

# SMS Campaigner

## SMS Content Delivery Solution

SMS Campaigner is an advanced application providing solutions for efficient in-house implementation of SMS marketing campaigns and service-related communication



### About Hypermedia Systems Ltd.

Hypermedia Systems Ltd. develops and markets next-generation telecommunication products. Optimized for medium-to-large enterprises, our products create ways for companies to upgrade current telecommunication systems while leveraging their existing telecom investment.

[sales@hyperms.com](mailto:sales@hyperms.com)  
[info@hyperms.com](mailto:info@hyperms.com)

Fully integrated with Hypermedia's SMS Gateway, Campaigner is ideal for customers requiring independent, on-going bulk SMS delivery without relying on external suppliers

#### SMS Campaigner delivers value in multiple ways:

**Interactive message response** - Two-way messaging enables promoting a call-to-action by asking recipients for a response using preset answers in messages. Once a user responds with a selection, an auto responder can send additional messages based on the response.

**Campaign creation** - A simple, web-based interface enables generating campaigns within minutes with minimal training. Import users via CSV files; personalize SMS messages with dynamic variables like user names, location or any other parameter; and schedule campaigns for future delivery.

**Management and monitoring** - Campaigner enables efficiently monitoring and analyzing campaigns in real-time to track delivery and evaluate user's response.

**Reporting and statistics** - A reporting and analysis engine displays graphs, charts and campaign statistics, and enables exporting data.

**Reliable Bulk SMS** - Offering superior reliability and ease of use, Campaigner is used by governmental agencies, financial institutions, e-commerce, retail stores, security firms, transportation companies, and in many other vertical markets.

**Opt-In SMS** - Campaigner lets you automatically register Opt-in customers that send SMS to subscribe to campaigns published on external media, such as newspapers, TV, billboards, etc.

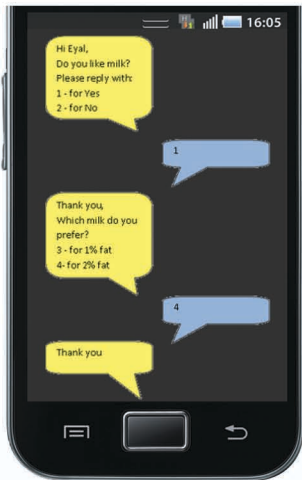
**On-premises solution** - Using the SMS Gateway, campaigns are sent directly from your premises to the cellular network without the need for SMS aggregators and resellers. Direct SMS broadcast provides maximum flexibility for scheduling and delivery, ensures superior data protection and privacy, and lowers operational costs.





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### Key Features

#### Campaign generation & management

- Web-based management interface
- Campaign delivery scheduling and prioritization
- Multiple campaigns support
- Multi users
- Interactive Message Response
- Acknowledgements – sent, pending, failed
- Reports and analysis engine

#### Bulk SMS delivery

- 4 to 32 cellular channels in a single device
- Scalable to N+1 GSM channels
- Multi SIM
- SIM server support
- SMS counters
- Optional redundant power supply
- Two-way communications
- 3U x 19" or 6U x 19" chassis size

#### Applications

- Marketing and sales campaigns
- Political campaigns
- Polls and surveys
- Medical and emergency
- Fund raising
- Contact centers
- Event notifications and announcements

### Key Benefits

- Operational efficiency – send SMS campaigns immediately without relying on service providers
- Data protection – SMS sent off premises directly to wireless network
- Reduced communication costs (SMCs, aggregators, ISPs etc.)
- Interactive communication using two-way SMS

### How to create your campaign

### Implementation

