximum of 11 characters. Any spaces etc. count towards this. Purely numeric senders such as telephone numbers or similar can be up to 15 digits long.

Creating the message text

The actual SMS text can now be entered in the "text" box. Below the text box, the current length of the entered text is displayed each time you enter a message text. When using some special characters, it may happen that due to defined SMS standards more than one character is needed to transmit a special character correctly. A standard SMS has 160 characters. If you have already written the text in another program and copy it into the textbox, check if your characters have become more characters. In this way, you can prevent multiple SMS messages from being sent unintentionally.

Using field names to individualize the SMS

Provided that the .csv-file you have selected contains not only mobile phone numbers but also field names such as "Name" or "Salutation", you can use these in the message text to create individual texts.

The screenshot shows the SMS Webtool interface. On the left, there is a text input field labeled "Text" containing the text "Dear Mr {Last name}". Below the input field, it displays "8/160 (1 SMS)". To the right of the input field, there is a panel titled "Add variable items via drag & drop:". This panel contains several variable items in dashed boxes: "Title", "Last name", "Date", "Time", "Hotelname", "Place", and "Seminar".

All field names recognized by the SMS Webtool in the selected .csv-file, will be shown to you next to the box for entering the message text with the note " Add variable items via drag & drop". For each available field you will see a box with the respective field name.

To integrate the respective fields into the SMS text, you have two options.

- Option 1:** Move the mouse to the box with the desired field name and then drag the box into the input field for the message text while holding down the left mouse button. As soon as you release the mouse button, the name of the selected field appears in curly brackets at the end of the message text that may already have been entered. (See example above)

The "name" field will then be displayed to you in the message text as {name}, for example. This is where the value contained in your csv file will be displayed later.

Option 2: You can also include the fields in the message text by putting the name of the respective field in curly brackets at the place where the individual value from your file should be inserted when sending the message.

You can also "cut" or "copy" the field names included in the message text and move them to another place in the text or use them again. It is important that the curly brackets are preserved.

Also pay attention to spaces before and after the fields, if they are desired.

Example of a message text with field names:

This is how a message text with fields written by you could look like:

Dear Mr. {name}, please remember your doctor's appointment tomorrow at {time}.
Your Dr. Müller Team

This is how the SMS would look to the recipient with the field values "Schuster" as the name and "10:30 am" as the time:

Dear Mr. **Schuster**, please remember your doctor's appointment tomorrow at **10:30 am**.
Your Dr. Müller Team

Note on calculating the length of a message text:

When using variable field names in the message text, the length of an SMS cannot be calculated correctly and therefore cannot be displayed correctly. Please note that, for example, in the case of long names or similar, two or even more SMS may be required to send the message to one recipient.

[Long Messages / Concatenated SMS](#)

If the text of a message has more than 160 characters and cannot be sent and billed as one SMS, the SMS web tool sends concatenated messages from several SMS. In this case, the recipient receives the entire text of your message in concatenated form. The number of messages actually sent by the SMS Webtool is always billed.

Define SMS Campaign

For each SMS campaign, a date and time can be defined, the SMS throughput, i.e. the speed at which the messages are to be sent (optional), and in some cases also the SMS-route to be used when processing the campaign.

[Define SMS campaign date and time](#)

In the "date" area you define when the created SMS campaign should be executed. Immediate dispatch ("Send immediately") is activated by default. If you want to specify a different dispatch time, activate the "Date. time" field.

Date



Immediately

Date. time

  Date

Example: 15.05.2016 15:15

After you have selected "Date. time", a new input window appears with the text "Date ". Here you can either directly enter the campaign date and time in the form: "DD.MM.YYYY SS:MM" so for example "15.04.2016 15:15", or open a calendar by clicking on the calendar icon. Here you select in sequence first a day, then an hour and then a time selectable in five minute steps.

  Date

← May 2021 →

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Define Throughput

After setting the date and time, you set the throughput that defines how fast the SMS campaign should be processed by the SMS Webtool. Usually, campaigns are processed with a speed of 2 SMS per second. If different options have been defined for your account, you can define the desired throughput here and increase it to 4 if necessary.



The screenshot shows a form field labeled "Throughput" with a dropdown menu. The dropdown is currently set to "2". Below the dropdown, the text "(x) SMS/Sec. (maximum x)" is displayed.

Define SMS-route

If you have made an individual agreement with us for the use of SMS dispatch routes other than those defined in the normal case, you can select in the "Dispatch route (SMS account)" area which of the SMS routes available to you is to be used for processing the current order. As default, we have our "Just Send" routes with very high quality, reliability and delivery speed.



The screenshot shows a form field labeled "SMS-route" with a dropdown menu. The dropdown is currently set to "200091480859410 (8.75 €)".

The use of different routes makes sense if, for example, you want to reach groups of recipients with different quality requirements.

For example, if it is about appointment confirmation or reminders, a fast and reliable delivery of the SMS is very important. If you have a newsletter that will be addressed to 10,000 recipients, you may be more able to accept that some recipients will receive the SMS with some delay.

If you have a need to provide an additional, individually defined SMS-route, please feel free to contact us.

Activate campaign aktivieren

Via the button "Activate order" at the bottom of the page you confirm the prepared SMS campaign.

In the "Active campaigns" menu, you can edit or delete your already activated campaigns before they are sent.

Information regarding the created SMS campaign

In the upper right area of the page you will see an overview of the relevant campaign data after completing the campaign setup. It contains the number of determined recipients. In addition, based on the length of the message text, the expected number of SMS needed is indicated. This may differ later, especially when variables are used in the message text.

In this respect, the information is only an orientation and may deviate from the number of SMS actually billed later due to errors during dispatch, incorrect or invalid numbers, etc.

Active Campaigns

In the "Active campaigns" area, you have an overview of the SMS campaigns you have created but have not yet been processed. For each SMS campaign, the stored date and time as well as the number of recipients are displayed.

Open jobs		
Date	Recipients	Action
2021-05-21 15:55:00	4 SMS	Delete Edit

By clicking the "Edit" or "Delete" buttons, you can edit ("Edit") or completely delete ("Delete") the SMS campaign at any time.

Recipient lists

Via the "Customer Database" menu, you can upload new csv files or export or delete already saved files at any time, independently of the creation of an SMS campaign.

Customer database		
2021-05-20 12:09:23	CSV_Template_English (1).csv	Delete Export

Select file
Upload

Information on the format of a .csv-file can be found in the beginning of the document under the item "Create, select or upload a list of recipients".

When deleting lists, make sure that you do not accidentally delete lists that are needed for SMS campaigns that are still active.

Upload new address or recipient lists

At the beneath your existing recipient lists on the "Customer database" tab is the dialog box for uploading new .csv-files. By clicking on the "Select file" button, another selection window will open, allowing you to upload files stored on your computer. By double-clicking on the file itself or marking the file and clicking on the "Open" button, the file will be selected.

The file name will now appear to the right of the button in the selection field.

With a click on the "Upload" button you start the upload. The file will then be displayed in the list and can be exported or deleted from here like all other lists.

Give the .csv-files names that are self-explanatory, but not too long. This way you make sure that they do not confuse anything when using your files and always know exactly which list it is.

Deleting address or recipient lists

You can delete individual recipient lists via the red "Delete" button. The deletion may also affect SMS campaigns that have already been set up, in case orders should reference this list.

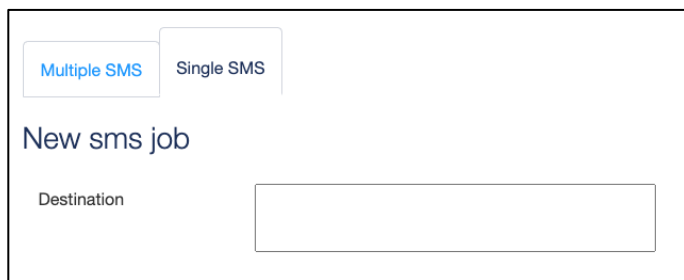
Automatic deletion of address or recipient lists

The SMS Webtool automatically deletes recipient lists that are no longer needed and have not been used for more than 400 days. If necessary, create a backup copy on your own computer in case you want to access this data again. Use the "Export" function for this purpose.

Sending Single SMS

Parallel to the multiple SMS function, you can also send individual SMS immediately or time-controlled via the SMS Webtool.

To do this, select the "Single SMS" tab in the "Create SMS campaign" menu.



The screenshot shows a web interface for creating an SMS job. At the top, there are two tabs: "Multiple SMS" and "Single SMS". The "Single SMS" tab is currently selected. Below the tabs, the heading "New sms job" is visible. Underneath the heading, there is a label "Destination" followed by a large, empty rectangular text input field.

Unlike with sending multiple SMS, you need to enter the recipient's mobile phone number directly in the "Destination" box. Again, please note that the phone number must be entered in international format with two leading zeros and the international country code (00491511236541) or a "+" in front of the international code in the form +491511236541.

Sender ID

When sending single SMS the same requirements and conditions apply for sender IDs as explained for the multiple SMS function.