

# 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.

### CONTACT US:



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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>CSV</b>	Comma Separated Values
<b>SMS</b>	Short Message Service
<b>URL</b>	Universal Resource Locator

# 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>Campaign</b>	In SMS Broadcast, a campaign is a collection of messages sent out by an Affiliate to a number of mobile phones.
<b>Portal</b>	A website or web page that the owner positions as an entrance to other sites or pages on the internet.
<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.
<b>Web application</b>	A web application is any program which runs in a web browser and relies on that web browser to render the application.

# 1 Introduction

## 1.1 What is the purpose of this manual?

This manual is designed to assist SMS Broadcast users to create, execute and report on SMS campaigns.

## 1.2 What is SMS Broadcast?

SMS Broadcast is an effective message broadcast application that allows you to easily target a large number of people on their mobile phones. It includes a reply facility and a number of reports which allow you to monitor the success of your campaign. This means that you can interact with the recipients, analyse their feedback, and you can keep abreast of the messages you send with the email notification facility.

### How does it work?

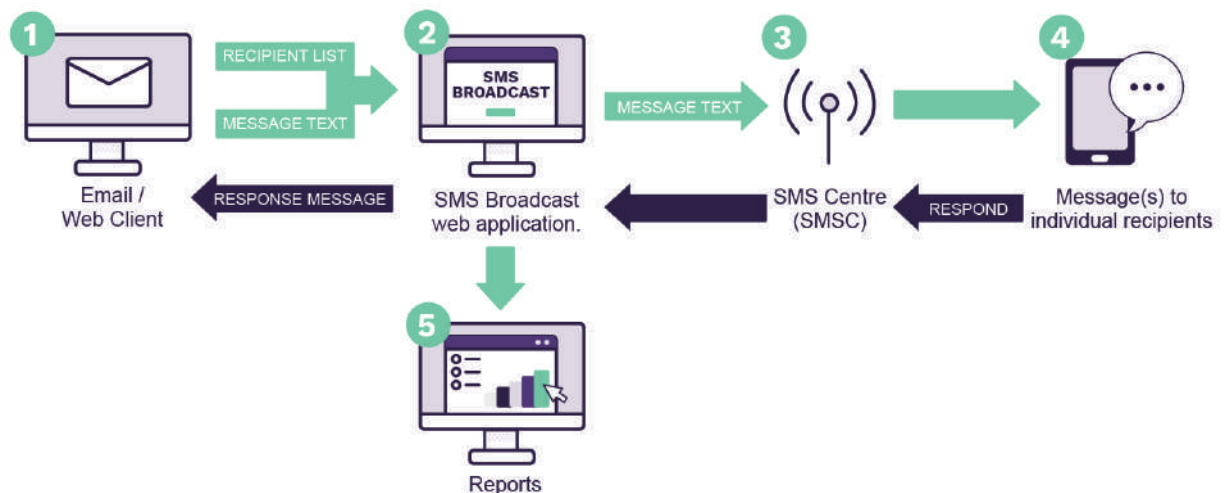


Figure 1 – Sending an SMS Broadcast

1. An Affiliate user logs in to the SMS Broadcast web application or opens their email client e.g. Gmail.
2. The user completes the campaign details as per their required/preferred method.
3. The message(s) is submitted to a mobile network server.
4. The message(s) is routed to individual recipients.
5. Affiliate users can view detailed reports and statistics via the online application.
6. Recipients can respond to the SMS which they received.
7. This message is then submitted back to a mobile network server.
8. The message(s) is sent to the SMS Mail platform.
9. The message(s) is routed back to the email client.

## 1.3 SMS Broadcast features

- ✓ No software installation is required; users have immediate access to SMS Broadcast using any web browser
- ✓ Bulk messaging up to 100 000 messages per campaign
- ✓ Personalised messages associated to a mobile number can be sent, if required (e.g. “Dear John...”)
- ✓ Broadcasts can be scheduled (e.g. send on 1 May at 10h00)
- ✓ A reply facility is available
- ✓ Email receipt confirmation is supported, provided that Grapevine has provisioned this for you. SMS Receipts may be activated (on request).
- ✓ A web-based reporting interface allows you to view the status of sent messages and statistics about your broadcast campaigns

## 1.4 Access

Once you've been provisioned by Grapevine Interactive as an Affiliate to use SMS Broadcast web application and email interface, you will receive an email with the following information:

- ✓ The email address to send broadcasts to, should you wish to not use the SMS Broadcast web application
- ✓ Your Affiliate Code
- ✓ The Login URL for the SMS Broadcast Portal
- ✓ Your Username and Password
- ✓ Your Authentication Code

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

\*NB: Only emails from registered email addresses will be responded too.

## 1.5 User profiles

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

PERMISSION	SEND BROADCASTS	OWN REPORTS	ALL USER REPORTS	MESSAGE QUERIES
Affiliate Administrator	Yes	Yes	Yes	Yes
Affiliate User	Yes	Yes	No	No

*Table 1 – User profiles & Permissions*

## 1.6 Adding Users

In order to add a new user, please contact your company's technical contact so that they can provision a new Affiliate user on the provisioning system. Alternatively, your company's technical contact may contact Grapevine to add the new user, by sending an email to: [support@vine.co.za](mailto:support@vine.co.za)

## 1.7 Delivery Receipts, Replies and Concatenation

All Affiliates will receive delivery reports and replies to the email address specified when creating an SMS broadcast. If you don't enter an address, messages will be sent to the default email address in your profile.

If you are sending a campaign to a large number of recipients it is recommended that you use an alternative email address specifically for this purpose as your Inbox may get full very quickly. You can contact Grapevine to disable the email delivery receipts and/or email reply option.

Affiliate messages are automatically truncated but should 160 characters not be sufficient, contact Grapevine to activate concatenation, where the maximum number of characters will be increased to 700.

## 1.8 Accessing the Web Portal

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.



GRAPEVINE  
INTERACTIVE

MESSAGING SERVICES

Username:

Password:

Login

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*Figure 2 – Log in screen*



Figure 3 – 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.



## 1.8.1 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:	<input type="text" value="0000000000"/>	
Email Address:	<input type="text" value="amanda@vine.co.za"/>	*
Current Password:	<input type="password"/>	*
New Password:	<input type="password"/>	
Confirm Password:	<input type="password"/>	

*Figure 4 – 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.

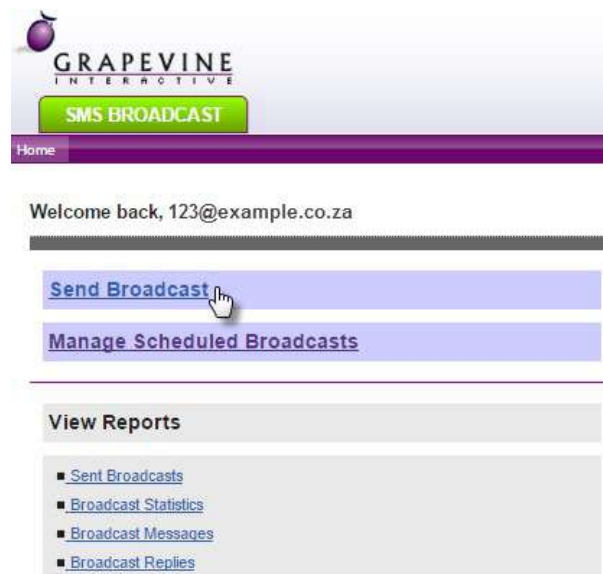
## 2 Creating a broadcast via the web application

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 specified period of time. Therefore, you are able to monitor the success and effectiveness of your broadcasts by checking how many messages were successfully delivered and how many replies were received.

**Step 1:** To access the SMS Broadcast functionality, click SMS Broadcast on the Home page.



**Step 2:** Click Send Broadcast



When using the SMS Broadcast Web Portal, you can choose one of four recipient list options\*:

1. List of cell numbers,
2. List of cell numbers with unique message for each,
3. List of cell numbers with message tags or,
4. Ad-hoc list of cell numbers

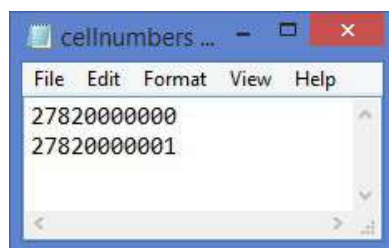
\*NOTE: The recipient list option you choose impacts the content of your message text and will be explained in detail in the next section.

## 2.1 Creating a broadcast using a list of cell numbers

With this type of broadcast, you will be able to send the same message to various recipients. You will need to create a list of numbers in MSISDN (international) format.

**Step 1:** Compile a txt OR csv file which contains the mobile numbers which you would like to send broadcasts to.

NOTE: Each number should be on a separate line.

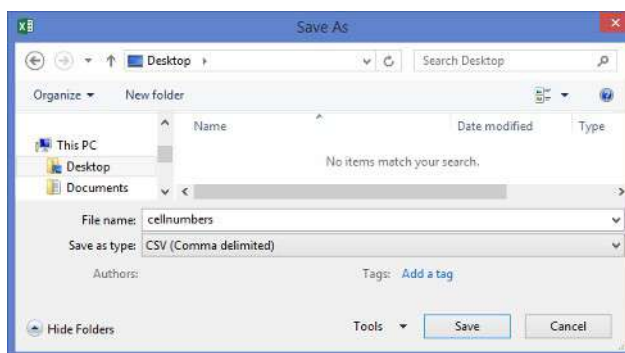


txt file:

	A	B	C
1	2782000000		
2	2782000001		
3			

csv file:

**Step 2:** Save the file in a location which is convenient to you.

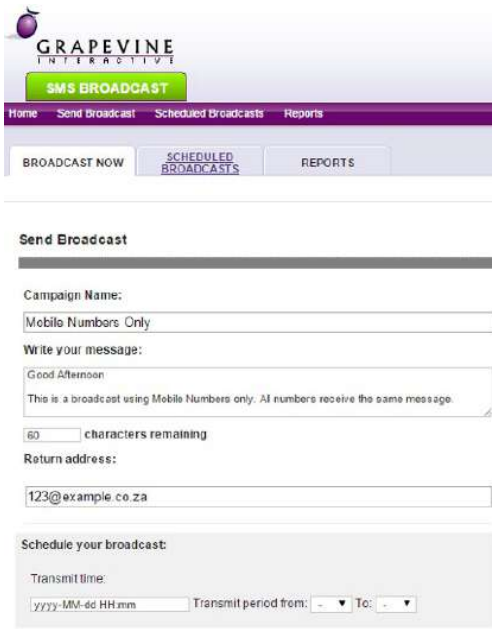


**Step 3:** After clicking Send Broadcast (as in section 3) the Broadcast Now page will display.

**Step 4:** Fill in your campaign details.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

NOTE: The "Return address" is the address which replies will be sent to.



If you do not complete the "Schedule your broadcast" section your message will be sent immediately. If you do however decide that your message should be sent at a specific time, please complete the "Schedule your broadcast section".

**Step 5:** Under the “Upload your list” section, select list of cell numbers.

**Step 6:** Attach the txt OR csv file.

**Step 7:** Click Submit.

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:

Choose File celnnumbers.txt

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

Submit Clear

**Step 8:** Your data will be validated and once you click Send your message will be broadcasted.

NOTE: Should your data be incorrect, it will be indicated next to Invalid Messages. You can either export the validated data entries to Excel or you could go back and ensure that the uploaded data list is correct. For further information see Validation & Configured Messages.

**Step 9:** To export the validated results click the Excel icon.

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	2
Invalid Messages	0
Duplicate Messages	0
Total	2

Export to Excel

Configured Message:  
Good Afternoon This is a broadcast using Mobile Numbers only. All numbers receive the same message.

SEND Go Back

## 2.2 Creating a broadcast using a list of cell numbers

With this type of broadcast, you will be able to send unique messages to various recipients. You will need to create a list of numbers in MSISDN (international) format, each with their own unique message.

**Step 1:** Compile a txt OR csv file which contains the mobile numbers and messages which you would like to send broadcasts to.

txt file:

multiple.txt - Notepad

File Edit Format View Help

27820000000, "Good Morning, have a lovely day!"  
27820000001, "Thank you for attending the workshop today."

NOTE:

txt file:

Each message must be on a separate line. Separate the mobile number and the message content with a comma. The message text must be typed between double quotes.

csv file:

The mobile number and the message should be in separate columns but in the same row.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

**Step 2:** Save the file in a location which is convenient to you.

**Step 3:** After clicking Send Broadcast (as in section 3) the Broadcast Now page will display.

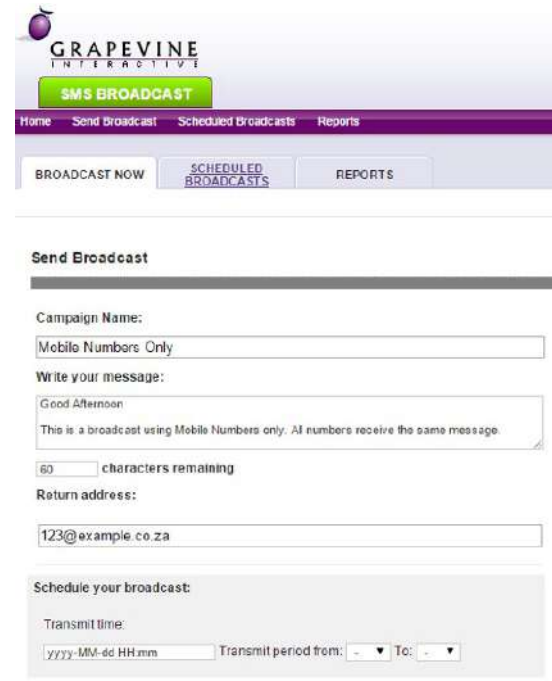
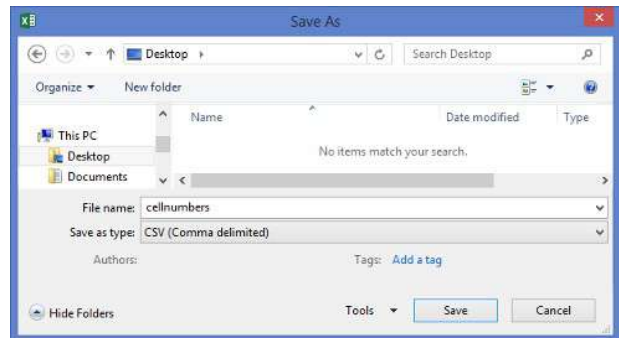
**Step 4:** Fill in your campaign details.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

NOTE: The “Return address” is the address which replies will be sent to.

csv file:

	A	B
1	27820000000	Good Morning, have a lovely day!
2	27820000001	Thank you for attending the workshop today.
3		



If you do not complete the “Schedule your broadcast” section your message will be sent immediately. If you do however decide that your message should be sent at a specific time, please complete the “Schedule your broadcast section”.

**Step 5:** Under the “Upload your list” section, select list of cell numbers.

**Step 6:** Attach the txt OR csv file.

**Step 7:** Click Submit.

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:

Choose File: cellnumbers.txt

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

Submit Clear

**Step 8:** Your data will be validated and once you click Send your message will be broadcasted.

NOTE: Should your data be incorrect, it will be indicated next to Invalid Messages. You can either export the validated data entries to Excel or you could go back and ensure that the uploaded data list is correct. For further information see Validation & Configured Messages.

**Step 9:** To export the validated results click the Excel Icon.

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	2
Invalid Messages	0
Duplicate Messages	0
Total	2

Export to Excel

Configured Message:  
Good Afternoon This is a broadcast using Mobile Numbers only. All numbers receive the same message.

SEND Go Back

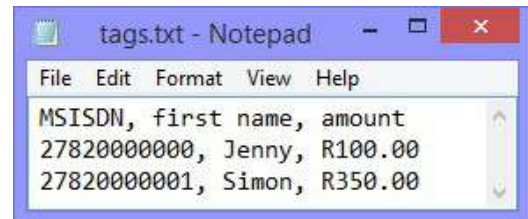
## 2.3 Creating a broadcast using a list of cell numbers with message tags

With this type of broadcast, you will be able to send personalized messages to various recipients using personalized tags. You will need to create a list of numbers in MSISDN (international) format, each with their own unique message tags.

**Step 1:** Compile a txt OR csv file which contains the mobile numbers and messages which you would like to send broadcasts to.

**NOTE:** The message text in SMS Broadcast becomes a template which must contain the tags you wish to use. A tag comprises a column/field name (as in your attachment) and encompassing curly brackets (in the message text), e.g. {first name}. When the SMS is generated, the tags in the text are replaced by the corresponding content in the csv file: txt OR csv file, e.g. Jenny.

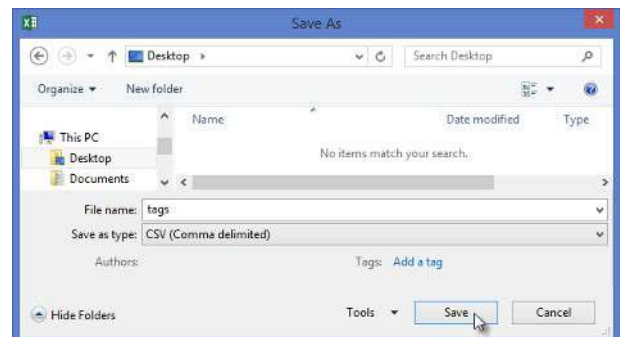
txt file:



csv file:

	A	B	C	D
1	MSISDN	first name	amount	
2	27820000000	Jenny	R100.00	
3	27820000001	Simon	R350.00	

**Step 2:** Save the file in a location which is convenient to you.



**Step 3:** After clicking Send Broadcast the Broadcast Now page will display.

**Step 4:** Fill in your campaign details.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

When using tags, you will need to enter these tags in the message body in the Write your message section.

**NOTE:** The Return address is the address which replies will be sent to.

If you do not complete the Schedule your broadcast section your message will be sent immediately. If you do however decide that your message should be sent at a specific time, please complete the Schedule your broadcast section.

**Step 5:** Under the Upload your list section, select list of cell numbers with message tags.

**Step 6:** Attach the txt OR csv file.

**Step 7:** Click Submit.

**Step 8:** Your data will be validated and once you click Send, your message will be broadcasted.

**NOTE:** Should your data be incorrect, it will be indicated next to Invalid Messages. You can either export the validated data entries to Excel or you could go back and ensure that the uploaded data list is correct. For further information see Validation & Configured Messages.

**Step 9:** To export the validated results click the Excel Icon.

The screenshot displays the 'Send Broadcast' form in the Grapevine Interactive system. The form includes the following sections:

- Campaign Name:** A text field containing 'Mobile Numbers with Message Tags'.
- Write your message:** A text area with a preview of the message: 'Dear {first name} Thank you. Your payment of (amount) has been received. Regards Clothing Warehouse'. A character count shows '598 characters remaining'.
- Return address:** A text field containing '123@example.co.za'.
- Schedule your broadcast:** A section for 'Transmit time' and 'Transmit period from' to 'To'.
- Select your message type:** A dropdown menu set to 'SMS'.
- Upload your list:** Three radio button options: 'list of cell numbers', 'list of cell numbers with unique message for each', and 'list of cell numbers with message tags'. The third option is selected.
- Select list from hard drive:** A 'Choose File' button with 'tags.txt' displayed.
- Ad-hoc list of cell numbers:** A text area for manual entry.
- Submit/Clear:** Two buttons at the bottom of the form.

Below the form, a validation summary is shown:

Selected data type:	List of cell numbers with a unique message for each.
Valid Messages	2
Invalid Messages	0
Duplicate Messages	0
Total	2

At the bottom, there is an 'Export to Excel' button with an Excel icon, a 'Configured Message' preview: 'e.g. Dear Jenny Thank you. Your payment of R100.00 has been received. Regards Clothing Warehouse', and a 'SEND Go Back' button.



## 2.4 Creating a broadcast using an Ad-hoc list of cell numbers

With this type of broadcast, you will be able to send one message to a single or multiple recipient without attaching a file, instead mobile numbers are entered manually.

**Step 1:** After clicking Send Broadcast the Broadcast Now page will display.

**Step 2:** Fill in your campaign details.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

**NOTE:** The Return address is the address which replies will be sent to.

If you do not complete the Schedule your broadcast section your message will be sent immediately. If you do however decide that your message should be sent at a specific time, please complete the Schedule your broadcast section.

**Step 3:** Under the Upload your list section, select Ad-hoc list of cell numbers and enter the cell numbers in the text box provided.

**Step 4:** Click Submit.

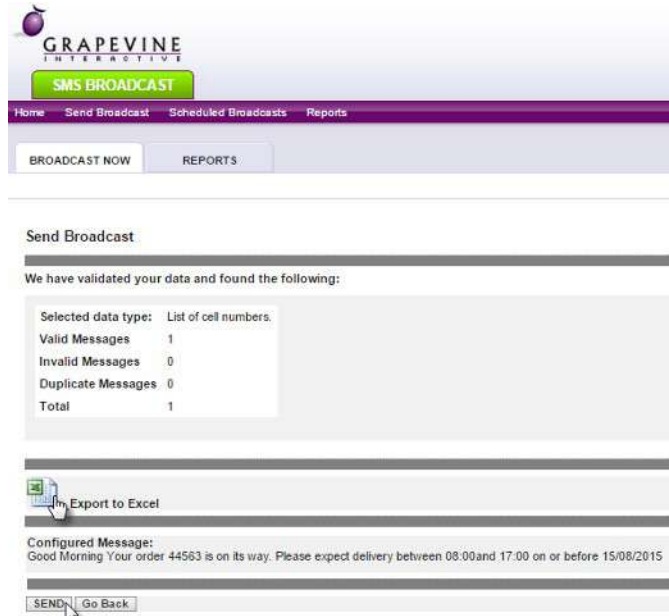
The screenshot displays the 'Send Broadcast' form in the Grapevine Interactive system. The form is titled 'Send Broadcast' and includes the following sections:

- Campaign Name:** A text box containing 'Ad-hoc list of cell numbers'.
- Write your message:** A text area containing 'Good Morning' and 'Your order 44563 is on its way. Please expect delivery between 08:00 and 17:00 on or before 15/08/2015.' Below the text area is a character count: '43 characters remaining'.
- Return address:** A text box containing '123@example.co.za'.
- Schedule your broadcast:** A section with a 'Transmit time:' label and a dropdown menu for 'Transmit period from:' and 'To:'.
- Select your message type:** A dropdown menu set to 'SMS'.
- Upload your list:** Three radio button options: 'list of cell numbers', 'list of cell numbers with unique message for each.', and 'list of cell numbers with message tags.' Each option has a 'SAMPLE' icon.
- Select list from hard drive:** A file selection area with a 'Choose File' button and 'No file chosen' text.
- Ad-hoc list of cell numbers (International format, one per line e.g. 27821234567):** A text area containing the number '27820000000'.
- Submit and Clear buttons:** Two buttons at the bottom of the form.

**Step 5:** Your data will be validated and once you click Send your message will be broadcasted.

**NOTE:** Should your data be incorrect, it will be indicated next to Invalid Messages. You can either export the validated data entries to Excel or you could go back and ensure that the uploaded data list is correct. For further information see Validation & Configured Messages.

**Step 6:** To export the validated results click the Excel Icon.



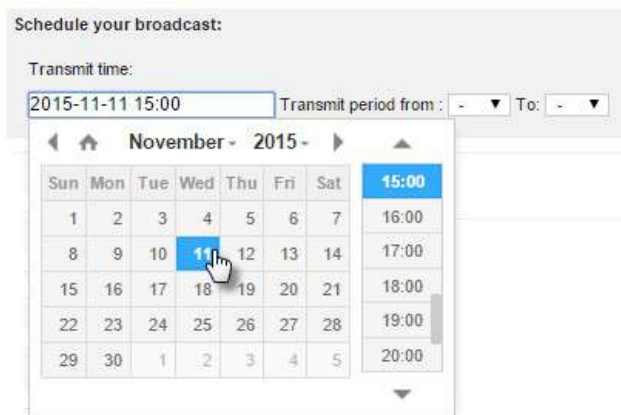
## 2.5 Scheduling a broadcast

Scheduled broadcasts will be sent at the time specified by you.

**Step 1:** Under Schedule your broadcast, select a Transmit Date and Time at which you wish your campaign to be sent. Click on the date picker popup and select a date from the calendar and a time from the time slide. You can edit the date and time in the input box.

**Step 2:** 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 that you want the broadcast to be sent, it will be sent immediately.



# 3 Creating a Broadcast via your email client

Instead of using the web application you can use your email client to send SMS Broadcast messages. Once your messages have been sent, you can view detailed reports on the web application. You will receive replies and delivery notifications to your email client.

When using the SMS Broadcast email client, you can do so using 3 different methods.

1. List of cell numbers,
2. List of cell numbers with unique message for each or,
3. Ad-hoc list of cell numbers

## 3.1 Creating a broadcast using a list of cell numbers

With this type of broadcast, you will be able to send the same message to various recipients. You will need to create a list of numbers in MSISDN (international) format.

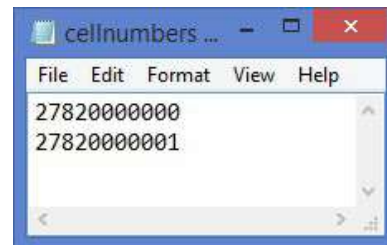
**Step 1:** Compile a txt OR csv file which contains the mobile numbers which you would like to send broadcasts to.

NOTE: Each number should be on a separate line.

**Step 2:** Save the file in a location which is convenient to you.

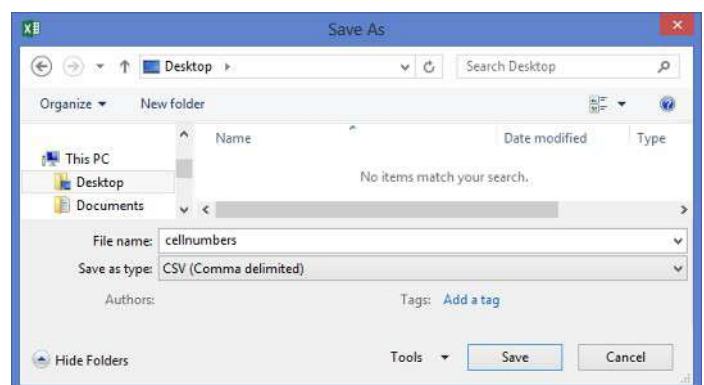
**IMPORTANT:** The file must be called cellnumbers.txt OR cellnumbers.csv

txt file:



csv file:

	A	B	C
1	27820000000		
2	27820000001		
3			



**Step 3:** In the “To...” field, type the recipient address which you received via email when you were provisioned by Grapevine as an Affiliate, e.g. [sms@bms27-sms.vine.co.za](mailto:sms@bms27-sms.vine.co.za)

**IMPORTANT:** You may not use the Cc or Bcc field of the email.

**Step 4:** Type your Authentication Code in the Subject field of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

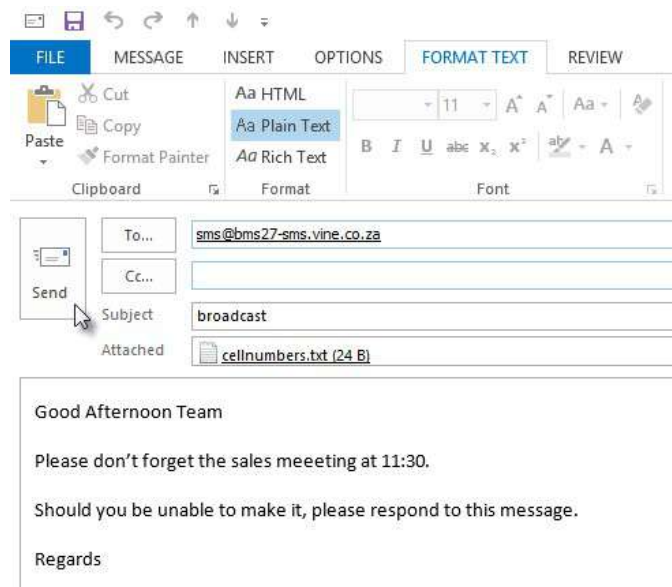
**Step 5:** Make sure that you have selected the Plain Text option in your email client.

**Step 6:** Type your SMS message in the body of the email.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

**Step 7:** Attach your cellnumbers.txt OR cellnumbers.csv file.

**Step 8:** Click Send.



## 3.2 Creating a broadcast using a list of cell numbers with unique message for each

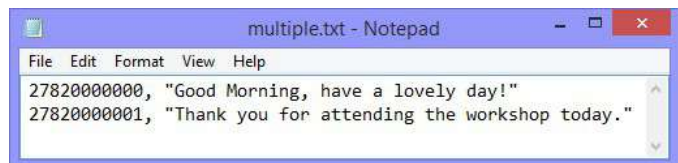
With this type of broadcast, you will be able to send unique messages to various recipients. You will need to create a list of numbers in MSISDN (international) format, each with their own unique message.

**Step 1:** Compile a txt OR csv file which contains the mobile numbers and messages which you would like to send broadcasts to.

NOTE: txt file:

- Each message must be on a separate line.
- Separate the mobile number and the message content with a comma.
- The message text must be typed between double quotes.

txt file:



csv file:

- The mobile number and the message should be in separate columns but in the same row.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

**Step 2:** Save the file in a location which is convenient to you.

**IMPORTANT:** The file must be called multiple.txt OR multiple.csv

**Step 3:** In the “To...” field, type the recipient address which you received via email when you were provisioned by Grapevine as an Affiliate, e.g. sms@bms27-sms.vine.co.za

**IMPORTANT:** You may not use the Cc or Bcc field of the email.

**Step 4:** Type your Authentication Code in the Subject field of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

**Step 5:** Make sure that you have selected the Plain Text option in your email client.

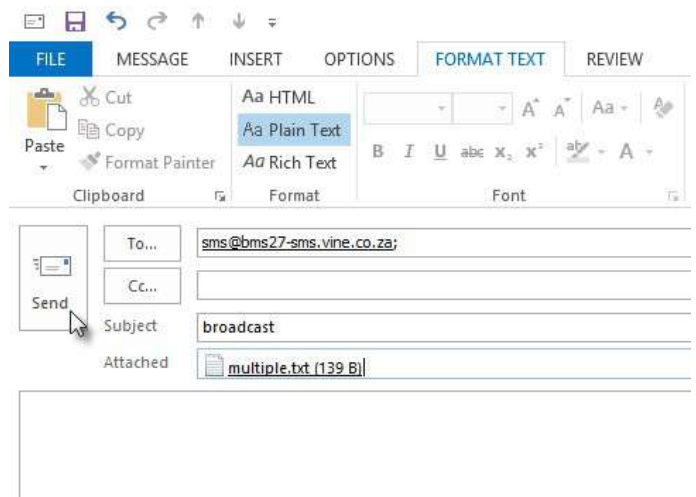
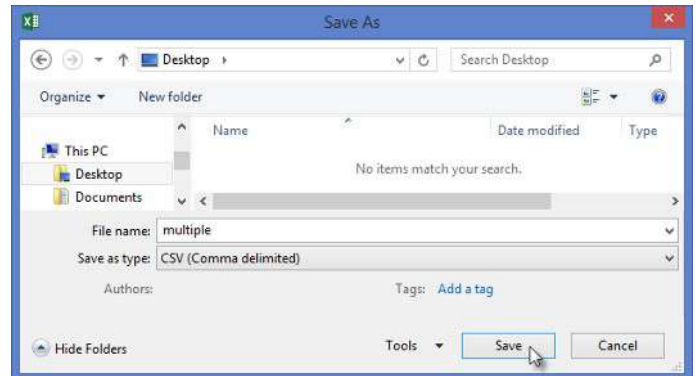
**NOTE:** Leave the body of the email blank, as you will be attaching a file with the cell numbers and messages.

**Step 6:** Attach your multiple.txt OR multiple.csv file.

**Step 7:** Click Send.

csv file:

	A	B
1	2782000000	Good Morning, have a lovely day!
2	2782000001	Thank you for attending the workshop today.
3		



### 3.3 Creating a broadcast using an Ad-hoc list of cell numbers

With this type of broadcast, you will be able to send one message to a single or multiple recipient without attaching a file, instead mobile numbers are entered manually.

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

<mobile number>@<email domain>

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. 27820000000

The email domain which you received via email when you were provisioned by Grapevine as an Affiliate, e.g. @bms27-sms.vine.co.za

Example: 27820000000@bms27-sms.vine.co.za

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

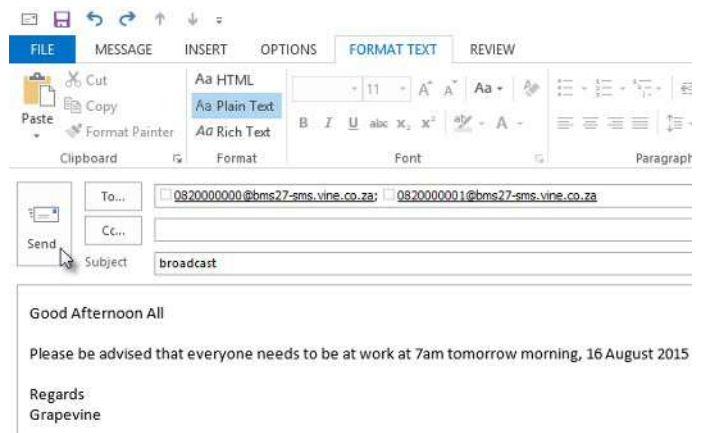
**Step 2:** Type your Authentication Code in the Subject field of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

**Step 3:** Make sure that you have selected the Plain Text option in your email client.

**Step 4:** Type your SMS message in the body of the email.

**IMPORTANT:** If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

**Step 5:** Click Send.



## 4 Manage Scheduled Broadcasts

If you have set a specific transmission time for your broadcast, you will be able to view, edit or delete scheduled SMS Broadcasts via the Manage Scheduled Broadcasts section on the home page.

**Step 1:** Click Manage Scheduled Broadcasts



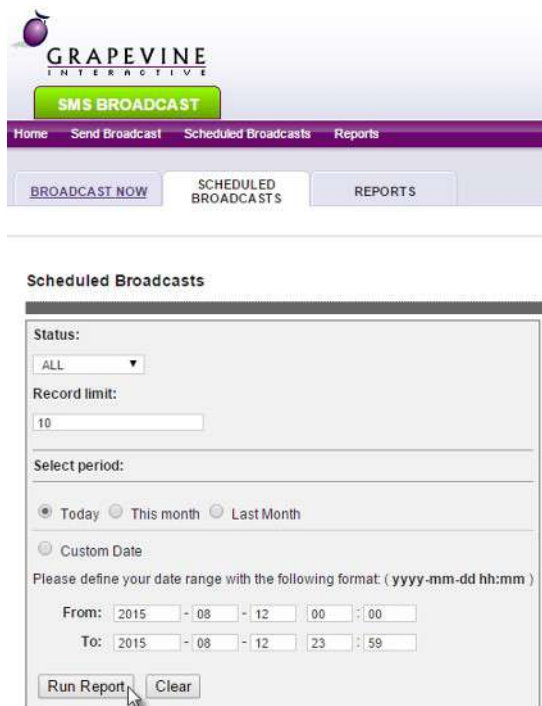
**Step 2:** Select the status for which you would like to view your scheduled broadcasts from the drop-down list: All, Scheduled, Sent, or Deleted

**Step 3:** Select the Record limit (This is the amount of records that will display).

**Step 4:** Select the Period: Today, This Month, Last Month, or Custom Date

NOTE: Should you select Custom Date, please specify the date range.

**Step 5:** Click Run Report.



Based on the criteria which you selected, a report will display at the bottom of the page.

Transmit Time	Broadcast Name	Valid Recipients	Actions
2015-08-12 10:00:00.0	Scheduled Broadcast 2	1	<a href="#">Edit</a>   <a href="#">Delete</a>

Should you wish to update your campaign, click Edit and the Edit Scheduled Broadcast page will display. Click Update Schedule to save your changes.

NOTE: You can only change the scheduled time as well as reply email address when editing a campaign.



#### Edit Scheduled Broadcast

##### Broadcast Details

Affiliate: ZZZZZ\_BROADCAST\_SMS  
 Affiliate Code: ZZZZZ  
 User: 123@example.co.za  
 Broadcast Name: Scheduled Broadcast 2  
 Datafeed Code: 143936661022700950  
 Valid Recipients: 1  
 Scheduled Time: 2015-08-12 10:15:00

##### Change Scheduled Time

Transmit Time:   
 Transmit Period:  To:

##### Email Notification

Please enter an email address for notification of completion.  
 Email address:



Should you wish to delete your scheduled campaign, click Delete and the Delete Scheduled Broadcast page will display. Click Delete Now to confirm.

The screenshot shows the Grapevine Interactive SMS Broadcast interface. At the top, there is a logo for Grapevine Interactive and a green 'SMS BROADCAST' button. Below this is a navigation bar with 'Home', 'Send Broadcast', 'Scheduled Broadcasts', and 'Reports'. Underneath the navigation bar are three buttons: 'BROADCAST NOW', 'SCHEDULED BROADCASTS', and 'REPORTS'. The main content area is titled 'Delete Scheduled Broadcast'. It contains a section for 'Broadcast Details' with the following information: Affiliate: ZZZ922\_BROADCAST\_SMS, Affiliate Code: ZZZ922, User: 123@example.co.za, Broadcast Name: Scheduled Broadcast 2, Datafeed Code: 143936661022700950, Valid Recipients: 1, and Scheduled Time: 2015-08-12 10:15:00. Below this is an 'Email Notification' section with the text 'Please enter an email address for notification of completion.' and an input field containing '123@example.co.za'. At the bottom of the form are two buttons: 'Delete Now' and 'Cancel'.

## 5 Message replies and email notifications

**IMPORTANT:** You need to be provisioned by Grapevine Interactive to receive message replies and notifications. All replies will be sent to the Return Address which you capture when setting up your campaign. 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.

The screenshot shows the 'Send Broadcast' page in the Grapevine Interactive interface. At the top, there is a navigation bar with 'BROADCAST NOW', 'SCHEDULED BROADCASTS', and 'REPORTS'. Below this is a section titled 'Send Broadcast'. It contains a 'Campaign Name' input field, a 'Write your message' text area, and a character count showing '160 characters remaining'. Below the text area is a 'Return address' input field containing '123@example.co.za', which is highlighted with a red box.

# 6 Reports

## 6.1 Report types

On the SMS Broadcast home page there are four report options for an Affiliate User:

- ✓ Sent Broadcasts (Sent Campaigns)
- ✓ Broadcast Statistics (Campaign Statistics)
- ✓ Broadcast Message (Messages Report)
- ✓ Broadcast Replies (Replies Report)

Additional reports are available for an Affiliate Administrator:

- ✓ Originator Statistics
- ✓ Affiliate Message Query

REPORT OPTION	DESCRIPTION	COLUMNS
1. Sent Broadcasts / Sent campaigns	<p>Statistical details of the delivery status of messages sent in specific broadcasts.</p> <p>Use this report to identify all failed or expired messages so that you can resend them.</p>	<ol style="list-style-type: none"> <li>1. Date (Date and time that the campaign was created)</li> <li>2. Campaign Name (Should you not have captured a campaign name this field will display your unique campaign number)</li> <li>3. Created (Total number of recipients)</li> <li>4. Success (We received a delivery receipt from the network)</li> <li>5. Failed (We received a failed receipt from the network, or the recipient has chosen to opt out)</li> <li>6. Expired (After the 24h validity period, the message has not been able to be delivered)</li> <li>7. Replies (Number of replies received)</li> <li>8. Unconfirmed (No delivery receipt has been received yet)</li> </ol>
2. Broadcast Statistics / Campaign Statistics	<p>Summary of messages sent for all broadcasts in a specified period.</p> <p>Use this report as an indicator of the success of your broadcasts.</p>	<ol style="list-style-type: none"> <li>1. Search range (Date and time period for which the report has been generated)</li> <li>2. Channel Type (The channel type which the message was sent to)</li> <li>3. Total created (Total messages created)</li> <li>4. Total successful (We received a delivery receipt from the network)</li> <li>5. Total Failed (We received a failed receipt from the network,</li> </ol>

		<p>or the recipient has chosen to opt out)</p> <ol style="list-style-type: none"> <li>6. Total expired (After the 24h validity period, the message has not been able to be delivered)</li> <li>7. Total unconfirmed (No delivery receipt has been received yet)</li> <li>8. Total batches (Total number of broadcasts created)</li> </ol>
3. Broadcast Messages / Messages Report	<p>Details of the content of the broadcast messages you have sent to each recipient.</p> <p>Use this report to check whether the correct message was compiled to be sent to a recipient and whether the message was sent successfully.</p>	<ol style="list-style-type: none"> <li>1. Date (Date and time that the campaign was created)</li> <li>2. Campaign Name (Should you not have captured a campaign name, this field will display your unique campaign number)</li> <li>3. Message ID (This field will display a unique message number)</li> <li>4. Originator (The person who sent the email or the username of the person who logged in)</li> <li>5. Recipient (Mobile number that the message was sent to)</li> <li>6. Channel (The channel which the message was sent to)</li> <li>7. Status (The most recent status of the message)</li> <li>8. Message (Content of the message sent)</li> <li>9. Replies (The reply received from the message recipient)</li> </ol>
4. Broadcast Replies		<ol style="list-style-type: none"> <li>1. Date (Date and time that the campaign was created)</li> <li>2. Campaign Name (Should you not have captured a campaign name, this field will display your unique campaign number)</li> <li>3. Message ID (This field will display a unique message number)</li> <li>4. Originator (The person who sent the email or the username of the person who logged in)</li> <li>5. Recipient (Mobile number that the message was sent to)</li> <li>6. Channel (The channel which the message was sent to)</li> <li>7. Message (Content of the message sent)</li> <li>8. Replies (The reply received from the message recipient)</li> </ol>
5. Originator Statistics	<p>Statistical details of the delivery status of messages sent by specific users in a specified period.</p>	<ol style="list-style-type: none"> <li>1. Originator (The person who sent the email or the username of the person who logged in)</li> </ol>

		<ol style="list-style-type: none"> <li>2. Created (Total number of recipients)</li> <li>3. Success (We received a delivery receipt from the network)</li> <li>4. Failed (We received a failed receipt from the network, or the recipient has chosen to opt out)</li> <li>5. Expired (After the 24h validity period, the message has not been able to be delivered)</li> </ol>
6. Affiliate Message Query	<p>Details of the content of broadcasts sent to or from a specified email address or cell number.</p> <p>Use this report to monitor broadcasts sent to or from a specific Affiliate or cell number.</p>	<ol style="list-style-type: none"> <li>1. Date (Date and time that the campaign was created)</li> <li>2. Message ID (This field will display a unique message number)</li> <li>3. Originator (The person who sent the email or the username of the person who logged in)</li> <li>4. Recipient (Mobile number that the message was sent to)</li> <li>5. Channel (The channel which the message was sent to)</li> <li>6. Status (The most recent status of the message)</li> <li>7. Message (content of the message sent)</li> <li>8. Replies (Number of replies received from the recipient)</li> </ol>

**Table 2 – Comparative reports table**

## 6.1.1 Sent Broadcasts

Use this report to identify all failed or expired messages so that you can resend them and check if the mobile numbers are still valid.

**Step 1:** Click Sent Broadcasts on the SMS broadcast Home Page.



**Step 2:** Enter your search criteria

Select the service type (Web submission means you used the SMS Broadcast web application to send broadcasts)

Select the period over which you want the report to run (Today, This Month, Last Month OR Custom Date)

**Step 3:** Click Run Report and the search results will display at the bottom of the page.

Select the service type:  
- Select Service -

Select period:  
 Today  This Month  Last Month  
 Custom Date

Please define your date range with the following format: ( yyyy-mm-dd hh:mm )

From: 2015 - 8 - 12 00 : 00  
To: 2015 - 8 - 12 23 : 59

**Step 4:** To export your results click the Excel Icon which will be displayed once you have run the report.

 Export to Excel

You are currently on page 1.

#	Date & Time Created:	Campaign Name:	Created:	Success:	Failed:	Expired:	Replies:	Reports:
1	2015-11-12 13:30:02	Progressive Knock Out Tournament	1	1	0	0	0	<a href="#">campaign report</a>

**Step 5:** To view the additional data fields click the relevant link under the Reports column.

## 6.1.2 Broadcasts Statistics

Use this report to identify how many customers you've reached successfully in a specific time period, using a specific channel type.

**Step 1:** Click Broadcast Statistics on the SMS broadcast Home Page.



**Step 2:** Enter your search criteria

Select the service type (Web submission means you used the SMS Broadcast web application to send broadcasts)

Select the period over which you want the report to run (Today, This Month, Last Month OR Custom Date)

**Step 3:** Click Run Report and the search results will display at the bottom of the page.

**Step 4:** To export your results click the Excel Icon which will be displayed once you have run the report.

Total Messages Created:	3
Total Unconfirmed Messages:	0
Total Successful Messages:	3
Total Failed Messages:	0
Total Expired Messages:	0
<b>Total Campaigns:</b>	<b>3</b>

## 6.1.3 Broadcasts Messages

Use this report to view the content of messages as well as any replies which might have been received.

**Step 1:** Click Broadcast Messages on the SMS broadcast Home Page.



**Step 2:** Enter your search criteria

Select the service type (Web submission means you used the SMS Broadcast web application to send broadcasts)

Select the period over which you want the report to run (Today, This Month, Last Month OR Custom Date)

**Step 3:** Click Run Report and the search results will display at the bottom of the page.

 Export to Excel

You are currently on page 1.

#	Current Status Time:	Campaign Name:	Message ID:	Originator:	Recipient:	Channel:	Status:	Content:	Rep
1	2015-08-12 10:20:57	Test Message	53776800168	123@example.co.za	27820000000	sms	successful	Hello :)	0
2	2015-08-12 10:15:00	Scheduled Broadcast	60877600165	123@example.co.za	27820000001	sms	successful	<a href="#">Scheduled</a>	0

**Step 4:** To export your results click the Excel Icon which will be displayed once you have run the report.

## 6.1.4 Broadcasts Replies

Use this report to view the any replies which might have been received.

**Step 1:** Click Broadcast Replies on the SMS broadcast Home Page.



**Step 2:** Enter your search criteria

Select the service type (Web submission means you used the SMS Broadcast web application to send broadcasts)

Select the period over which you want the report to run (Today, This Month, Last Month OR Custom Date)

**Step 3:** Click Run Report and the search results will display at the bottom of the page.

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Content:	Reply Con
1	2015-11-12 15:12:24	869374326485262321	123@example.co.za	2782000000	sms	Test Message	Thank you!
2	2015-11-12 13:56:09	759056319615261664	123@example.co.za	2782000001	sms	Scheduled Broadcast	Stop

**Step 4:** To export your results click the Excel Icon which will be displayed once you have run the report.



## 6.1.5 Originator Statistics (available to Affiliate Administrators only)

Use this report to view details of the delivery status of messages sent by specific users in a specified period.

**Step 1:** When in the reporting section, make sure that you click Originator Statistics.

**Step 2:** Enter your search criteria

Select if you would like messages FROM or TO the specified address.

Select the period over which you want the report to run (Today, This Month, Last Month OR Custom Date)

**Step 3:** Click Run Report and the search results will display at the bottom of the page.

The screenshot shows the Grapevine Interactive web interface. At the top, there is a navigation bar with 'SCHEDULED BROADCASTS' and 'REPORTS'. Under 'REPORTS', 'Originator Statistics' is highlighted. Below this, the 'Originator Statistics Report' form is displayed. It includes a dropdown for 'Select the service type', a 'Select period' section with radio buttons for 'Today', 'This Month', 'Last Month', and 'Custom Date'. The 'Custom Date' section has a text prompt and two date-time input fields: 'From: 2015-11-12 00:00' and 'To: 2015-11-12 23:59'. At the bottom of the form are 'Run Report' and 'Clear' buttons.

Export to Excel

You are currently on page 1.

#	Originator:	Created Messages:	Successful Messages:	Failed Messages:	Expired Messages:
1	123@example.co.za	2	2	0	0

**Step 4:** To export your results click the Excel Icon which will be displayed once you have run the report.

## 6.1.6 Affiliate Message Query (available to Affiliate Administrators only)

Use this report to view messages sent to or from a specific cell number or email address.

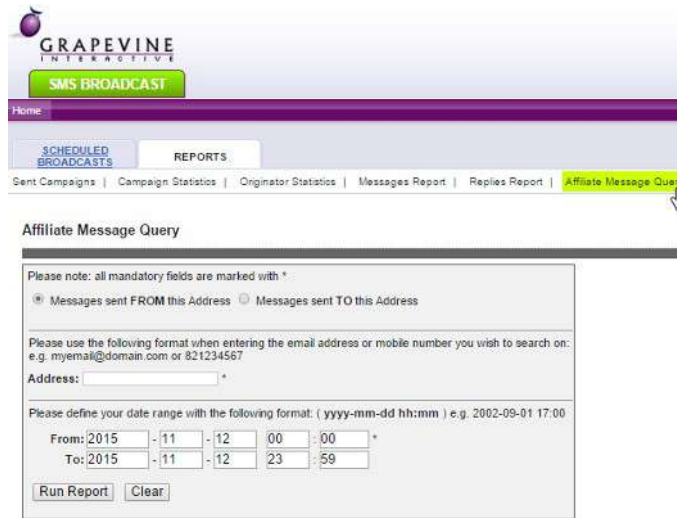
**Step 1:** When in the reporting section, make sure that you click Affiliate Message Query.

**Step 2:** Enter your search criteria

Select if you would like messages FROM or TO the specified address.

Select the period over which you want the report to run (Today, This Month, Last Month OR Custom Date)

**Step 3:** Click Run Report and the search results will display at the bottom of the page.



The screenshot shows the Grapevine Interactive SMS Broadcast interface. The top navigation bar includes 'Home', 'SCHEDULED BROADCASTS', and 'REPORTS'. Under 'REPORTS', there are links for 'Sent Campaigns', 'Campaign Statistics', 'Originator Statistics', 'Messages Report', 'Replies Report', and 'Affiliate Message Query'. The 'Affiliate Message Query' form includes a note about mandatory fields, radio buttons for 'Messages sent FROM this Address' (selected) and 'Messages sent TO this Address', a text field for 'Address', and a date range selector with 'From' and 'To' fields. The 'Run Report' and 'Clear' buttons are at the bottom of the form.



You are currently on page 1.

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Message:	Reply
1	2015-08-12 10:00:00	17503800162	123@example.co.za	27820000001	sms	successful	Scheduled Broadcast	0

**Step 4:** To export your results click the Excel Icon which will be displayed once you have run the report.

# 7 Validation & Configured Message (Message Preview)

SMS Broadcast validates the data in the recipient data list. The system gives you an overview of the validation report and also allows you to export the complete report to Excel.


In addition to the validation, you are able to preview the configured message thereby giving you a clear indication of the message output as it would appear on a mobile device.

The screenshot shows the 'SMS BROADCAST' interface with a navigation bar containing 'Home', 'Scheduled Broadcasts', and 'Reports'. Below the navigation bar are buttons for 'BROADCAST NOW' and 'REPORTS'. The main content area is titled 'Send Broadcast' and contains the following information:

We have validated your data and found the following:

Selected data type:	List of cell numbers with a unique message for each.
Valid Messages	2
Invalid Messages	1
Duplicate Messages	1
Total	4

Note invalid and duplicate entries will not result in a sent message.

 [Export to Excel](#)

Configured Message:  
e.g. Well done!

The following errors have been found:

Line 4: Invalid MSISDN.  
.Have a great day!

## 7.1 Valid Messages

The total number of valid messages are displayed here. This gives you the ability to view how many messages will be successfully sent in your broadcast.

This screenshot is identical to the one above, but with a red rectangular box highlighting the 'Valid Messages' row in the validation summary table, which shows a count of 2.

## 7.2 Invalid Messages


The validation screen displays the total number of invalid entries. An example of an invalid message could be an MSISDN that is NOT in international format, or doesn't have enough digits. The invalid messages are also displayed at the bottom of the validation page.

**Send Broadcast**

We have validated your data and found the following:

Selected data type:	List of cell numbers with a unique message for each.
Valid Messages	2
<b>Invalid Messages</b>	<b>1</b>
Duplicate Messages	1
Total	4

Note invalid and duplicate entries will not result in a sent message.

 Export to Excel

Configured Message:  
e.g. Well done!

**The following errors have been found:**

Line 4: Invalid MSISDN. .Have a great day!
---

## 7.3 Duplicate Messages

The system checks for all duplicate messages in the recipient list.

Once you submit the broadcast a validation screen indicates if there are any duplicates.

You can choose to export this report to excel and this allows you to either view and, or amend the data list.

**Send Broadcast**

We have validated your data and found the following:

Selected data type:	List of cell numbers with a unique message for each.
Valid Messages	2
Invalid Messages	1
<b>Duplicate Messages</b>	<b>1</b>
Total	4

Note invalid and duplicate entries will not result in a sent message.

 Export to Excel

## 7.4 Configured Message (Message Preview)

The message preview is displayed on the validation screen. When using tags, the system takes the first row of data and substitutes it into the relevant tags, therefore displaying the message as it would appear on the end user's mobile device.



## 8 FAQs

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

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

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

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

### 8.3 My scheduled message hasn't been sent

Ensure you have scheduled your message for the correct date and time before contacting Grapevine support. It is easy to make date and time errors. See the Manage Scheduled Broadcasts section. If your scheduled broadcast is not in the list please contact Grapevine support.

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

You need to check that you have the correct URL and 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".

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

## 8.6 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 OR it can be a csv file created in MS Excel. 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.

## 8.7 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.

# 9 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).