

Messaging 2-Way SMS



2-WAY SMS MESSAGING

GET A NUMBER TO SEND AND RECEIVE SMS

2-Way messaging allows your business to open a powerful channel of communication with end users. It is initiated when a message is sent from or received on a configured 2-Way number. The service can also support different industries through machine-to-machine messaging.

2-Way SMS has been one of the driving forces behind the recent surge in SMS traffic, as a preferred option for direct, time-critical and personal consumer communication.

SHORT CODES AND VIRTUAL LONG NUMBERS

With Geniusworks, it is easy to get a mobile number for your business to run engaging SMS sweepstakes, broadcasts and loyalty programs. We provide **short codes, virtual long numbers,** and an advanced set of tools for managing inbound messages, serving real-time tips and monitoring campaigns per different parameters.

Our 2-Way service is currently live in whole country with coverage growing daily.

+255 682 532 666

Received: Sun 18, 16:36

Surgery: Free flu vaccines to all children under the age of 16 this winter.

Reply "Yes" and we'll call you to book an appointment.

Virtual long number example

15000

Received: Tue 24, 10:22

Music link: We are rewarding your loyalty with 20% off your next purchase at our store.

Reply REWARD ME.

Short code example

FEATURES

KEYWORDS. Allowing multiple campaigns on a single number. Multiple keywords on the message level, e.g. STOP SPORTS.

OPT IN/OUT. Manage subscriber statuses automatically. Let our system do the checking.

AUTO-RESPONSE. Configurable on both the keyword and number level.

Collecting messages over our **WEB INTERFACE.**

Collecting messages via email, SMPP, HTTP push and pull (additional options).

CONCATENATED (long) messages, **UNICODE.**

EMAIL2SMS. Send SMS from email and receive SMS replies to email inbox.

YOUR MESSAGES NEVER STAY QUEUED

Close partnerships with MNOs and in-house developed technology allow us to guarantee top delivery rates and instant traffic processing.

We can provide one or more mobile numbers for your SMS programs. A number can also be shared, i.e. used for many different campaigns, which can be good when looking to reduce costs.

Our expert 24/7 technical support makes sure your inbound messages never stay queued.

WEB INTERFACE

Geniusworks Portal is an all-in-one solution for SMS and multi-channel marketing. Run campaigns with multiple interactions options, with real time cost and performance overview per campaign and per service.

Get detailed information on your campaigns' unique and returning subscribers, check top Regions and the most active time of day.

API

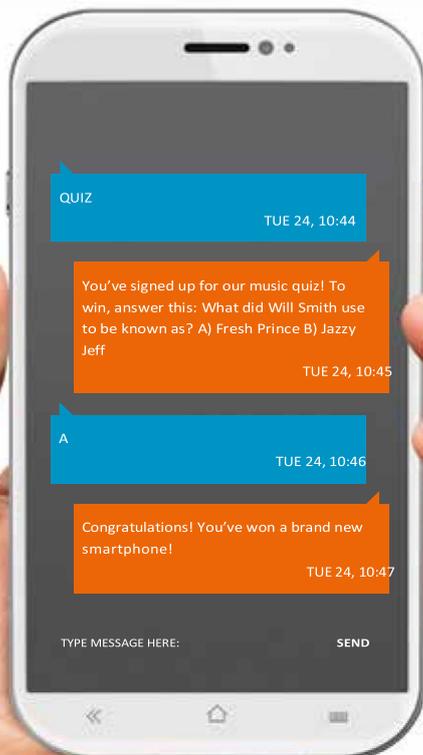
Fit 2-Way SMS into your system in whatever way you like. Explore our API: dev.geniusworks.co.tz

Self-service allows developers to search, buy and cancel 2-Way numbers, to configure keywords,

**SURVEY
CREATION**
front end

**COSTS AND
PERFORMANCE**
overview

AVAILABLE IN
COUNTRY



CAMPAIGNS THAT STAND OUT

Automated coupon validation for large scale consumer campaigns.

Support tickets over SMS buy and configure our numbers in no time.

Conversation-like threads After sending SMS to a group of recipients, you can receive their replies without asking them to include keywords. The conversation becomes more natural, improving the end-user experience.

Message content filtering Great for live polling in TV shows, when incoming messages are displayed in real time.

Automated group notifications Triggered by an inbound message with a keyword, they are excellent for managing appointments. A teacher that sends out "STUDENTS I will not attend tomorrow's lecture" can trigger an automatic notification to all the contacts in the STUDENT group defined in the address book.

Get in touch now!

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