HOLMESmobile Service Layer User's Guide

Welcome! The following is a guide for our campaign management system. Included are the Mobile Marketing Association (MMA) Best Practices, which all text-messaging (SMS) campaigns must adhere to. These are the minimum requirements, and most carriers have their own interpretation of the standards. We can help walk you through the red tape, verbiage, advertising policies, acceptable Calls to Action (CTAs) and other regulatory requirements.

Login

We're going to sign into our demo account, HolmesLabs

User: holmeslabs

This is the Edit screen. You can see some basic statistics and edit your settings.

Edit Account

Here you can change your password. Enter your new choice in the **Password** field, and confirm it in **Again**.

Back to Account

Clients

This is the Clients list. You'll likely see Clients, and many Administrators under the Clients.

To clarify, the hierarchy is: Administrator Account (that's us), then Accounts, Clients and Applications.

Edit Client

Here we can edit the Clients page. You can change the name, e-mail, Login, the **Password** field, and confirm it in **Again** field. Your Client can access their accounts independent of yours.

Back to Clients List

Client: HolmesLabs

SMSCs are Short Message Service Centers (simply put, they're the phone numbers which we use for sending and receiving messages. There are a few options:

Sample **SMPP** (most common), **HTTP** and **UCP/EMI**. The various **SMSC** lines are our long numbers (914.904.8405, for instance).

Applications

We have a few example applications here.

Sample **SMPP** (most common), **HTTP** and **UCP/EMI** are the most common gateway URLs and are used for callbacks (see the API documentation for details).

API keys are used for authenticating outgoing messages. Again, details in the API docs.

Fully Sales Engineers Inc. (CSP)

We'll create a new one for this example.

Sensationally Sexy Inc. (CSP)

(+) Add Application

Back to Clients Edit

New Application

Please select a SMSC based on the plan you've chosen or your stage of development. Easy we've already set up an application for you with a SMSC already selected.

If you won't be working with our API, there is no need to worry about the Gateway URL.

And if you will, please review the API documentation for more on how this works.

Long message splitting mode: Word Boundaries

Word boundaries are generally the way to go. The system is intelligent enough to change this on the fly to prevent us sending seventy unsettled messages - it will switch to "lower" splitting mode as needed.

You can optionally send an initial message to first-time users. This is useful for sending instructions or a one time welcome message.

Help Module

Access to a support message is always required. We can help you with appropriate copy. Filling this in is optional if using the API to generate help messages.

Subscriptions Module

Check this box to enable our automated subscription messaging handler. Users are required to opt in to HolmesMobile messages after they send a keyword to our shortcode.

This field gives your subscribers an idea of how many messages they should expect to receive. It's also required for compliance with carrier regulations and MMA Best Practices.

You can select a keyword for users of your campaign (one time) messaging system to subscribe at any time. This is best suited for interactive applications with a secondary subscription component. Please contact us for use cases and suggestions on how to best implement your subscription program.

This is the body of your subscription confirmation message. It is what users will see when they text in a subscription keyword.

If a situation calls for a double opt-in method, this will act as the confirmation the second opt-in keyword.

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Mobile messaging programs must have an easy opt-out method. We opt-out any user who responds with one of these keywords. You can add more if you'd like.

Text this is a sample body of the unsubscribe message. We inform users that they've canceled their subscription and won't receive anything else from us.

Subscriptions Module

For purposes of carrier compliance, we are required to provide an opt-out message even if the user hasn't actually subscribed to anything. This is to ensure compliancy across all messaging programs. We think that a non-subscribed user should see a slightly different but still compliant message than a subscribed user.

Sample **STOP** copy.

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Application: News

We've created a keyword, "news", by selecting "Associate More Under Keywords".

We can choose how we want the keyword to act, either **Starts With**, as above, or **Exact Match**.

Please leave it on the default setting, "Matches Exactly", if the distinction isn't useful to you.

Text message rates may apply. Text STOP for help. HELP. T&Cs: FindHomes.com

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The keyword can also lock back a response.

You can always reset your API key.

Keywords

Press this to activate the keyword.

Associate

The auto-subscribe checkbox enables the keyword created to initiate a subscription session. We recommend this for a subscription confirmation message. The Call to Action must be clear that the user is entering into a subscription. We can explain the language requirements based on the medium.

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