

HG-7300

SMS Campaigner product application is designed for creating, running and managing advanced SMS campaigns (with email support) for Call Centers, Marketing Agencies, SMB and Corporate enterprises, as well as Service Provider companies.

Hypermedia's SMS Campaigner HG-7300 boasts an intuitive User Interface that turns the art of creating advanced Marketing Campaigns into a simple and easy task.

SMS Campaigner Highlights:

A desktop web-based Mass-Market solution for SMS distribution and communication (bulk SMS), Hypermedia's SMS Campaigner is aimed for:

- Call Centers
- Advertising & Marketing Agencies
- Financial Institutions
- Service Providers

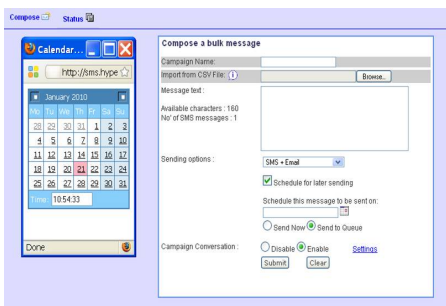
And includes:

- Two-way communication
- Advanced monitoring and statistics
- Message handling (edit, add, etc.)
- SMS IVR-like functionality – IMR
- Auto-forwarding support for Email

Major Advantages:

The new Hypermedia SMS Campaigner is an on-site CPE SMS Product application that has been developed over the Hypermedia SMS Pro Gateway API interface. It utilizes the SMS Pro Gateway technology as an alternative instant tool for communicating with a variety of end-users, such as: consumers, clients and customers.

Key Benefits for Corporate Business:



The SMS Campaigner enables to Create, Send and Receive targeted SMS campaigns; billing, alerts, advertisement and others, featuring advanced interactive functionalities.

The scalable SMS Campaigner HG-7300 supports from 4 to 72 SMS-GSM/CDMA ports on a single application, providing marketing campaign flexibility, such as: statistics, monitoring, etc.

Hypermedia SMS Campaigner Main Product Functionalities:

Module

Description

User Interface

- Enhanced, flexible and intuitive product web-based User Interface

Reports & Monitoring

- For sent and received messages
- Includes status of sent messages (failed, pending, delivered, etc.)
- Export to CSV file and MySQL database is available
- Time frame for reports up to last two months is available

Compose

- Creating and sending single and multi-campaigns
- Compose and send to a single number or a group instantly
- Supporting CSV file and MySQL database

Scheduler

- Time-based schedule
- Available to send to a group or single number per campaign
- Multi-modal support (SMS and Email*)

Acknowledgment

- Failed Acknowledgment
- Pending Acknowledgment
- Sent Acknowledgment

Contact Management

- Add contacts manually one by one
- Add contacts by import

Subscription Module

- Add users to associated groups per campaign
- Send auto-response back
- Export all the subscribers to a CSV format
- Send a message to a group in one click

Campaign Management

- Priority-based, enabling to prioritize the various campaigns
- LCR and White / Black list support
- Set threshold for credit balance
- Send alerts to multiple administrators
- Auto-forwarding support for incoming messages (forwarded to an Email*)