

# SMS BROADCAST

## USER MANUAL

### THIS DOCUMENT IS AIMED AT:

Grapevine Affiliate administrators and users who have been provisioned to use SMS Broadcast.

### FEEDBACK:

Was this document useful? What can we do to make this user guide more useful and informative? Please email [info@vine.co.za](mailto:info@vine.co.za) with your comments and feedback.

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### SUPPORT:

Call us on +27 21 702 3333, or email [support@vine.co.za](mailto:support@vine.co.za).

*\*Note, you must be registered with Grapevine to log a support query.*

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# Abbreviations

<b>ASCII</b>	American Standard Code for Information Interchange
<b>CSV</b>	Comma Separated Values
<b>GIN</b>	Grapevine Intelligent Network
<b>HTML</b>	Hypertext Markup Language
<b>SMS</b>	Short Message Service
<b>URL</b>	Universal Resource Locator
<b>XML</b>	Extensible Markup Language

# Definitions

<b>Affiliate</b>	Company that is registered with Grapevine and has been provisioned to use one or more of its products or services
<b>Broadcastcampaign</b>	In SMS Broadcast, a broadcast campaign is a collection of messages sent out by an Affiliate to mobile phone users and the responses received by an Affiliate from mobile phone users (term used interchangeably with “campaign broadcast”).
<b>Campaignbroadcast</b>	In SMS Broadcast, a campaign broadcast is a collection of messages sent out by an Affiliate to mobile phone users and the responses received by an Affiliate from mobile phone users (term used interchangeably with “broadcast campaign”).
<b>SMSC</b>	An SMS Centre (SMSC) is responsible for handling the SMS operations of a wireless network. When an SMS message is sent from a mobile phone, it will reach an SMS centre first. The SMS centre then forwards the SMS message towards the destination. An SMS message may need to pass through more than one network entity (e.g. SMSC and SMS gateway) before reaching the destination. The main duty of an SMSC is to route SMS messages and regulate the process. If the recipient is unavailable (for example, when the mobile phone is switched off), the SMSC will store the SMS message. It will forward the SMS message when the recipient is available.

# 1 Introduction

## 1.1 What is the purpose of this manual?

This document shows you how to send bulk SMS messages to your customers using the SMS Broadcast web application, and view online reports and statistics about the campaigns you have sent.

**Important:** For details on how to send messages using your email client, e.g. MS Outlook , see point 6 “Sending messages using your email client”.

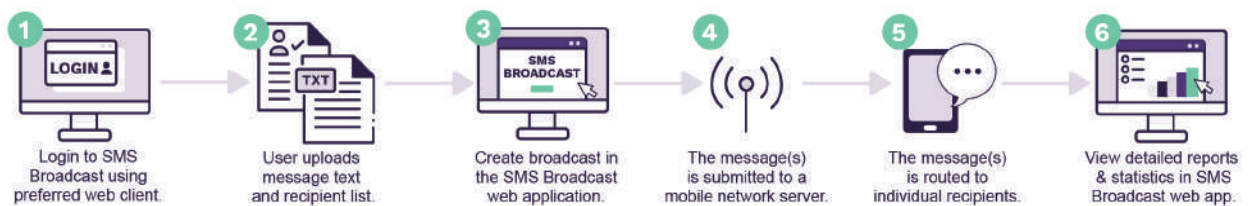
## 1.2 What is SMS Broadcast?

SMS Broadcast is a message broadcast application that allows you to broadcast multiple SMS messages to your customers quickly and efficiently. This user-friendly product can be used to broadcast competitions, elicit responses to surveys, create marketing campaigns or simply inform customers about your company. Despite the internet’s popularity, there are many more people who have mobile phones than own computers in South Africa. SMS Broadcast is an extremely effective way to easily target large numbers of people on their mobile phones.

SMS Broadcast also allows you to monitor the success of your campaign broadcasts with a number of message detail and statistical reports. See 4 Broadcast reports and analysis. The data from these reports can be exported to Excel where it can be further filtered, sorted and analysed.

A reply facility means you can interact with your customers and analyse their feedback (see 2.1 Message replies and email notifications), and you can keep abreast of the messages you send with the email notification facility.

### How does it work?



*Figure 1 – Sending an SMS Broadcast*

1. An Affiliate user logs in to the SMS Broadcast web -based application.
2. The format of the message and the recipient list needs to be planned before the message is created. Also see 1.7 Quick start guide
3. To set up a broadcast quickly, follow the instructions step-by-step in 3 Creating a broadcast. You will be directed to the sections in this manual that you need to read to set up your broadcast correctly. It is recommended that you read section 2.2 Creating a recipient list first. This section tells you about the different ways you can set up a broadcast.
4. The message(s) is submitted to a mobile network server.
5. The message(s) is routed to individual recipients.
6. Affiliate users can view detailed reports and statistics via the same online application. Also see 4 Broadcast reports and analysis.

## 1.3 SMS Broadcast features

- ✓ No software installation is required; users have immediate access to SMS Broadcast using any web browser
- ✓ The recipients can be quickly uploaded to the application from a web browser
- ✓ Personalised messages associated to a mobile number can be sent, if required
- ✓ A reply facility is available
- ✓ Email receipt confirmation is supported
- ✓ A web-based reporting interface allows you to view the status of sent messages and statistics about your broadcast campaigns

## 1.4 What do you need in order to get started?

To get started with SMS Broadcast, you must be provisioned by Grapevine Interactive as an Affiliate. Grapevine will send you an email with the following user registration information:

- ✓ the URL for the SMS Broadcast web site
- ✓ your username and password

You can log in to the SMS Broadcast web site using the username and password provided in the email.

**Note:** Please email [support@vine.co.za](mailto:support@vine.co.za) If you have forgotten your username or password.

## 1.5 User profiles

SMS Broadcast has the following functions and permissions for specific user profiles:

FUNCTION	PERMISSION TO USE		
	Grapevine Administrator	Affiliate Administrator	Affiliate User
Send broadcast	No	No	Yes
View reports	Yes	Yes	Yes

*Figure 2 – User profiles*

If an affiliate has multiple users, an affiliate admin can be assigned who can view ALL the reporting from the all the users.

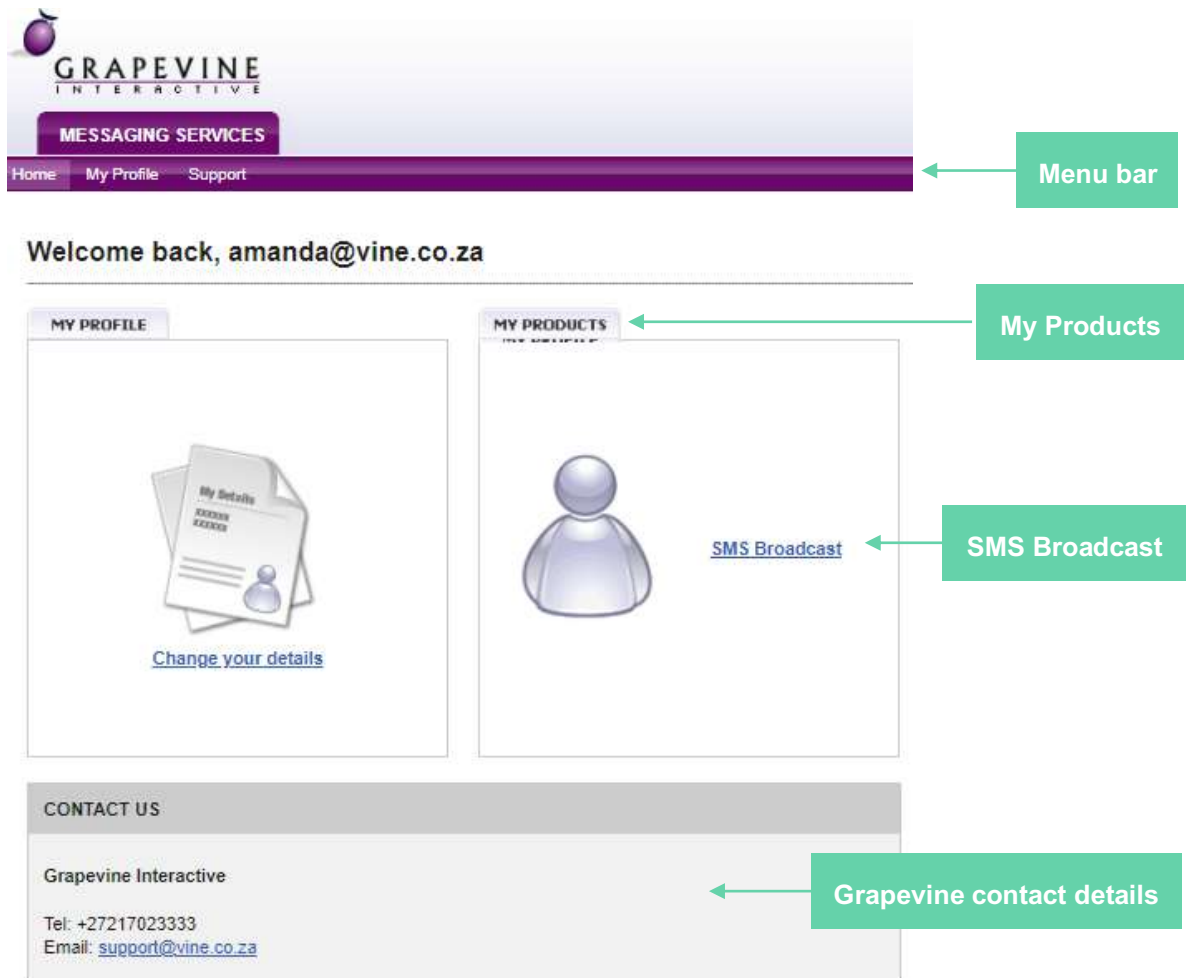
## 1.6 Logging in to the SMS Broadcast Home page

Using the URL sent to you by Grapevine when you were provisioned on the system, log in to the SMS Broadcast application. Below is a diagram of a demo Affiliate's **Home** page. Most of the work you do will be in the **MY PRODUCTS** tab.



The login screen features the Grapevine Interactive logo at the top left. Below the logo is a purple button labeled "MESSAGING SERVICES". The main content area contains a form with two input fields: "Username:" and "Password:". Below these fields is a "Login" button. At the bottom of the page, there is a copyright notice: "© 2001 - 2022 Grapevine Interactive".

Figure 3 – Log in screen



The home page displays the Grapevine Interactive logo and "MESSAGING SERVICES" button at the top. Below this is a purple "Menu bar" containing links for "Home", "My Profile", and "Support". A personalized greeting reads "Welcome back, amanda@vine.co.za". The page is divided into two main sections: "MY PROFILE" and "MY PRODUCTS". The "MY PROFILE" section shows a document icon with "My Details" and "EDITOR LOGIN" text, and a "Change your details" link. The "MY PRODUCTS" section features a person icon and a link for "SMS Broadcast". At the bottom, a "CONTACT US" section provides contact information for Grapevine Interactive, including a telephone number (+27217023333) and an email address (support@vine.co.za). Green callout boxes with arrows point to the "Menu bar", "My Products" tab, "SMS Broadcast" link, and "Grapevine contact details" section.

Figure 4 – SMS Broadcast Home page

The SMS Broadcast **Home** page is a portal. On the **Home** page you have the options to:

- ✓ Change your personal details
- ✓ Access the primary SMS Broadcast functions which are: creating a new broadcast and viewing broadcast reports.

At the bottom of the **Home** page, you can see Grapevine's contact details.

**Definition:** A portal is a web site or web page that the owner positions as an entrance to other sites or pages on the internet.

## 1.6.1 Changing your personal details

Tip: On your My Profile page you can change your password to something easier to remember than the password originally issued to you by Grapevine. Remember that once the password has been changed, this will automatically change the password saved on your browser settings. To change your personal details:

1. On the Home page, click Change your details.

**My Profile**  
Please note: \* indicates mandatory fields

First Name:	<input type="text"/>	*
Last Name:	<input type="text"/>	*
Login Name:	amanda@vine.co.za	
Mobile Number:	0000000000	
Email Address:	amanda@vine.co.za	*
Current Password:	<input type="password"/>	*
New Password:	<input type="password"/>	
Confirm Password:	<input type="password"/>	

*Figure 5 – Personal detail update screen*

2. Under My Profile, enter your personal details.
3. Click Update. A message will be displayed saying your changes have been updated. To exit this page, click the Back button in your browser.
- 4.

**Tip:** If you want to exit the page without saving your changes, hit the Back button in your browser instead of clicking Update.

## 1.6.2 SMS Broadcast functions

In SMS Broadcast you can create and send SMS broadcasts to one or more recipients, and you can view reports and statistics for all your broadcasts over a period of time that you specify. In this way you are able to monitor the success and effectiveness of your broadcasts by checking how many messages were successfully delivered and how many replies you received. To access these SMS Broadcast functions, click "SMS Broadcast" on the Home page:

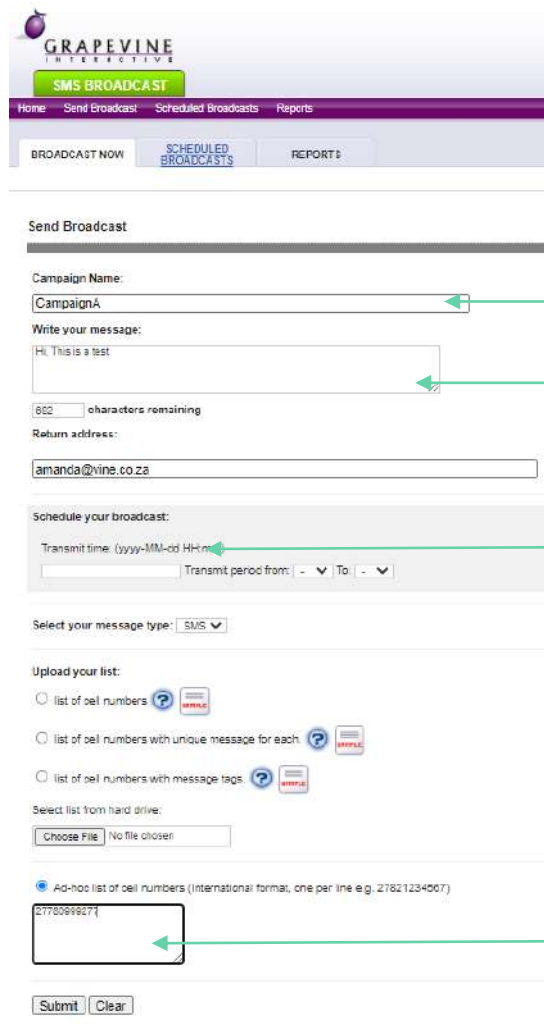




Click here to send broadcast

Figure 6 – SMS Broadcast Home page

5. NEW BROADCAST – RECIPIENTS NOT IN A CONTACT LIST

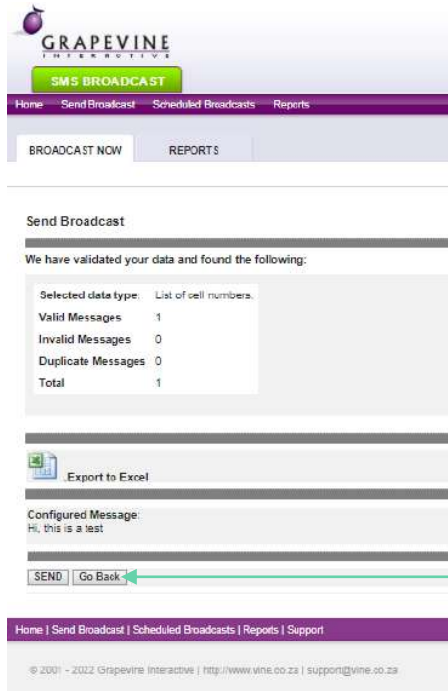


Give your campaign a name

Enter the message content

(Optional) Schedule a specific date & time that the message should be sent

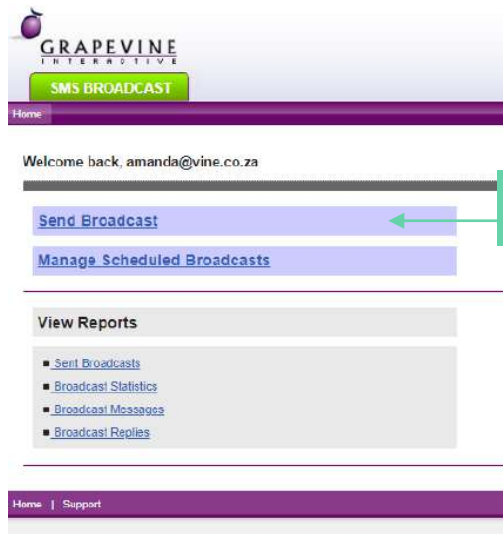
To do a quick SMS on an ad-hoc basis, enter the mobile numbers to whom the message should be sent to here (You can use multiple numbers)



Confirm the details and click on the SEND button

## 6. NEW BROADCAST – CONTACT LIST

Sending of a single message to multiple contacts in a contact list



Click here to send broadcast

**GRAPEVINE INTERACTIVE**  
SMS BROADCAST

Home | Send Broadcast | Scheduled Broadcasts | Reports

BROADCAST NOW | SCHEDULED BROADCASTS | REPORTS

---

**Send Broadcast**

Campaign Name:

Write your message:  
  
 052 characters remaining

Return address:

Schedule your broadcast:  
 Transmit time: (yyyy-MM-dd HH:mm)  
 Transmit period from:  To:

Select your message type: SMS

Upload your list:

- list of cell numbers
- list of cell numbers with unique message for each.
- list of cell numbers with message tags.

Select list from hard drive:  
 No file chosen

Ad-hoc list of cell numbers (International format, one per line e.g. 27821234567)

When you want to send a bulk message to a group of cell number, click on "list of cell numbers"

Click on "Choose File" to select the file you have created that has the mobile numbers in it.

**GRAPEVINE INTERACTIVE**  
SMS BROADCAST

Home | Send Broadcast | Scheduled Broadcasts | Reports

BROADCAST NOW | REPORTS

---

**Send Broadcast**

We have validated your data and found the following:

Selected data type:	List of cell numbers.
Valid Messages	1
Invalid Messages	0
Duplicate Messages	0
Total	1

Configured Message:  
 Hi, this is a test

Home | Send Broadcast | Scheduled Broadcasts | Reports | Support

© 2001 - 2022 Grapevine Interactive | http://www.vine.co.za | support@vine.co.za

Confirm the details and click on the SEND button

7. NEW BROADCAST – SMS FILE UPLOAD WITH PERSONALISED MESSAGING



Click here to send broadcast



Send Broadcast

Campaign Name:

Write your message:

700 characters remaining

Return address:

Schedule your broadcast:  
 Transmit time: (yyyy-MM-dd HH:mm)  
 Transmit period from:  To:

Select your message type: SMS

Upload your list:

list of cell numbers

list of cell numbers with unique message for each

list of cell numbers with message tags

Select list from hard drive:  
 No file chosen

Ad-hoc list of cell numbers (international format, one per line e.g. 27821234567)

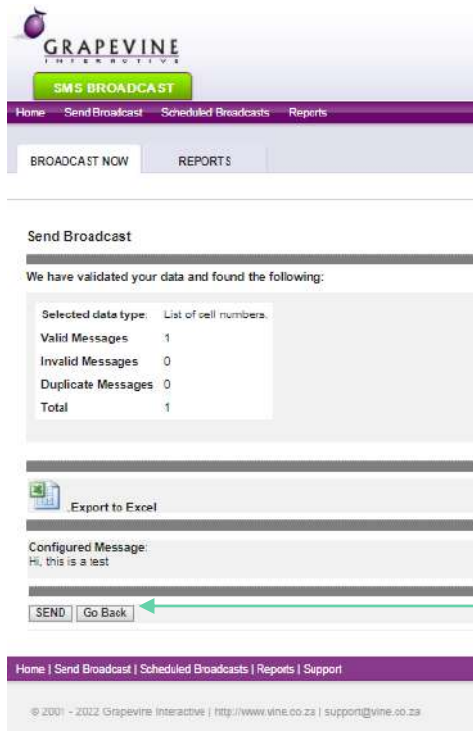
Give your campaign a name

DO NOT enter message here as the content of your message should be in the file you are uploading

(Optional) Schedule a specific date & time that the message should be sent

When you want to send a bulk message with a personalized message, click on LIST OF CELL NUMBERS WITH UNIQUE MESSAGE FOR EACH

Click on "Choose File" to select the file you have created that has the mobile numbers in it.



Confirm the details and click on the SEND button

- ✓ The MANAGE SCHEDULED BROADCASTS tab on the SMS Broadcast Home page allows you to manage and schedule future broadcasts
- ✓ The VIEW REPORTS tab on the SMS Broadcast Home page allows you to view details of your sent broadcasts and broadcast statistics.

See [1.6 Logging in to the SMS Broadcast Home page](#).

## 1.7 Quick start guide

To set up a broadcast quickly, follow the instructions step-by-step in section 3, “Creating a broadcast”. You will be directed to the sections in this manual that you need to read to set up your broadcast correctly. It is recommended that you read the section on 2.2 “Creating a recipient list” first. This section tells you about the different ways you can set up a broadcast

# 2 Planning an SMS Broadcast

## How to plan your broadcast

You should plan your broadcast before you start creating it in the web application. You will need to:

- ✓ Select an email address to which you want SMS Broadcast to send email notifications for and replies to the messages you send (see 2.1 Message replies and email notifications). By default, this is not enabled and support ticket needs to be logged to enable this feature by emailing [support@vine.co.za](mailto:support@vine.co.za). Be advised that a separate email will be created for each delivery notification and each reply. If you send a large broadcast campaign, your Inbox could get full very quickly so you should use an email address specifically for this purpose. If replies or delivery receipts are not

required to be sent to your inbox, a request can be sent to [support@vine.co.za](mailto:support@vine.co.za) to deactivate responses to your inbox.

- ✓ Decide how you are going to handle your list of recipients:
  - for small broadcasts you can enter the recipient mobile numbers manually in SMS Broadcast when you set up your message
  - for larger broadcasts you will need to create a recipient list that you upload when you create your message. SMS Broadcast also allows you to send unique messages to individual recipients. These unique messages are created as part of the text file containing the mobile phone numbers (see 2.2 Creating a recipient list)

## 2.1 Message replies and email notifications

If you enter a reply email address when you create an SMS broadcast, you will receive a notification to that address for each message that you send. If you don't enter an address, messages will be sent to the default email address in your profile. You will also receive any replies to your messages. This is useful for testing your broadcast but if you are sending a campaign to hundreds, or even thousands, of recipients it is recommended that you use an alternative email address specifically for this purpose as your Inbox may get full very quickly. Below are examples of an email notification and an email reply.



**Figure 7 – Email notification**



**Figure 8 – Email reply**

**Tip:** Enabling replies makes it possible for you to easily elicit responses to a survey question or get feedback from consumers without having to create an expensive survey campaign. Replies to your inbox can be disabled if required.

## 2.2 Creating a recipient list

In this section we are going to look at the different kinds of recipient lists, how to set up MSISDNs correctly and examples of recipient lists.

Before you create your broadcast you need to create a list of recipients that you will upload to SMS Broadcast, unless you are going to enter a list of mobile phone numbers manually, which will be quicker and easier to do if there are only a few recipients. See 3.1 Sending a simple broadcast.

To upload the mobile numbers of the people to whom you wish to send a broadcast in bulk, you must first create a text file or CSV file in MS Notepad or excel or any other text editor in one of the three formats that SMS Broadcast recognises. See 3.2 Sending a complex broadcast.

If working in Excel, you can preserve the leading zero by typing a single quote at the beginning of the number e.g. '0821234567. When you export to csv, the leading zero is preserved.

### Notes on the recipient list:

- You can use any text editor, e.g. MS Notepad, MS Excel to create a text file or CSV file. Save it somewhere easily accessible on your hard drive.
- It is important that you enter the mobile phone numbers in the correct format:
  - Mobile numbers must be between 10-15 characters long.
  - If local South African numbers are used, ensure that the "0" does not fall away when creating the file.
  - Mobile numbers must contain digits only
  - Mobile numbers may not contain any spaces
  - The CSV file must be **ANSI ASCII** encoded (Windows Standard)
  - The list must contain valid mobile numbers, preferably in international format so that the leading 0 has been removed. e.g., 2782, 2783, 2784 etc.
  - The mobile numbers must not contain any spaces and comprise digits only
- You **MUST** correctly name the text file. If you don't, you won't receive an error but the file will not be uploaded. The name of the text file depends on what format you have chosen (see the examples below).
- SMS Broadcast recognises upper and lower case so you should capitalise names if that is how you want them to appear in an SMS.

Which text file format you choose will affect the way the content of your message is generated. You can create three different types of recipient lists using a text file:

1. a list containing only mobile numbers (this type of list is quick and easy to compile for straightforward SMS campaigns and only contains phone numbers)
2. a list containing mobile numbers and unique messages for each mobile number (this type of list can be used to send out unique messages to individual recipients)
3. a list of mobile numbers, tags and the corresponding content for the tags (this type of list can be used to personalise your message by using a template for the body of the message)

## 2.2.1 Example: message with mobile numbers only

The simplest list of mobile numbers you can create is a list of numbers in MSISDN (international) format. Each number must be on a separate line. All recipients in the list will receive the same message

**Important:** The text file MUST be called cellnumbers.txt.

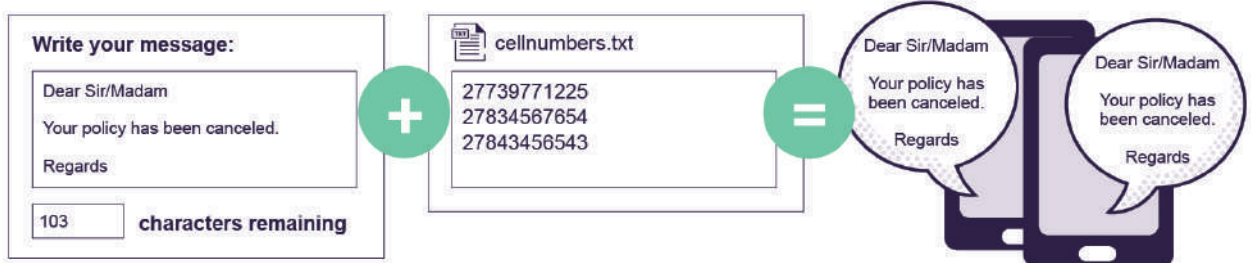


Figure 9 – Complex list using a text file of mobile numbers

## 2.2.2 Example: multiple messages with unique content to different recipients

With this list format you are able to send unique messages to different recipients. To do this you will need to type in each individual message that is associated with a particular mobile phone number. Each message must be on a separate line and the message text must be typed between double quotes. You must separate the mobile number and the message content with a comma.

**Important:** The text file can be any name but has to be either in a csv or txt format



Figure 10 – messages with unique content to different recipients

**Tip:** You can use the Messages Report to check whether the correct message was sent to the correct recipient (see 4.3. Broadcast messages / Messages Report)

## 2.2.3 Example: message with personalisation tags

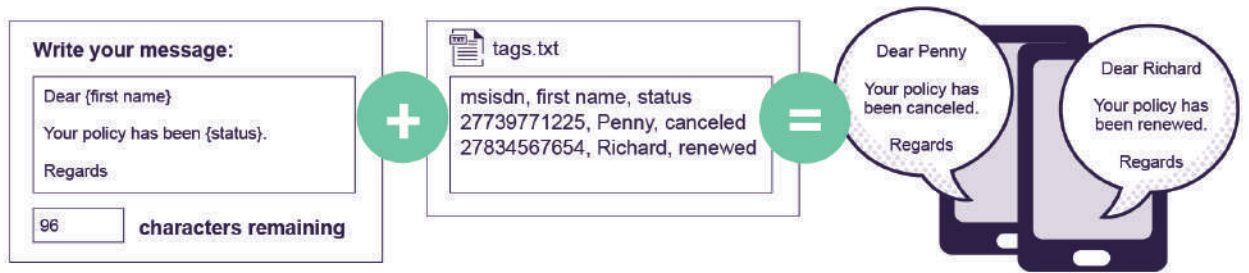
If you use tags, SMS Broadcast will pick up individual pieces of text content from your recipient list and insert it in the message. In this way you are able to personalise your message. The message body in SMS Broadcast becomes a template which is very easy to use.

**How does it work?**

A tag comprises a field name and encompassing curly brackets, e.g. {first name}. When the SMS is generated, the tags are replaced by the corresponding content in the text file, e.g. Penny.



**Important:** The text file MUST be called tags.txt.



*Figure 11 – messages with personalisation tags*

**Tip:** You can use the Messages Report to check whether the correct message was compiled using tags and sent to the correct recipient (see 4.3. Broadcast Messages / Messages Report).

## 3 Creating a broadcast

### Types of broadcasts

You can create SMS Broadcast messages in two different ways:

1. Without uploading a text file (a simple broadcast) – Enter the numbers manually to send a single message to one or more recipients without using a recipient list. This method is used when you have only a few recipients.
2. By uploading a text file (a complex broadcast) – If you have a large broadcast to send, use a text file to upload mobile phone numbers of recipients to which you want to send your message. There are three types of messages you can create using a text file:
  - a. to upload multiple recipients to which you wish a single message to be sent
  - b. to set up personalised messages to send to recipients
  - c. to create multiple unique messages to send to different recipients

### 3.1 Sending a simple broadcast

**Navigation:** 5.1 How do I access the SMS Broadcast page?

A simple broadcast is one message sent to a single or multiple recipient(s) without attaching a text file. SMS Broadcast allows you to enter recipient mobile numbers manually, so this is a quick and easy way to send a broadcast if there are only a few recipients.

**Tip:** You can copy and paste your mobile numbers from a text editor into SMS Broadcast.

There are six steps you need to follow to create a simple message broadcast:

**Step 1.** *Write your message*

On the **Send Broadcast** page, in the **BROADCAST NOW** tab, under **Write your message**, enter the SMS message you want to broadcast. You can type up to a maximum of 160 characters. You can write longer messages by requesting that concatenation be switched on by emailing support@vine.co.za, however, the length of the message will be billed accordingly

**Write your message:**

Go to [www.SA\\_leaders\\_screensavers.co.za](http://www.SA_leaders_screensavers.co.za) for larger than life screensavers of South Africa's leaders, movers and shakers.

40 characters remaining

**Important:**

- If you are sending a list of cell numbers with unique messages for each, you will not need to enter a message in Step 1.

- If you are using tags, you will need to enter these in the message body in Step 1.
- If you want to send messages that is longer than 160 characters, this must be requested from [support@vine.co.za](mailto:support@vine.co.za). Note that longer messages will result in billing for each message part.

**Step 2.** *Set up a return address*

Under **Return address**: enter a valid email address to which you wish replies to be sent. By default, this is not enabled. To enable this feature, email [support@vine.co.za](mailto:support@vine.co.za). Be advised that a separate email will be created for each delivery notification and each reply.

**Note:** If you omit an address, the default address in your profile will be used.

**Return address:**

penny@vine.co.za

**Step 3.** *Schedule your broadcast*

Under **Schedule your broadcast**, select a **Transmit time** at which you wish your campaign to be sent in the following format: **yyyy-MM-dd HH:mm**.

Select a **Transmit period** starting with the time **from** which you wish to send the broadcast to the time you wish it to stop transmitting **whether all messages have been sent by then or not**.

**Note:** If you don't enter the date and time you want the broadcast to be sent, it will be sent immediately.

**Schedule your broadcast:**

Transmit time:  Transmit period from:  To:

**Step 4.** *Enter recipients*

Under **Upload your list**, in the **Ad hoc list** box, enter the mobile phone numbers of the recipients to whom you wish to send your message.

Ad-hoc list of cell numbers (International format, one per line e.g. 27821234567)

27821234567  
27731234567  
27841234567

**Note:** You should enter the mobile numbers in MSISDN (international) format. To do this, you need to replace the leading zero of the mobile number with the South African dialling code (27).

**Step 5.** *Submit broadcast*

To validate the mobile numbers you have entered, click **Submit**.

Submit

### Step 6. *Send broadcast*

To send your broadcast, click **Send**.

We have validated your data and found the following:

Selected data type:	List of cell numbers.
Correct data entries:	3
Incorrect data entries:	0

Now you can go to the **View Reports** tab to see the results of your broadcast (see section 4, “Broadcast reports and analysis”).

## 3.2 Sending a complex broadcast

**Navigation:** 5.1 “How do I access the SMS Broadcast page?”

There are six steps you need to follow to create a multiple message broadcast:

Follow steps 1 to 3 in 3.1 [Sending a simple broadcast](#)

### **Important:**

- ✓ If you are sending a list of cell numbers with unique messages for each, you will not need to enter a message in Step 1.
- ✓ If you are using tags, you will need to enter these in the message body in Step 1.

### Step 4. *Enter recipients*

- Under **Upload your list**, select the radio button for the type of recipient list you are going to upload. (See 2.2 Creating a recipient list)

Upload your list:

list of cell numbers  

list of cell numbers with unique message for each.  

list of cell numbers with message tags.  

Select list from hard drive:

- Click Browse to Select list from hard drive.

Now follow **steps 5 to 6** in section 3.1 “Sending a simple broadcast”

Now you can go to the View Reports tab to see the results of your broadcast (see the following section, 4 “Broadcast reports and analysis”).

# 4 Broadcast reports and analysis

Navigation: 5.2 How do I access the SMS Broadcast reports page?

**Tips:**

- You can use the search feature for each of the reports below to narrow your report results to a specific date period and time period.
- All reports can be exported to Excel where you can further filter, sort and analyse the data.
- You can view replies to your broadcast in your email client which is where they are routed

## Searching for a broadcast

When you run a report, you will be asked to enter the date and time period for which you wish to run the report. Alternatively, you can run a report for the entire period from when you starting sending SMS broadcasts to the present, and export the results to an Excel file where you can further sort, filter and analyse them.

The screenshot shows a web form for searching broadcasts. It is divided into three main sections: 'Select the service type:', 'Select period:', and a custom date range section. The 'Select the service type:' section has a dropdown menu currently set to 'SMS Broadcast (Web submission)'. The 'Select period:' section has radio buttons for 'Today', 'This month' (which is selected), and 'Last Month', plus a 'Custom Date' option. Below this, there is a text prompt: 'Please define your custom date range with the following format: ( yyyy-mm-dd hh:mm )'. This is followed by two rows of input fields: 'From:' and 'To:'. The 'From:' row has fields for year (2010), month (2), day (26), hour (00), and minute (00). The 'To:' row has fields for year (2010), month (2), day (26), hour (23), and minute (59). At the bottom of the form are two buttons: 'Run Report' and 'Clear'. To the right of the form, there are four green callout boxes with arrows pointing to specific elements: the first points to the service type dropdown, the second to the 'This month' radio button, the third to the 'From:' input fields, and the fourth to the 'Run Report' button.

Figure 12 – Searching for broadcasts

**Note:** If you have sent your broadcast via email, select **SMS Broadcast (Email submission)** from the drop- down list at the top of the page. Reporting can only be done for the current and previous month as older data is archived.

## Comparative table of reports

There are three broadcast reports in SMS Broadcast:

REPORT CATEGORY	DESCRIPTION	COLUMNS
1. Sent Broadcasts / Sent campaigns	Statistical details of the status of messages sent in specific broadcasts. Use this report to identify all failed or expired messages so that you can resend them and check if the numbers are still valid	<ul style="list-style-type: none"> <li>• Date &amp; time created</li> <li>• Campaign Code</li> <li>• Created (created but not yet sent – equivalent to pending)</li> <li>• Success (successfully sent to the network)</li> <li>• Failed (indicates an invalid mobile number)</li> <li>• Expired (could not be sent but is no longer pending. This could indicate a network error)</li> <li>• Replies (number of replies to successfully sent messages. You can view these replies in your email client which is where they are routed)</li> <li>• Reports (a detailed Excel report on all the messages in a broadcast. <b>Note:</b> This file contains the same detail as the Broadcast Messages report / Messages Report)</li> </ul>
2. Broadcast Statistics / Campaign Statistics	Summary of messages sent for all broadcasts in a specified period for specific message statuses. Use this report as an indicator of the success of your broadcasts	<ul style="list-style-type: none"> <li>• Total messages created</li> <li>• Total unconfirmed messages (includes Pending messages)</li> <li>• Total successful messages (Successful – Unconfirmed – Expired = Failed)</li> <li>• Total expired messages</li> <li>• Total campaigns (for the specified time period)</li> </ul>
3. Broadcast Messages / Messages Report	Details of the content of the broadcast messages you have sent. You can use this report to check whether the correct message was compiled to be sent to a recipient and whether the message was sent successfully	<ul style="list-style-type: none"> <li>• Current status time (date and time message sent)</li> <li>• Message ID</li> <li>• Originator (user name)</li> <li>• Recipient (mobile number)</li> <li>• Channel (e.g. SMS, email)</li> <li>• Status (e.g. Successful, Created, Expired, Failed, Pending)</li> <li>• Content (message text)</li> <li>• Reply count (number of replies. Replies will be sent to your email address)</li> </ul>


**Table 1 – Comparative reports table**

## 4.1 Sent Broadcasts / Sent Campaigns report

This is a detailed report on all your broadcasts over a certain date and time period that you specify. The number of messages in each status grouping is also displayed for each broadcast.

**Tip:** Use this report to identify all failed or expired messages. This data can be exported and used for cleaning up your database or for the purpose of resending a message if so required

### To view sent broadcasts:

1. Click Sent Broadcasts / Sent Campaigns.
2. Enter your search criteria
3. Click **Run Report**.
4. To export your results to Excel, click  **Export to Excel**

#	Date & Time Created:	Campaign Code:	Created:	Success:	Failed:	Expired:	Replies:	Reports:
1	2010-02-24 11:00:24	126700153280957243	<a href="#">3</a>	0	<a href="#">3</a>	0	0	<a href="#">detailed report</a>
2	2010-02-25 14:09:15	126709973537258506	<a href="#">3</a>	1	0	0	0	<a href="#">detailed report</a>
3	2010-02-25 14:15:25	126710011411459259	<a href="#">1</a>	1	0	0	0	<a href="#">detailed report</a>
4	2010-02-25 14:52:25	126710233397567272	<a href="#">3</a>	1	0	0	0	<a href="#">detailed report</a>


Figure 13 – Sent broadcasts report

## 4.2 Broadcast Statistics / Campaign Statistics report

Number of messages sent for all broadcasts over a certain date and time period that you specify with specific message statuses.

**Tip:** Use this report to show you how many customers you've reached successfully in a specific time period.

### To view broadcast statistics:

1. Click Broadcast Statistics / Campaign Statistics.
2. Enter your search criteria
3. Click **Run Report**.
4. To export your results to Excel, click  **Export to Excel**

<b>Total Messages Created:</b>	10
<b>Total Unconfirmed Messages:</b>	5
<b>Total Successful Messages:</b>	3
<b>Total Failed Messages:</b>	2
<b>Total Expired Messages:</b>	0
<b>Total Campaigns:</b>	4


Figure 14 – Broadcast statistics report

### 4.3 Broadcast Messages / Messages Report

Details of the content of the broadcast messages you have sent over a certain date and time period that you specify. This report gives you details of the messages' statuses.

**Tip:** Use this report to view detailed information including the content, delivery statuses as well as replies of the messages you have sent.

**To view broadcast messages:**

5. Click Broadcast Messages / Messages Report.
6. Enter your search criteria
7. Click Run Report.
8. To export your results to Excel, click  Export to Excel

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Content:	Reply Count:
1	2010-02-25 14:52:26	33254415248	penny@vine.co.za	27841234567	sms	Created	<a href="#">Dear sam spade You</a>	0
2	2010-02-25 14:52:26	33254415247	penny@vine.co.za	27831234567	sms	Created	<a href="#">Dear richard green</a>	0
3	2010-02-25 14:52:00	33254415245	penny@vine.co.za	27739771575	sms	Successful	<a href="#">Dear penny doe You</a>	0
4	2010-02-25 14:15:00	11037015748	penny@vine.co.za	27739771575	sms	Successful	<a href="#">Dear {first name}</a>	0
5	2010-02-25 14:09:15	72508915630	penny@vine.co.za	27841234567	sms	Created	<a href="#">Dear sam Welcome to</a>	0
6	2010-02-25 14:09:15	72508915629	penny@vine.co.za	27831234567	sms	Created	<a href="#">Dear richard Welcome</a>	0
7	2010-02-25 14:09:00	72508915628	penny@vine.co.za	27739771575	sms	Successful	<a href="#">Dear penny Welcome</a>	0
8	2010-02-25 11:01:00	42183050365	penny@vine.co.za	27841234567	sms	Failed	<a href="#">Go to www.SA leader</a>	0

Figure 15 – Broadcast messages report



## 5 FAQs

### 5.1 How do I access the SMS Broadcast page?

On the Home page, in the MY PRODUCTS tab, click SMS Broadcast.  
In the CREATE BROADCAST tab, click SEND BROADCAST.

### 5.2 How do I access the SMS Broadcast reports page?

On the Home page, in the MY PRODUCTS tab, click SMS Broadcast.  
In the VIEW REPORTS tab, select a report to run.

### 5.3 My scheduled message hasn't gone off

Ensure you have scheduled your message for the correct date and time before contacting Grapevine support. It is easy to enter a typo for the date. Run a Message Report and check to see if your campaign is in the list. See 4.3 Broadcast Messages / Messages Report. If it isn't, it has been scheduled for a later date. There is no facility to view scheduled message. Please contact Grapevine support.

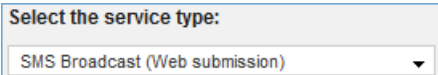
### 5.4 Why can't I log in to the SMS Broadcast web application?

You need to check firstly that you have the correct URL and then that you are entering your username and password correctly. Your Login URL is provided at the bottom of the SMS Broadcast provisioning email you should have received along with your username and password.

Your username and password should be entered exactly as provided in the provisioning email. The password is case sensitive. Also check that you have not confused a zero with a letter "O".

### 5.5 My report is not showing any data

Ensure you have selected the correct service type when you enter your search criteria for the report:



The image shows a screenshot of a web form. At the top, there is a label "Select the service type:" followed by a dropdown menu. The dropdown menu is currently open, showing a single option: "SMS Broadcast (Web submission)".

The service type indicates whether your broadcast was submitted by email or via the web application.

### 5.6 Why can't I send messages using my email client?

This option of sending an SMS broadcast is only available in older versions of this product.

## 5.7 SMS Broadcast is rejecting the file of mobile numbers I uploaded. Why?

There are two possible reasons. Either the file is in the wrong format or it has been incorrectly named.

The file must be a plain text file created using a plain text editor such as MS Notepad. Each mobile number must be in international (MSISDN) format with each number on a new line.

The name of the file MUST be correct. Depending on the type of text file, it will be called cellnumbers.txt, multiple.txt or tags.txt.

## 5.8 When I upload a list of recipients and tags, I get a tag/data error. Why?

When you upload a list of recipients and include tags, the tags in the message body must correspond exactly to the tags in the text you upload.

Make sure that the tags correspond, and check that you have uploaded the correct and most recent text file from the right directory on your hard drive.

## 6 Sending messages using your email client

You can use your email client, e.g. MS Outlook and Thunderbird to send SMS broadcasts. After sending your broadcast, you can view detailed reports on the web application (see Broadcast reports and analysis).

You will receive replies and email notifications that your messages have been sent through your email client (see 2.1 Message replies and email notifications).

### Warning:

- Do NOT use the CC or BCC line of the email.
- Don't use email to send more than 30 SMS's.
- Please send the email in PLAIN TEXT, not HTML. To do this, when you create a new email message, select **Options** and then click **Plain text**.

### 6.1 Sending a simple broadcast

A simple broadcast is one message sent to a single or multiple recipient(s) without attaching a text file. SMS Broadcast allows you to enter ad hoc recipient mobile numbers, so this is a good way to send a campaign if there are only a few recipients.

**Step 1.** In the **To...** field, type the recipient address in the following format:

*<mobile number>@<email domain>*

**<mobile number>** = the recipient's mobile number typed in MSISDN (international) format where the leading zero is replaced by the South African dialling code (27), e.g. 27821234567  
**<email domain>** = is the email domain that you received by email when you were provisioned by Grapevine as an Affiliate, e.g. smsbroadcast.vine.co.za

**Example:** 27821234567@smsbroadcast.vine.co.za

**Important:** You can enter multiple recipient addresses, separated by commas, but you may not use the **Cc...** field of the email.

**Step 2.** Type your authentication code in the **Subject** field of the email.

You will have received this code in an email when you were provisioned by Grapevine as an Affiliate

**Step 3.** Type your SMS message in the body of the email.

**Note:** The message must be less than 160 characters in length to fit into a single SMS message.

**Step 4.** Click **Send**.

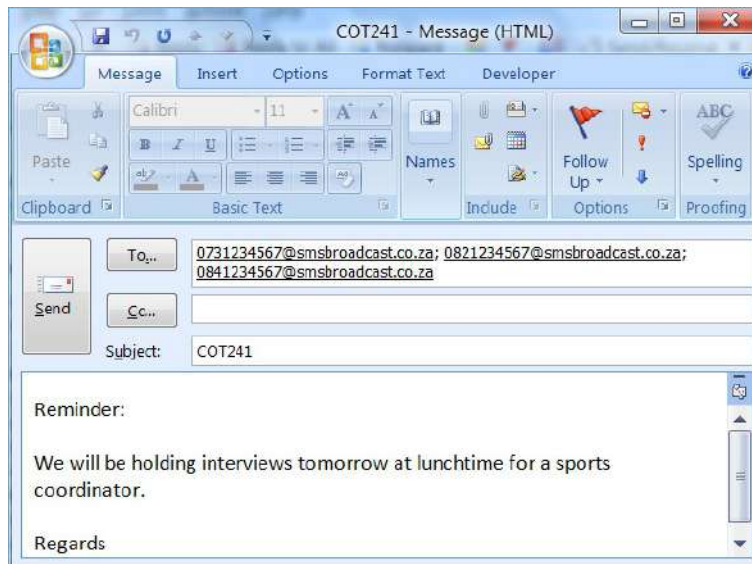


Figure 16 – Simple message with manually added mobile phone numbers

## 6.2 Sending a complex broadcast

You can set up messages in your email client using a recipient list in a similar way to that done in the SMS Broadcast web application. This is called a complex broadcast. A recipient list is simply a text file with details of the recipients of your broadcast and in some cases the content of the messages (see section [2.2 “Creating a recipient list”](#)).

### 6.2.1 Messages with mobile numbers only

The simplest list of mobile numbers you can create is a list of numbers in MSISDN (international) format. Each number must be on a separate line in a text file. All recipients in the list will receive the same message. The SMS text is typed in the body of the email.

See section [2.2 “Creating a recipient list”](#).

**Important:** The text file MUST be called **cellnumbers.txt**.

**Step 1.** In the **To...** field, type the recipient address:

`<sms>@<email domain>`

**<SMS>** = This noun tells the email client where on the Grapevine server to send the message to be routed to recipients.

**<email domain>** = is the email domain that you received by email when you were provisioned by Grapevine as an Affiliate, e.g. smsbroadcast.vine.co.za.

**Example:** sms@smsbroadcast.vine.co.za

**Step 2.** Type your authentication code in the **Subject** field of the email.

You will have received this code in an email when you were provisioned by Grapevine as an Affiliate.

- Step 3.** Type your SMS message in the body of the email.  
**Note:** The message must be less than 160 characters in length to fit into a single SMS message.
- Step 4.** Attach your cellnumbers.txt file which is your recipient list to the email.
- Step 5.** Click **Send**.

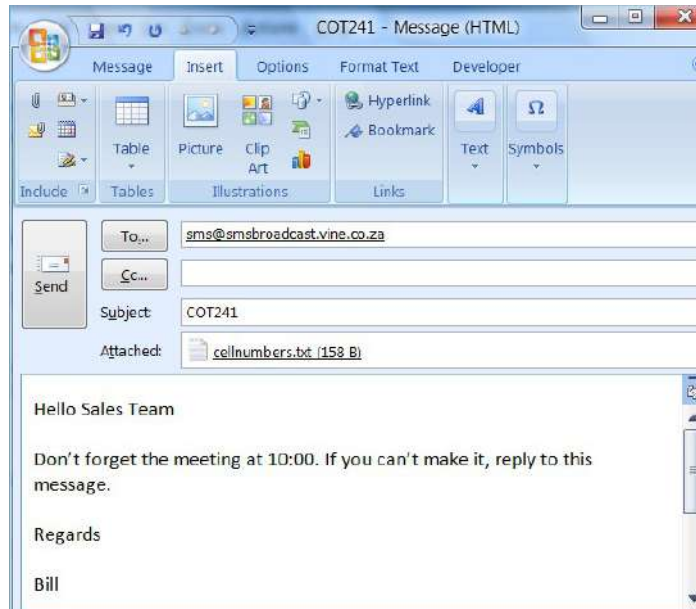


Figure 17 – complex message with mobile phone numbers text file

## 6.2.2 Messages with unique content to different recipients

With this list format you are able to send unique messages to different recipients. To do this you will need to type in the text file each individual message that is associated with a particular mobile phone number. Each message must be on a separate line and the message text must be typed between double quotes. You must separate the mobile number and the message content with a comma.

**Important:** The text file MUST be called multiple.txt.

See section [2.2 “Creating a recipient list”](#).

- Step 1.** In the **To...** field, type the recipient address:

`<sms>@<email domain>`

**<SMS>** = This noun tells the email client where on the Grapevine server to send the message to be routed to recipients.

**<email domain>** = is the email domain that you received by email when you were provisioned by Grapevine as an Affiliate, e.g. smsbroadcast.vine.co.za.

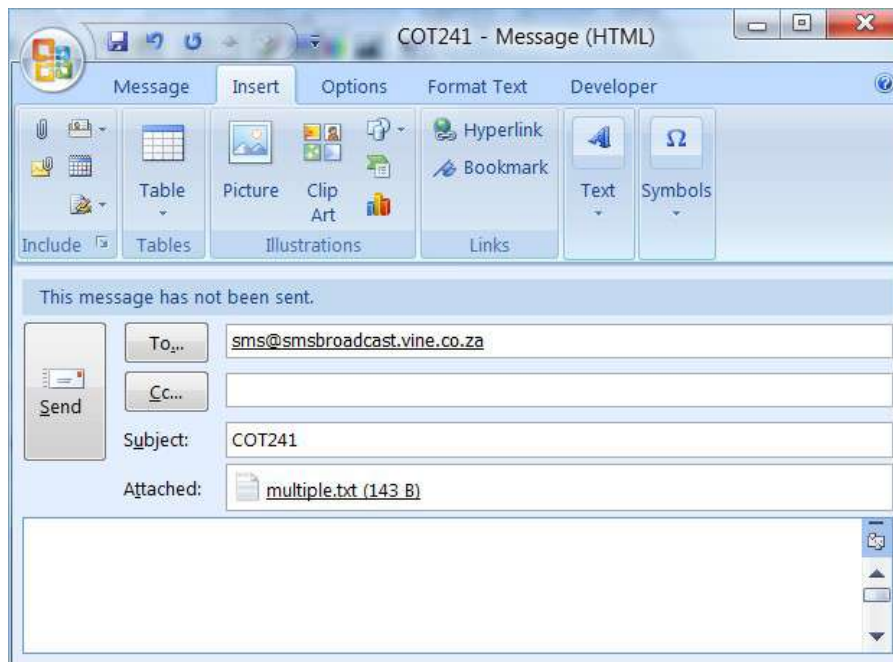
**Example:** sms@smsbroadcast.vine.co.za

- Step 2.** Type your authentication code in the **Subject** field of the email.

You will have received this code in an email when you were provisioned by Grapevine as an Affiliate.

**Step 3.** Attach your multiples.txt file which is your recipient list to the email.

**Step 4.** Click **Send**



*Figure 18 – Message with unique content*

### 6.2.3 Messages with personalisation tags

If you use tags, SMS Broadcast will pick up the content that belongs to the message body from your recipient list. In this way you are able to personalise your message. The message body in SMS Broadcast becomes a template which is very easy to use.

**Important:** The text file MUST be called **tags.txt**.

See section [2.2 “Creating a recipient list”](#).

**Step 1.** In the **To...** field, type the recipient address:

<sms>@<email domain>

**<SMS>** = This noun tells the email client where on the Grapevine server to send the message to be routed to recipients.

**<email domain>** = is the email domain that you received by email when you were provisioned by Grapevine as an Affiliate, e.g. smsbroadcast.vine.co.za.

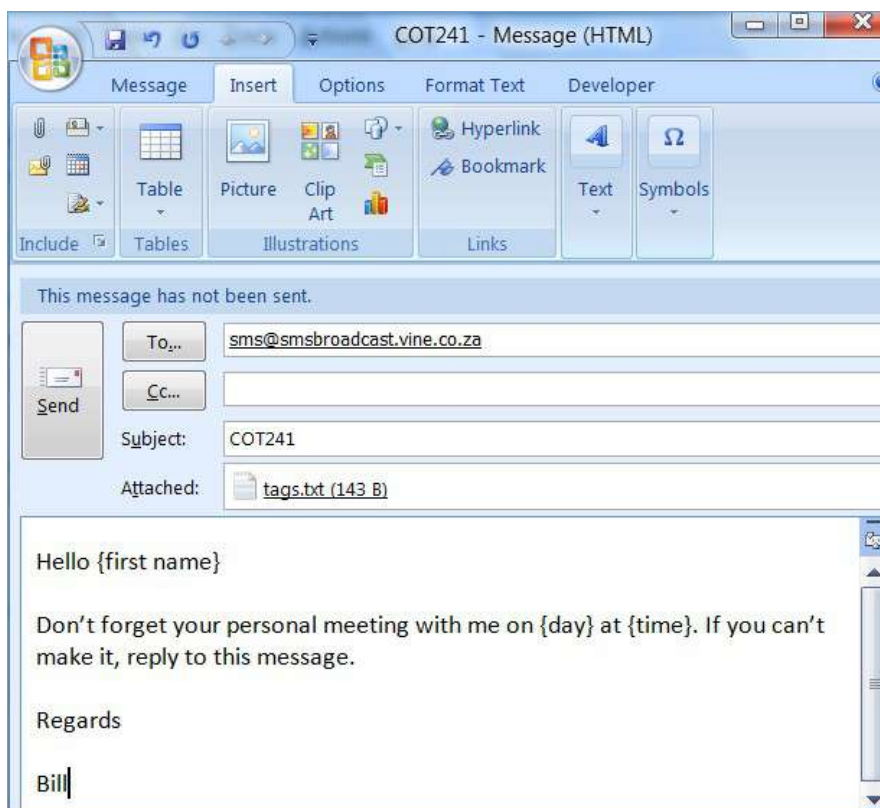
**Example:** sms@smsbroadcast.vine.co.za

**Step 2.** Type your authentication code in the **Subject** field of the email.

You will have received this code in an email when you were provisioned by Grapevine as an Affiliate.

**Step 3.** Attach your tags.txt file which is your recipient list to the email.

**Step 4.** Click **Send**.



*Figure 19 – Message with tags*

#### 6.2.4 Can I send messages that are longer than 160 characters?

A SMS consists of 160 characters. If you would like to send messages that are longer than 160 characters, this can be enabled by logging a request to [support@vine.co.za](mailto:support@vine.co.za). Note however that you will be billed for each message part even though the message is delivered as one long message.

#### 6.2.5 Disabling replies and receipts to my inbox

If you do not require the replies or receipts of every message to be sent to an inbox or email address, request for this to be activated by logging a request to [support@vine.co.za](mailto:support@vine.co.za)

## 7 Support

If you need assistance, please ensure you have all the details of what you were doing in SMS Broadcast so that a support consultant can help you. It is important you know the date on which you made the broadcast.

For assistance, please contact Grapevine: phone +27 21 702-3333 or email [support@vine.co.za](mailto:support@vine.co.za).