grapevine

Catalyst

SMS CAMPAIGN APPLICATION

ADMINISTRATOR GUIDE

THIS DOCUMENT IS AIMED AT:

Catalyst administrators – see the User roles section on page 4 for a list of the functions available to you in Catalyst.

FEEDBACK:

Was this document useful? What can we do to make this user guide more useful and informative? Please email info@vine.co.za with your comments and feedback.

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**Note, you must be registered with Grapevine to log a support query.*

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Change Control

VERSION	DATE	CHANGE	REFERENCE
1.0	27 September 2011	Document creation	
1.1	11 January 2012	Updated Broadcasts, HTTP connectors and reports to reflect recent updates to Catalyst.	

Terms and Abbreviations

CSV Comma Separated Values

MSISDN Mobile Subscriber International Station Directory Number

MO Mobile Originating (inbound message)

MT Mobile Transmitting (outbound message)

SMS Short Message Service

URL Universal Resource Locator

1 Overview

1.1 What is the purpose of this guide?

This document aims to provide guidance to administrators using Grapevine's Catalyst application.

1.2 What is Catalyst?

Catalyst is an SMS campaign application that was designed specifically for mobile marketers and allows them to create, monitor and report on their mobile marketing campaigns via a user-friendly, web-based front-end.

1.3 How do you use Catalyst?

You can use Catalyst in two different ways, depending on whether you are running an **inbound** or outbound campaign. Below, we describe the difference between these campaigns with examples.

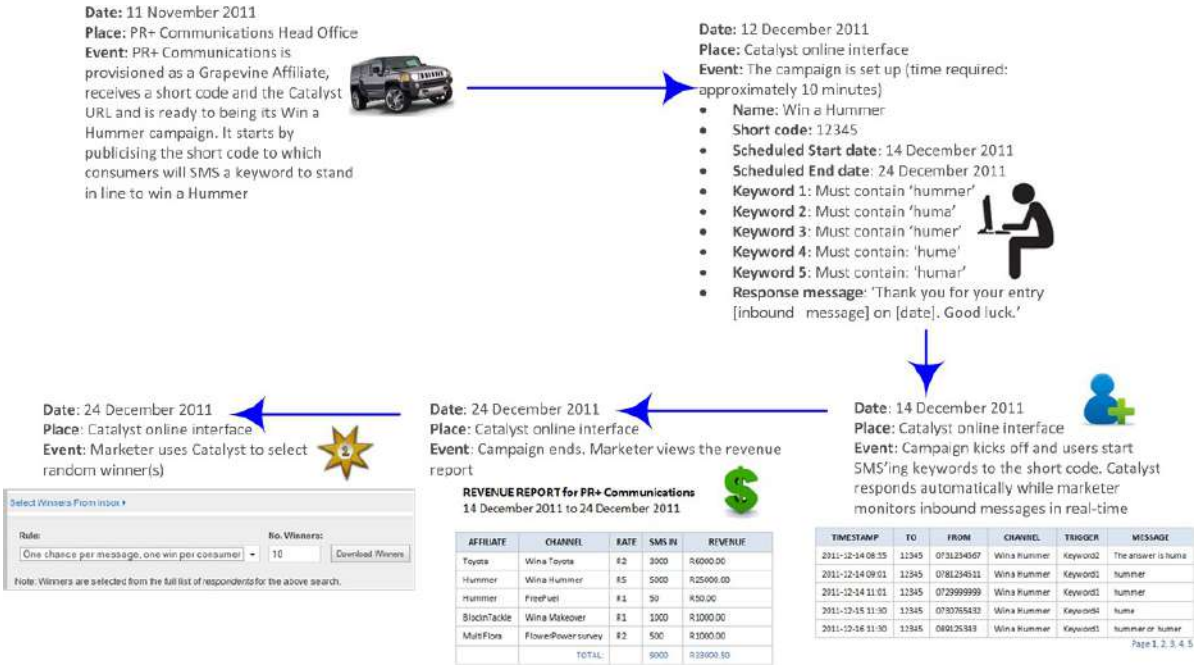
1.3.1 Example of a competition (inbound campaign)

Win a Car competition

An inbound campaign is one where a marketer will advertise a competition and invite consumers to SMS a keyword to a specified short code in order to win a prize.

In Catalyst, **channels** (which can be described as message conduits) define how these SMSs are handled. You can set up a channel in Catalyst and add an automated response to incoming messages. The channel, upon receipt of an SMS or HTTP Post, can:

- ✓ trigger an automated response SMS message to the sender
- ✓ forward the message to one or more email addresses
- ✓ forward the message to a third-party URL

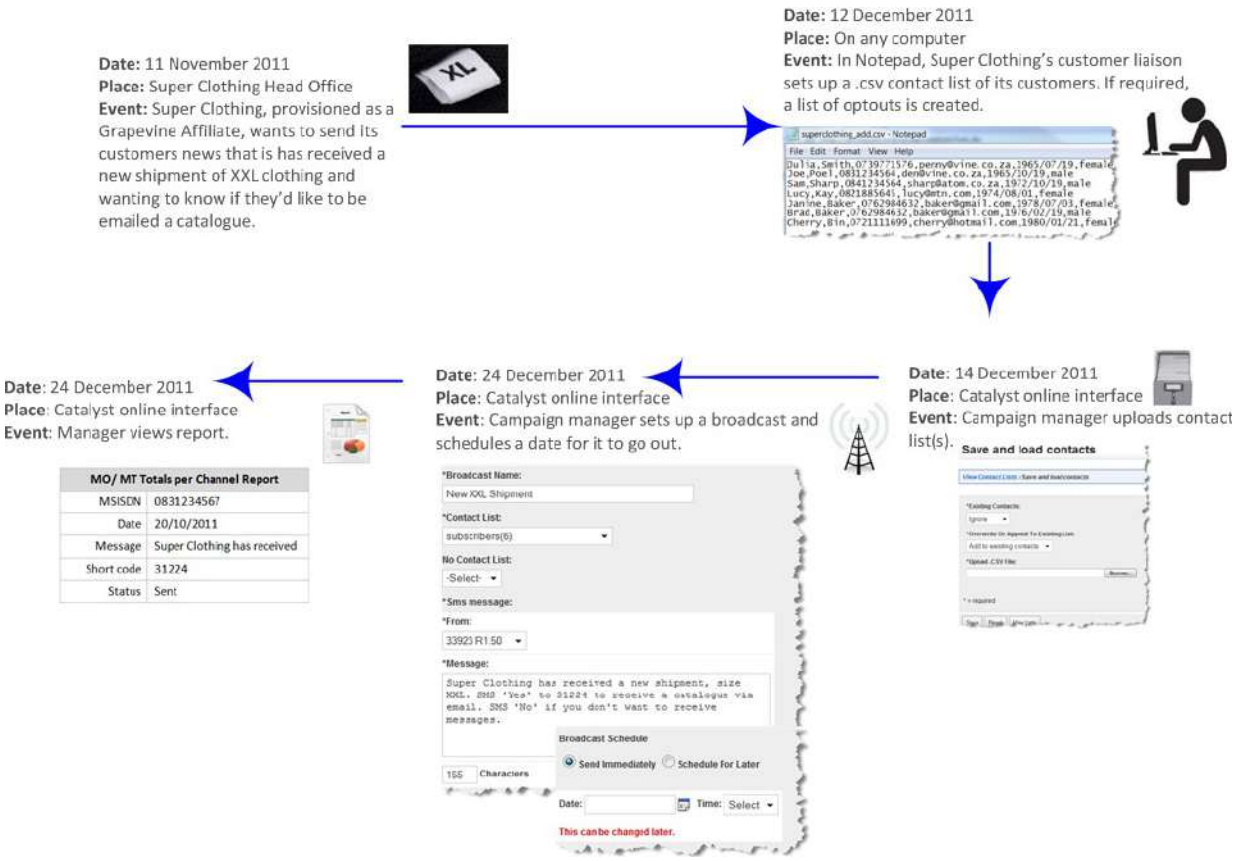


*Note: The revenue report is only available to Grapevine administrators.

1.3.2 Example of a broadcast (outbound campaign)

New Clothing Shipment Received broadcast

An outbound campaign is one where a client will send an informational message to its customers or any other group of consumers.



Important things to note:

- ✓ Only a CSV file can be used to upload to the database.
- ✓ Catalyst can't send personalisation Broadcast messages

2 Getting started in Catalyst

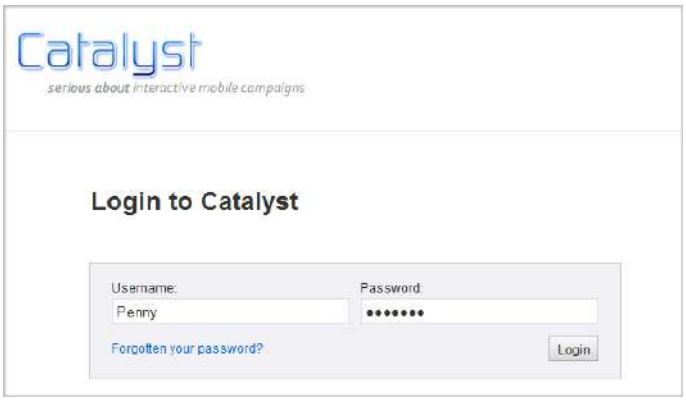
2.1 Logging in

To log in to Catalyst:

When you are provisioned to use Catalyst, Grapevine will send you an email with your username and password, and the URL for the Catalyst application.

In the email, click the Catalyst URL and then, on the **Login to Catalyst** page, enter your **Username** and **Password**.

Click **Login**.



Trouble logging in?

If you have forgotten your password, click **Forgotten your password**? See Figure 2 – Login page. Enter your email address and click **Send**. Your **Username** and **Password** will be emailed to the address you gave Grapevine when you were provisioned.

Username and **Password** are case-sensitive.

Contact support@vine.co.za if the suggestions above don't help.

2.2 Navigating Catalyst

The **Menu** bar appears on every page of the web site. Navigate the site by clicking the tabs.

Hovering over some of the tabs displays a **Context menu** giving you more options. In this example on the **Broadcasts** Context menu you have two options: **View Broadcasts** and **Create Broadcast**.

Tips

- ✓ When lists of data, e.g. a list of channels, are displayed on the screen, you can click the column headings to sort the data. In this example, we have sorted the records by TYPE.

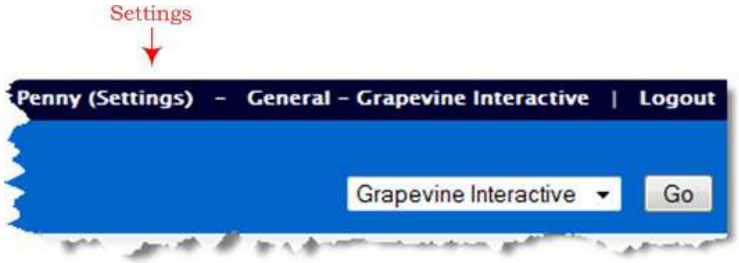
- ✓ You can export your search results to CSV, Excel, XML or PDF wherever you see Export options at the bottom of a page.

- ✓ This report is only available when you view consumer interactions - display Type or when you select winners.

2.3 Changing your personal details

To change your personal details, e.g. your password:

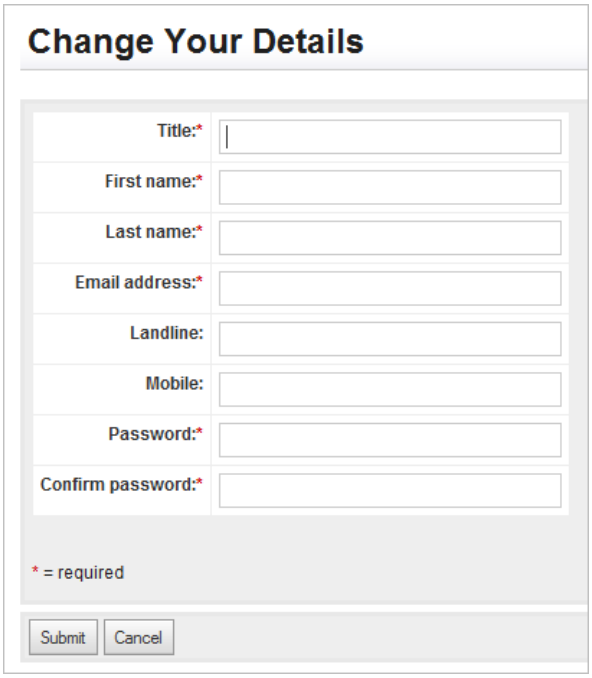
1. After logging in, click the **Settings** link in the top right area of the page.



The **Change Your Details** page will be displayed.

2. Edit your details as required and then click **Submit**.

Click **Cancel** to exit without saving your changes.

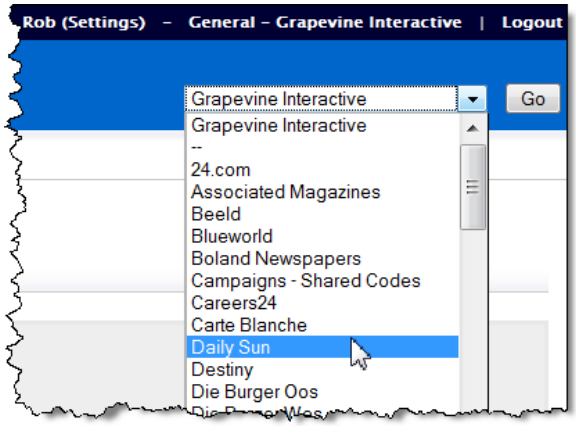


2.4 Changing Affiliates

Does your Affiliate have multiple partners?

To view channels for another Affiliate:

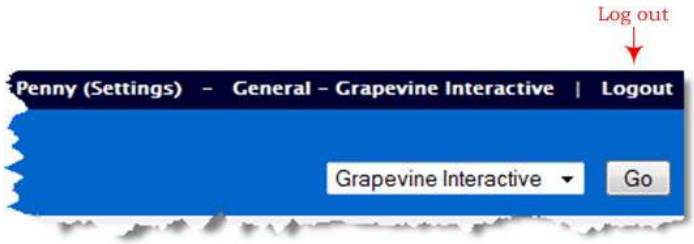
If your company has multiple partners, at the top right of the page, click the **Down** arrow, select a partner from the drop- down list and click **Go**. The data associated with the selected partner will be displayed.



2.5 Logging out

To log out:

Click **Logout** in the top right area of the page.



What can I do in Catalyst?

In Catalyst you can manage your campaigns by creating channels or setting up broadcasts, and viewing and reporting on incoming and outgoing messages.

3 Channels

The first page you will see after logging in is the **Channels** page. On this page you can view details of the channels associated with your Affiliate and a summary of the messages sent from this channel, and you can add a new channel. Remember, channels define the way messages received by Catalyst are handled.

3.1 View channels

You can view this page anytime, from anywhere in Catalyst, not just when you log in:

- ✓ On the **Menu** bar, click the **Channels** tab and then select **View Channels** from the context menu.

On this page you can see:

- ✓ The date the channel was created
- ✓ Affiliate name (yours or one of your partners)
- ✓ Short code
- ✓ Name of the person who last modified the channel
- ✓ Total number of messages (responses) sent from this channel to your customers
- ✓ Status of Channel – **Active** (still in use), **Completed** (finished) or **Planned** (not started yet)

Note: The channel in this context refers to your campaign or broadcast.

3.2 View channel summary

To view a summary of messages associated with a specific channel:

- ✓ On the Channels page, in the ACTIONS column, click Summary.

MO/MT Totals Per Channel Report

Affiliate	Shortcode	Channel	Total MO	Total MT	Vodacom MO	Vodacom MT	MTN MO	MTN MT	CellC MO
Grapevine	31550	Demo	49	49	46	46	3	3	0

In the report you can see:

- ✓ Total number of Mobile Originating messages (received by Catalyst)
- ✓ Total number of Mobile Terminating messages (replies sent by Catalyst)
- ✓ Total number of MO and MT messages are further broken down by networks, e.g. Vodacom, MTN and CellC

*Note: This report does not work currently, the report is blank.

3.3 Add channel

Tip: To add a channel quickly, copy an existing channel and change the details. To do this, in the **ACTIONS** column on the **Channels** page, click **Copy**. Read more about how to edit the various sections required to build a channel below.

To add a channel from scratch:

On the **Channels** tab, select **Add Channel**.

Notes:

- ✓ Always **Save** your message before exiting this page, or **Cancel** to exit without saving.
- ✓ A new channel must be activated on the View Channels page before messages will be processed by Catalyst, even if it is scheduled to commence on a certain day: in the ACTIONS column, click **"Activate"**

To add a new channel from scratch you need to complete up to six sections of detail:

- ✓ Name details
- ✓ Schedule
- ✓ Triggers
- ✓ SMS response messages
- ✓ HTTP request messages
- ✓ Email forwarding

Let's look at each of these section in more detail.

Name Details Section

Figure 1 – Naming a channel

- ✓ The **Channel Name:** identifies the channel, is mandatory and must be unique per Affiliate.
- ✓ Select a mandatory **Short Code** from the drop-down list. Short codes can be edited and deleted by selecting **Manage Short Codes** on the **Admin** tab, but must be activated by Grapevine Ops department (support@vine.co.za).

Schedule Section

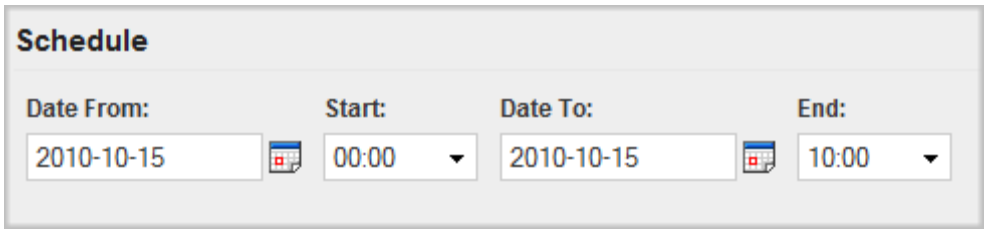


Figure 2 – Scheduling a channel

Select a **Date from**, **Start** (time), **Date to**, and **End** (time) within which period your campaign, survey or competition is valid.

Notes:

- ✓ If you want to abort or deactivate your campaign you can do so from the **View Channels** page.
- ✓ Even if you have selected a specific date for your campaign to start, you MUST first activate it from the **View Channels** page.

Triggers Section

Figure 3 – Setting up triggers

- ✓ Trigger Name: Add a mandatory trigger name. It is usually best to give the trigger and the keyword the same name.
- ✓ Type: Select either SMS or HTTP, depending on what will trigger your channel (either a consumer sending an SMS or an application making an HTTP call).
- ✓ Match: Contains (message must contain the keyword somewhere), Starts with (the message must begin with the keyword), Equals (the message must only contain the keyword) or All (any text entered).
- ✓ Keyword: Mandatory keyword unique to the short code you are using. If not unique, Catalyst will not know which channel is being requested. Multiple keywords, separated by a comma, can be used.

Note: Be careful of using single letters with the "Contains" rule, as any future keyword containing that letter will conflict with this trigger. Eg: Using Contains "b" means that you can no longer use Contains "Number" or any word containing a "b" on the same shortcode while both triggers are active. Try to avoid this by adding a word before your single letter, eg: "Entry b"

Tip: To edit a trigger, first click Remove to delete it and then add a new one.

SMS Response Messages Section

In this section you can set up an automatic SMS response to the messages you will receive.

Tip: Ensure you select the check box if you want to include an SMS response to incoming messages

Figure 4 – Adding an SMS response message

- ✓ **From:** Select the short code that will route your message to customers.
- ✓ **Message Tags:** Compile your message using message tags. Message tags are placeholders for text that Catalyst will insert at run time.
- ✓ **Message:** Type the body of your message here, selecting the tags you want to insert (where you position your cursor). In the example above, the $$FROM$$ tag will insert the MSISDN of the customer who SMS'd you. The message congratulates the winner of your competition ($$TRIGGER$$) and then notes the $$TYPE$$ of message, which is either SMS or HTTP, for reference purposes.

Note: Message Tags include: Inbound Message, Inbound MSISDN, Current Date and Time, Inbound Type and Trigger Name.

HTTP Request Messages Section

In this section you can set up an automatic HTTP request to your (client) server.

Note: Ensure you select the check box if you want to include this function.

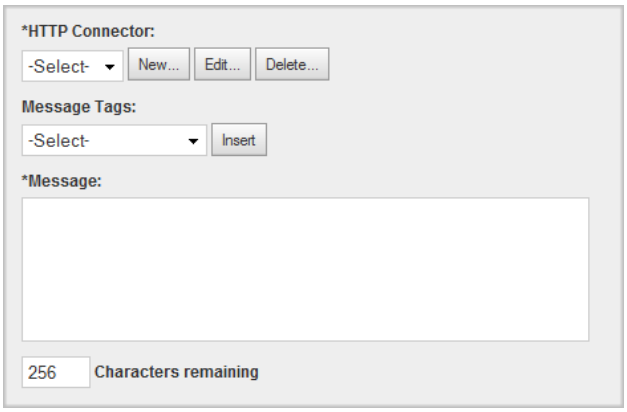


Figure 5 – Setting up an HTTP connector

- ✓ **HTTP Connector:** See Appendix B - Setting up an HTTP connector on page 35.
- ✓ **Message Tags:** Compile your message using message tags. Message tags are placeholders for text that Catalyst will insert at run time.
- ✓ **Message:** Type the body of your message here, selecting the tags you want to insert (where you position your cursor). In the example above, the $$FROM$$ tag will insert the MSISDN of the customer who SMS'd you. The $$MESSAGE$$ inserts the message text sent.

Note: **Message Tags** include: **Inbound Message**, **Inbound MSISDN**, **Current Date and Time**, **Inbound Type** and **Trigger Name**.

Email Forwarding Section

In this section you can set up an automatic SMS response to the messages you will receive.

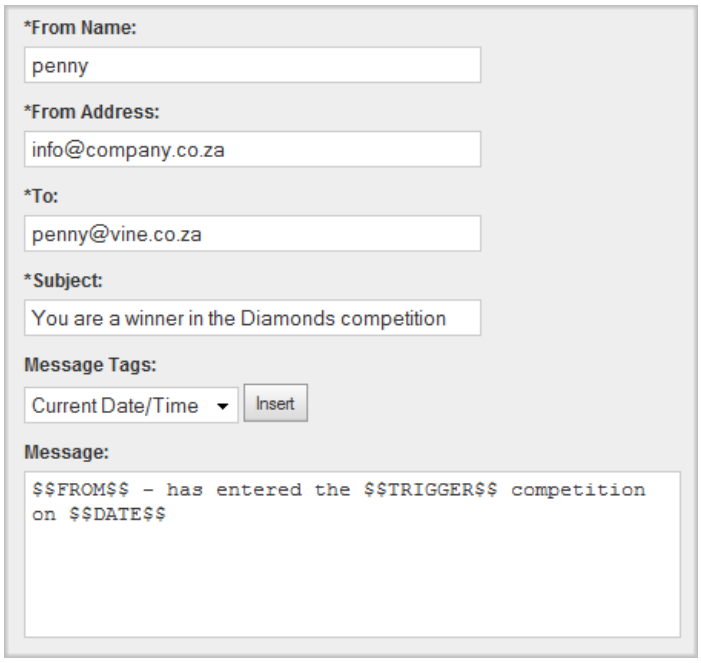


Figure 6 – Forwarding an email

- ✓ **From Name:** Enter the name of the person administrating the From email account.
- ✓ **From Address:** Enter the email address that Grapevine has set up for you to send emails.
- ✓ **To:** Enter the email address on your server which has been set up to receive emails in your campaign.
- ✓ **Subject:** Enter a subject, e.g. the competition name.
- ✓ **Message Tags:** Compile your message using message tags. Message tags are placeholders for text that Catalyst will insert at run time.
- ✓ **Message:** Type the body of your message here, selecting the tags you want to insert (where you position your cursor). In the example above, the $$FROM$$ tag will insert the MSISDN of the person who entered your competition by SMS. The message includes the ($$TRIGGER$$) entered and the date and time.

Note: Ensure you select the check box if you want to include this function.

4 SMS Inbox Messages

After a campaign has started, you can monitor it by viewing incoming messages in your SMS Inbox. You can:

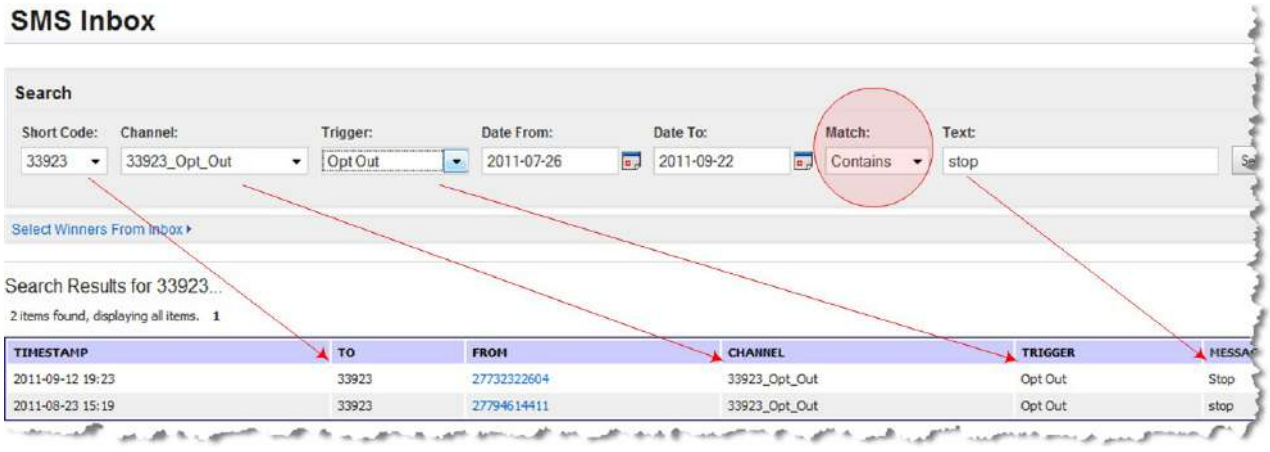
- ✓ filter these messages by short code, channel, trigger, to and from dates, or keyword (more about filtering later on)
- ✓ view all interactions (communications) between an MSISDN and Catalyst
- ✓ select campaign winners from your SMS Inbox

4.1 View Inbox

You can view your Inbox messages anytime, from anywhere in Catalyst:

- ✓ On the **Menu** bar, click the **SMS Inbox tab** and then select **View Inbox** from the context menu.

4.1.1 Filtering (searching for a specific range of messages)



On the SMS Inbox page you can filter the messages you want to view by:

- ✓ Short code
- ✓ Channel
- ✓ Trigger
- ✓ From and To dates
- ✓ Match - the keyword must **contain**, **start with** or be **equal** to a word or phrase, e.g.:

Contain 'yes' – the word 'yes' can be anywhere in the message, e.g. 'I want to subscribe, yes'

Start with 'yes' – the word 'yes' must be the first word, e.g. 'Yes I want to subscribe'

Equal 'yes please' – the keyword phrase must be exact, e.g. 'yes please'

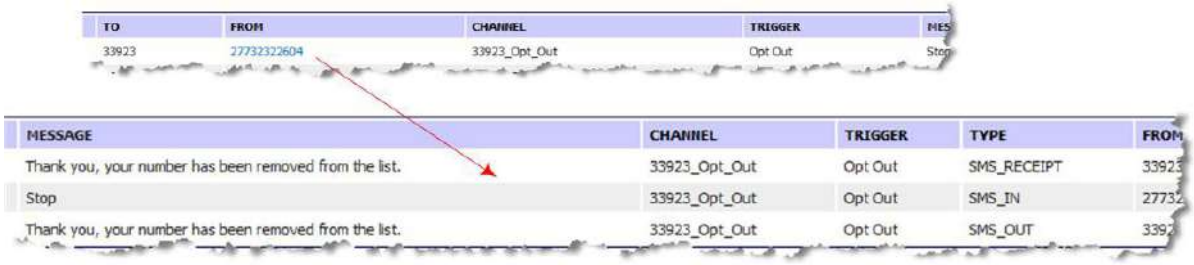
Note: You can't select a channel without selecting a short code first and clicking **Search**. Similarly, you can't select a trigger without selecting a channel first.

4.1.2 Interactions (communications between Catalyst and a specific MSISDN)

After your filtered results are displayed, you can view all interactions (communications) between Catalyst and a specific MSISN:

To view interactions:

- ✓ Click the MSISDN in the FROM column.



MESSAGE TYPE	ABOUT
HTTP_INVALID	Probably due to an invalid client server URL
HTTP_OUT	Message sent to a client server
SMS_IN	Message received from a consumer
SMS_OUT	Message sent to a consumer
HTTP_NORESPONSE	There was a problem connecting to the network
SMS_RECEIPT	Message receipt from the network

You can also view interactions for a specific MSISDN directly, rather than via the SMS Inbox. (More on this in the Find Interactions section below.)

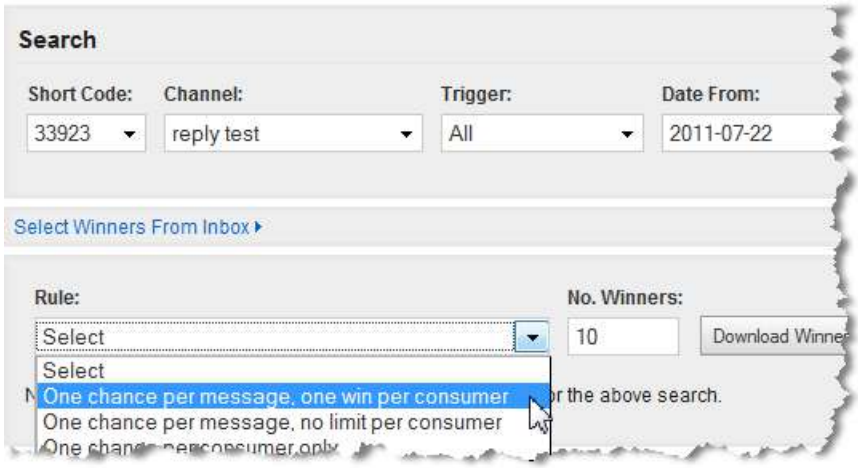
4.1.3 Selecting campaign winners

Before selecting campaign winners from a list of MSISDNs, you can filter the MISDNs by channel, short code, date, etc.

To select winners from your SMS Inbox:

1. Click Select **Winners from Inbox.**
2.

3. Choose a **Rule** and **No. Winners** (number of winners).
4. Click **Download winners**. Winners will be listed in an Excel spreadsheet.



4.2 Find interactions

This page lists all the interactions (messages) to and from a specific MSISDN. The purpose of the page is to allow customer care agents to track messages sent to and from customers and resolve disputes. The message **TYPE** indicates the origin of the message.

MESSAGE TYPE	ABOUT
HTTP_INVALID	Probably due to an invalid client server URL
HTTP_OUT	Message sent to a client server
SMS_IN	Message received from a consumer
SMS_OUT	Message sent to a consumer
HTTP_NORESPONSE	There was a problem connecting to the network
SMS_RECEIPT	Message receipt from the network

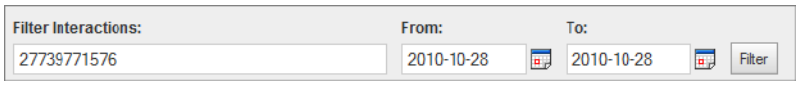
You can view interactions from anywhere in Catalyst.

To view all interactions for a specific MSISDN:

- ✓ On the **Menu** bar, click the **SMS Inbox** tab and then select **Find Interactions** from the context menu.

To search for a specific MSISDN:

1. Enter an MSISDN in the **Filter Interactions**: box. You must use the international format of the MSISDN without the leading zero.
2. Enter a period within which you wish to search.
3. Click **Filter**.



5 Contact Lists

Contact lists are .csv files listing either the people to whom broadcasts must be sent or the people to whom broadcasts must not be sent.

5.1 View contact lists

Contact lists contain the following information:

- ✓ Name
- ✓ Surname
- ✓ MSISDN (mandatory)
- ✓ Email address
- ✓ Date of birth
- ✓ Gender

```
Julia,Smith,0739771576,penny@vine.co.za,1965/07/19,female
Joe,Poel,0831234564,den@vine.co.za,1965/10/19,male
Sam,Sharp,0841234564,sharp@atom.co.za,1972/10/19,male
Lucy,Kay,0821885645,lucy@mtn.com,1974/08/01,female
Janine,Baker,0762984632,baker@gmail.com,1978/07/03,female
Brad,Baker,0762984632,baker@gmail.com,1976/02/19,male
Cherry,Bin,0721111699,cherry@hotmail.com,1980/01/21,female
```

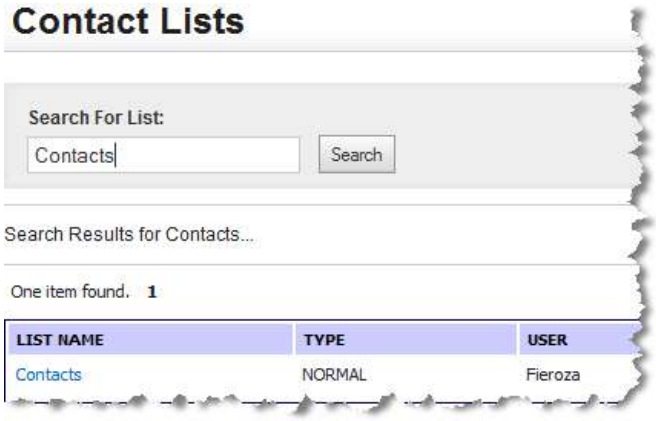
To view your contact lists from anywhere in Catalyst:

- ✓ On the **Menu** bar, click the **Contact Lists** tab and then select **View Contact Lists** from the context menu.

To search for a contact list:

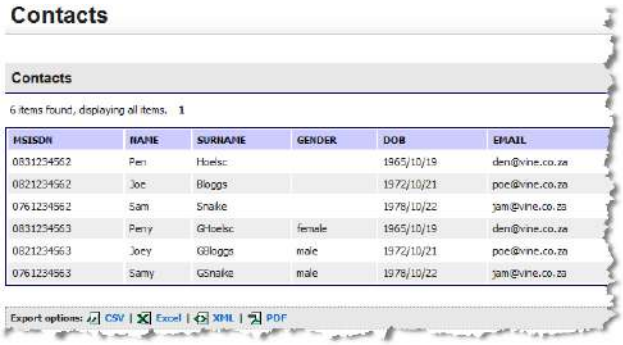
1. On the **Menu** bar, click the **Contact Lists** tab and then select **View Contact Lists** from the context menu.
2. In the **Search for List:** box, enter a contact list name and click **Search**.
- ✓

Note: You can't search on a partial name; you must enter the full contact list name. The search string is case-sensitive.



To view the contents of a list:

- ✓ In the **ACTIONS** column, click **VIEW**.



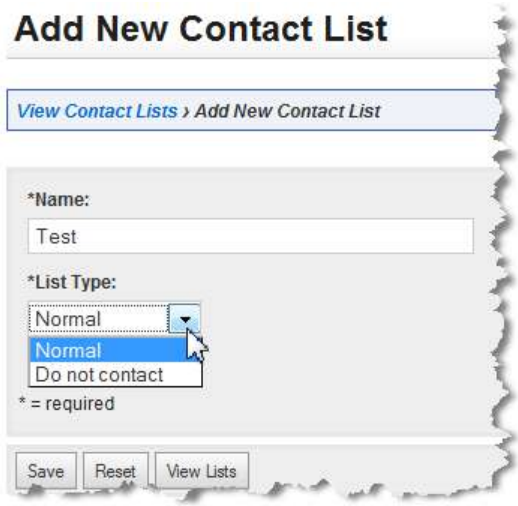
5.2 Add a contact list

To add a contact list:

1. On the **Menu** bar, click the **Contact Lists** tab and then select **Add Contact List** from the context menu.
2. Type a name for the list in the ***Name** field.
3. Select a ***List Type**.
4. Click **Save**.

List Type:

- ✓ **Normal** – List of MSISDNs to which messages must be sent.
- ✓ **Do not contact** – List of MSISDNs that have opted out of receiving messages for a service.



5. On the **Contact Lists** page, in the **ACTIONS** column, click **IMPORT**.
6. *Existing Contacts: - Select Ignore (don't overwrite) or Overwrite.
7. *Overwrite Or Append To Existing List: - Select Add to existing contacts or Delete existing contacts (overwrite original file).
8. **Browse** to upload your previously created .CSV File.
9. Click **Save**.

6 Broadcasts

Broadcasts are message campaigns that have been created by a company and submitted in Catalyst to be sent. You can quickly view the **status** of broadcasts associated with your company:

- ✓ **Planned** – has only been created and requires activation in order to send
- ✓ **Scheduled** – has not been sent yet (and can be deleted)
- ✓ **Sending** – in the process of being sent
- ✓ **Completed** – broadcast is complete

6.1 View broadcasts

To view a broadcast from anywhere in Catalyst:

- ✓ On the **Menu** bar, click the **Broadcast** tab and then select **View broadcasts** from the context menu.

To view a broadcast summary:

1. On the **Menu** bar, click the **Broadcast** tab and then select **View broadcasts** from the context menu.
2. In the **ACTIONS** column, click **View**:

Broadcast Detail Report

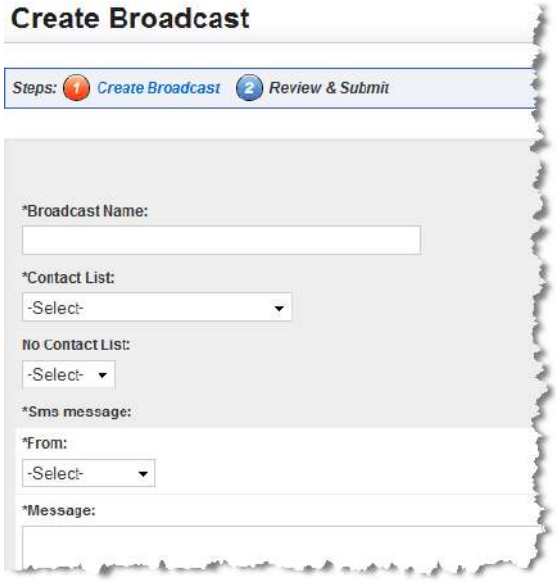
Msisdn	Date	Message	Shortcode	Status
0821234561	2011-09-21 11:57:	Reply Yes to	31550	Sent
0731234561	2011-09-21 11:57:	Reply Yes to	31550	Sent
0739771576	2011-09-21 11:57:	Reply Yes to	31550	Sent

*For a detailed status report please log a support ticket with support@vine.co.za. You have to be provisioned to be able to log support tickets.

6.2 Create broadcasts

* Fields with an asterisk are mandatory.

1. Enter a unique **Broadcast Name**.
2. Select a **Contact List:**. A contact list contains the MSISDNs of the mobile numbers to which you wish to send a message.
3. Select a **No Contact List:**. A no contact list contains the MSISDNs of the mobile numbers that have opted out of your service.
4. From the **From:** drop-down list, select the short code from which you wish to send your message. This will have been allocated to you by Grapevine.
5. In the **Message:** field, enter the message you want to send.
6. Under **Broadcast Schedule**, select **Send Immediately** or **Schedule For Later** (and select a date and time). You can edit this at any time
7. Click **Continue**.
8. You can now review the details of your broadcast and send a test message before choosing to **Sumbit** it.



6.3 Activate a broadcast

You will now be directed to the View Broadcasts page where your new Broadcast will appear. However, the Broadcast will be in a **Planned** status. In order to send the Broadcast, click on **Activate** button in the Actions column.

BROADCAST NAME	LAST MODIFIED BY	STATUS	REGISTRATION LIST	DNC LIST	ACTION		
Diamond Campaign	walter	PLANNED	subscribers	noSendSubscribers	Activate	Edit	Delete
anothersendtest	walter	SENDING	testreply	None	Report		

Once this is done the broadcast will change to a **Scheduled** status, in which it can still be deactivated or deleted until it starts sending out messages.

7 Reports (MO/MT)

When you select a report you will be asked to enter parameters to filter your report. Each report can be filtered by different parameters, for instance, you can select to view transactions within a specified time period, or view output for a specific short code only. Here is an example:

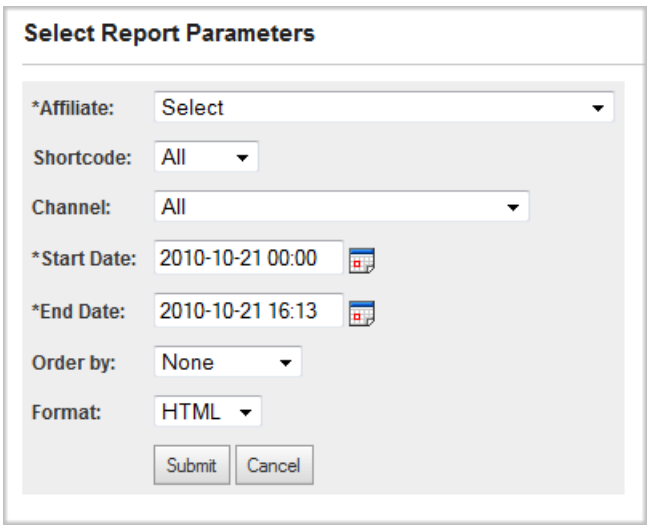


Figure 15 – report parameters

Note: For these reports, you MUST select an Affiliate.

PARAMETER	ABOUT
Affiliate	You will only be able to run reports for the Affiliate(s) you belong to.
Channel	You can only report on channels associated with your Affiliate(s).
End date	Filter your data to view records for a specified period.
Format	(Output) HTML, PDF or CSV.
Order by	List records by a selected field, e.g. user.
Rate	The rate (cost) of an SMS for a specific channel.
Short code	You can only report on short codes associated with your Affiliate(s).
Start date	Filter your data to view records for a specified period.
User status	Active or inactive.
User type	Administrator or user.

The following MO/ MT reports are available in Catalyst:

MO/MT Totals Per Channel Report

MO/MT Totals Per Trigger Report

MO – Mobile originating

MT – Mobile terminating

Sample MO/MT Reports

MO/MT Totals Per Trigger Report

Affiliate	Shortcode	Channel	Trigger	Total MO	Total MT	Vodacom MO	Vodacom MT	MTN MO
Grapevine	33923	33923_Opt_Out	Opt Out	2	2	1	1	1
Grapevine	33923	Fie Subscription	Fie Test	1	1	0	0	0
Grapevine	33923	reply test	All	4	4	4	4	0
Grapevine	33923	reply test	T2	1	1	1	1	0

MO/MT Totals Per Channel Report

Affiliate	Shortcode	Channel	Total MO	Total MT	Vodacom MO	Vodacom MT	MTN MO
Grapevine	31550	Demo	49	49	46	46	3
Grapevine	31550	Subscription Fie	2	2	1	1	0
Grapevine	31550	test	16	16	15	15	1
Grapevine	31550	Test HTTP	8	8	7	7	1
Grapevine	31550	Test HTTP	null	1	null	0	0
Grapevine	31550	Test Long	3	3	3	3	0
Grapevine	31550	Voting	1	1	1	1	0

MO/MT Sms Totals Grapevine

Month: 2011-09

Affiliate	Shortcode	Channel	Total	Total
Amstel	33381	Amstel_GoldenHour_Co	2	2
The Wild Bird Fund	38774	The Wild Bird Fund Valid	4	4
National Sea Rescue Institute	32773	NSRI SMS KEYWORD	1	1
Homemakers	33854	Homemakers Invalid	2	2
The Voice Mobile Enterprises	17979	The Voice Lucky	1587	1587
Angels Without Wings	38777	Angels Without Wings	2	2

8 Admin

8.1 Manage environments

You can add and edit environments but this is best left up to Grapevine administrators.

8.2 Manage Affiliates

Affiliates are set up and managed by Grapevine administrators.

8.3 Manage users

The Manage Users page displays all call centre agents and allows Grapevine administrators to change the Affiliates with which users are associated. To add users or change their details, contact Grapevine department at support@vine.co.za.

If users are associated with more than one Affiliate, they can select an Affiliate to manage at the top right of the SMS Inbox, Channels and Reports pages.

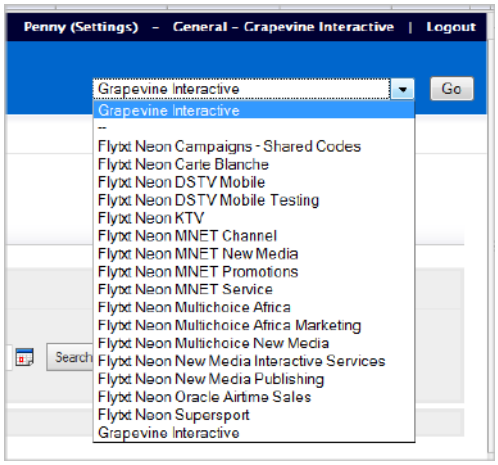


Figure 16 – filtering Affiliates

To manage users:

- ✓ Select Manage Users on the Admin tab.

Figure 17 – managing users

What can I do in this section?

- ✓ To sort the rows, click the column headings, e.g. Email, to change the listed order of users.
- ✓ To search for a user whose name you are unsure of, type part of the name, e.g. a, in the Search For User: box and click Search. All users whose username begins with a will be displayed.
- ✓ To change a user's Affiliates, click a name in the Username column. Make your changes by selecting or deselecting the check boxes and click Save.

Figure 18 – Changing Affiliates for a user

8.4 Manage short codes

The Manage Short Codes page displays all short codes and the Affiliate with which they are associated. Consultant administrators can add, edit and delete short codes but need to “switch on” new short codes by contacting the Ops department at support@vine.co.za.

A short code can be affiliated with only one environment but an environment may contain many Affiliates. In this way, a company can set itself up as an Environment and allocate different short codes to different branches, or even different departments.

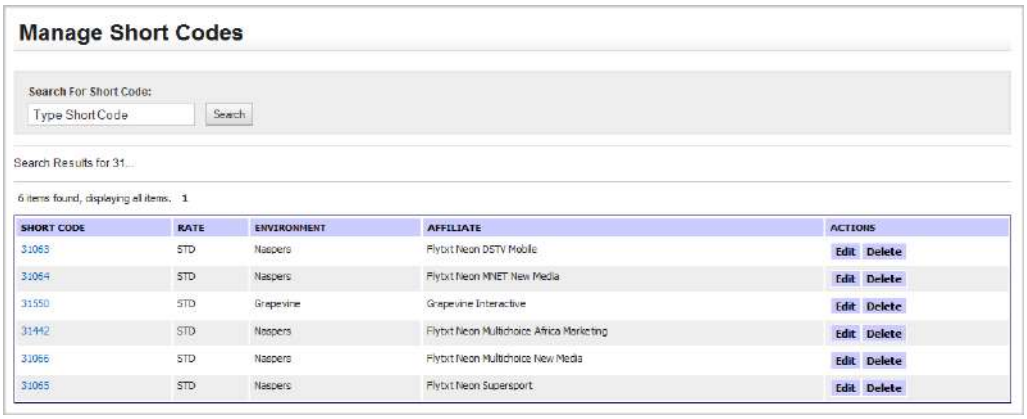


Figure 19 – managing short codes

To manage short codes:

- ✓ Select Manage Short Codes on the Admin tab.

What can I do in this section?

- ✓ To sort the rows, click the column headings, e.g. SHORT CODE, to change the listed order of short codes.
- ✓ To search for a short code whose number you are unsure of, type part of the code, e.g. 3, in the
- ✓ Search for Short Code: box and click Search. All short codes that being with 3 will be displayed.
- ✓ To change a short code, click Edit or click a short code in the SHORT CODE column.
- ✓ To delete a short code, click Delete.
- ✓ To add a short code, click Add New Short Code. This link will only be available when all short codes are listed (the list has not been filtered).

8.4.1 Add new short code

When you add a new short code, you must assign it to the correct Affiliate (department or branch) and environment (your company), and select a rate (cost) customers must pay when they SMS the code.

Note: Environments, users and Affiliates are set up by Grapevine's Ops department. Contact support@vine.co.za.

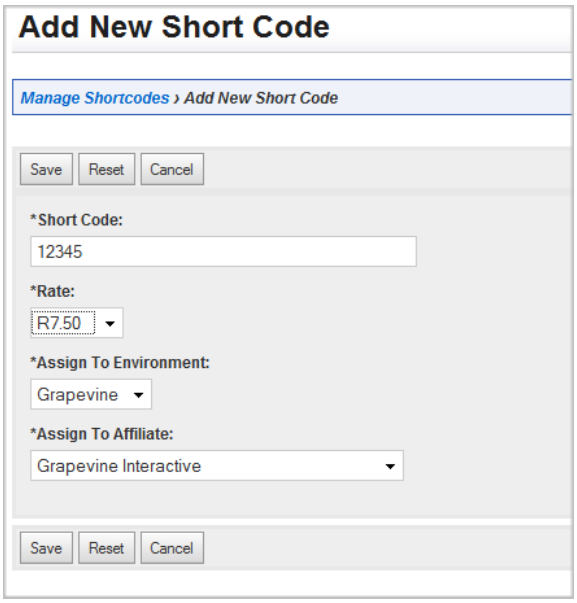


Figure 20 – adding a short code

8.5 View reports (Admin)

To view reports:

- ✓ Select View Reports on the Admin tab.

Report Parameters

When you select a report you will be asked to enter parameters to filter your report. Each report can be filtered by different parameters, e.g. you can select to view only active users, or output the report to a PDF file instead of an Excel or HTML file, for instance:

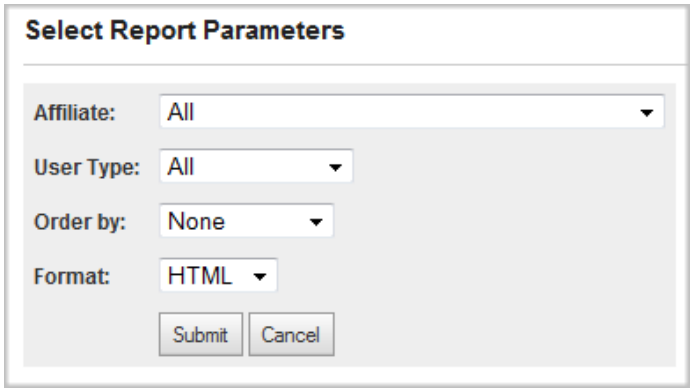


Figure 21 – selecting report parameters

PARAMETER	ABOUT
Affiliate	You will only be able to run reports for the Affiliate(s) you belong to.
Format	(Output) HTML, PDF or CSV.
Order by	List records by a selected field, e.g. user.
Rate	The rate (cost) of an SMS for a specific channel.
User status	Active or inactive.
User type	Administrator or user.

8.5.1 Affiliate User Summary report

This report provides a summary of the users (call centre consultants) on Catalyst.

Affiliate User Summary Report

Affiliate	Users	Type	Status
Flytxt Neon	6	user	true
Grapevine	2	user	true
Flytxt Neon	2	user	true
Flytxt Neon	1	user	true
Grapevine	4	admin	true
Flytxt Neon	2	user	true

Figure 22 – Affiliate User Summary Report

8.5.2 Affiliate User Detail report

This report provides a more detailed view of the users (call centre consultants) on Catalyst.

Affiliate User Detail Report

Affiliate	Username	Type	Status	Name	Email	Mobile	Landline
Grapevine	rob	admin	true	Rob	rob@vine.co.za		
Grapevine	korak	admin	true	Korak	korak@vine.co.za		
Flytxt Neon	akira	user	true	Akira	laura@vine.co.za		
Flytxt Neon	Theart.Korsten	user	true	Theart	theart@ekasimedia.	27832599248	
Grapevine	laura	user	true	Laura	laura@vine.co.za		
Grapevine	Penny	admin	true	Penny	penny@vine.co.za		
Grapevine	Fieroza	user	true	Fieroza	fieroza@vine.co.za	admin	27217023333
Flytxt Neon	candiceadmin	user	true	candice	candice@vine.co.za	0823707889	
Flytxt Neon	Sindy.Ndlovu	user	true	Sindy	Sindiso.Ndlovu@oats.		0113295450
Flytxt Neon	jo.kerwane	user	true	Johanna	Johanna.	+27 724428267	+27 (11)
Grapevine	carl@vine.co.za	admin	true	Carl	carl@vine.co.za		
Flytxt Neon	nbrown@multich	user	true	Nicci	nbrown@multichoice.		0112893056
Flytxt Neon	KMolete@multic	user	true	Kabelo	KMolete@multichoice.	0112893138	
Flytxt Neon	asmith@mnet.	user	true	Adele	asmith@mnet.co.za		0116866018
Flytxt Neon	lee.	user	true	Lee	lee.davies@mnet.co.	+27832735884	
Flytxt Neon	avdberg@mnet.	user	true	Andries	avdberg@mnet.co.za	+27837388709	
Flytxt Neon	asnaidoo@multi	user	true	Ashok	asnaidoo@multichoic	+27832894822	+27112893097

Figure 23 – Affiliate User Detail report

8.5.3 Affiliate Short Code report

This report shows which shortcodes are allocated to the various affiliates you have permission to view.

Affiliate Shortcode Report

Affiliate	Rate	Shortcode
24.com	STD	01109
	Total	1
Associated Magazines	R1.00	36485
Associated Magazines	STD	01058
	Total	2
Beeld	STD	01037
Beeld	R1.50	34081
Beeld	R1.50	35986
Beeld	R1.50	33406
	Total	4

8.5.4 Short Code Inventory report

This report displays all shortcodes and their assigned Rate and Affiliate, without grouping them by Affiliate.

8.5.5 Short Code Unused report

This report provides a list of all unused shortcodes, i.e. shortcodes not receiving messages or assigned to any channel.

8.5.6 Short Code Used report

This report displays all shortcodes in use, grouped by their assigned Channel and Affiliate.

Used Shortcode Report

Environment	Rate	Shortcode	Affiliate	Channel
Naspers	R1.00	32360	Daily Sun	Feedback
Naspers	R1.00	32361	Magazine Subscriptions	All-Subscriptions
Naspers	R1.00	32361	Magazine Subscriptions	Out of Stock
Naspers	R1.00	32361	Magazine Subscriptions	Subscriptions
Naspers	R1.00	32362	MNET New Media	VuzuOptedInDatabase
Naspers	R1.00	32363	Paarl Post	Paarl Post - All Feedback
Naspers	R1.00	32364	Breederivier Gazette	Comment line
Naspers	R1.00	32365	Drakenstein Gazette	Comment line
Naspers	R1.00	32367	Carte Blanche	CarteBlancheConsumerA
Naspers	R1.00	32368	SBA	Fasiliteerders

8.5.7 Active Channel report

This report shows active Channels by Affiliate, with messaging volumes and response types.

Affiliate Active Channels Report

Environment	Affiliate	Channel	SMS Response	HTTP Response	Email Response	Total Msgs In
Grapevine	Theewaterskloof Gazette	Comment line	No	No	No	71
Grapevine	Grapevine Interactive	32519_Opt_Out	Yes	No	No	1
Grapevine	MCS24 North	Beeld Diens	No	No	Yes	160
Grapevine	MCS24 North	Beeld Nuut/Nuwe	Yes	No	Yes	141
Grapevine	MCS24 North	Beeld klagtes,navrae,versoeke	Yes	No	Yes	648
Grapevine	Olifantsrivier Gazette	brief-comment line	No	No	No	11
Grapevine	Olifantsrivier Gazette	Wen1	No	No	No	0
Grapevine	MCS24 North	GB - Feedback	Yes	No	Yes	192

8.5.8 Revenue Report

This report gives a breakdown of the revenue earned from premium-rated SMSs to an Affiliates channels.

Revenue Report

Environment	Affiliate	Channel	Rate	SMS In	Revenue
Naspers	Touchline	SI PUMA DEC	R1.50	0	R0.0
Naspers	Touchline	SI NOV PS3	R1.50	760	R1140.0
Naspers	Touchline	GD NOV ZEBULA	R1.50	817	R1225.5
Naspers	Touchline	SI PUMA DEC	R1.50	0	R0.0
Naspers	Touchline	32511_Opt_Out	R1.00	6	R6.0
Naspers	Touchline	SI BOSTON JAN	R1.50	0	R0.0
Naspers	Touchline	GD CLEVELAND BLACK DRIVERS	R1.50	0	R0.0
Naspers	Touchline	GD CLEVELAND JAN	R1.50	0	R0.0
Naspers	Touchline	GD DEC CLEVELAND	R1.50	2572	R3858.0
		Total		4155	R6229.5

Appendix A - User roles

	USER	AFFILIATE ADMINISTRATOR	GRAPEVINE ADMINISTRATOR
SMS Inbox			
View SMS Inbox	Y	Y	Y
Find Interactions	Y	Y	Y
Channels			
View Channels	Y	Y	Y
Add Channels	N	Y	Y
Contact Lists			
View Contact Lists	Y	Y	Y
Add Contact List	N	Y	Y
Broadcasts			
View Broadcasts	Y	Y	Y
Create Broadcast	Y	Y	Y
Reports	Y	Y	Y
Admin			
Manage Environments	N	N	Y
Manage Affiliates	N	N	Y
Manage Users	N	N	Y
Manage Short Codes	N	N	Y
View Reports	N	Y	Y

Appendix B - Setting up an HTTP connector

The HTTP Connector form allows you to define an HTTP request to a client that is generated when a specific channel is triggered.

Example: You set up a competition that requires consumers SMS the correct answer to a question to a keyword. In Catalyst, you set up an HTTP request that posts the incoming message details to your server. Simultaneously, you could send a response SMS to the consumers who have entered the competition.

To create or edit an HTTP Connector, you need to select the Add HTTP request message link when adding or editing a channel and then click the **New** or **Edit** button to select an HTTP Connector.

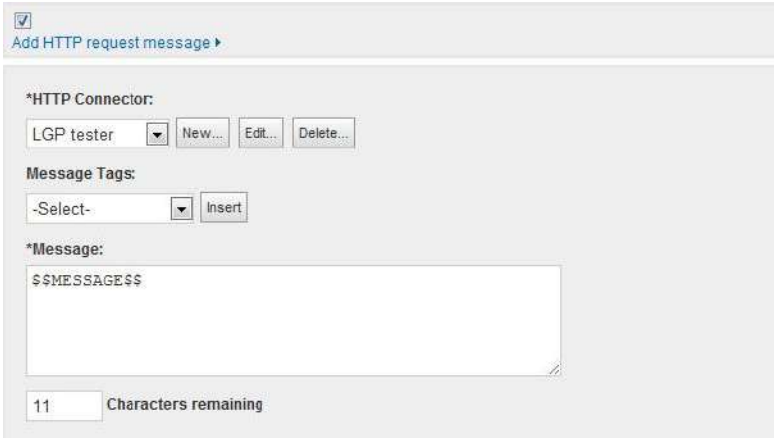


Figure 24 – Adding an HTTP Connector

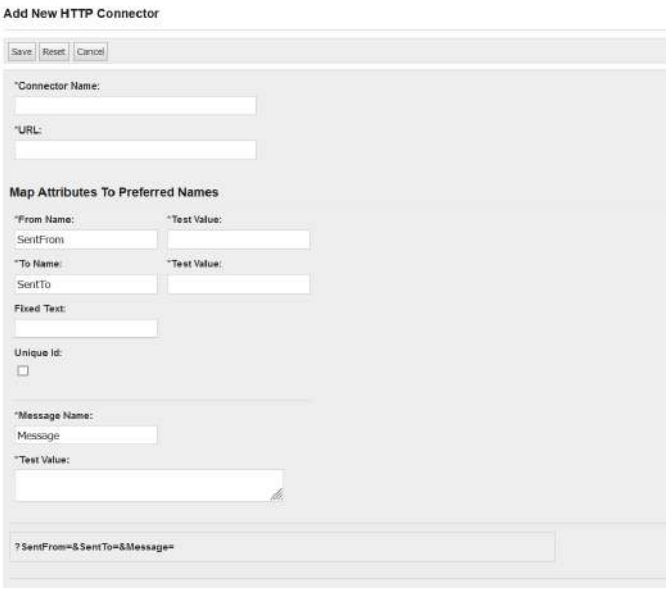


Figure 25 – Adding an HTTP Connector

The form comprises 4 sections you need to complete, where necessary:

- ✓ Name and URL
- ✓ Map attributes
- ✓ HTTP response message
- ✓ Test HTTP Post

NAME AND URL

First type a name for your connector and the URL on your server to which your messages must be posted.

Figure 26 – HTTP Connector details

MAP ATTRIBUTES

Enter the details of the Sending and Receiving parties. With SMS's this usually takes the form of SentFrom for the customer MSISDN and SentTo for the shortcode being SMSed into.

These values may be edited to display any information you require to be sent to your server.

Figure 27 – Mapping Connector attributes

Next, type a name for your message and its test content. The real content will be determined by the value entered under Message on the Edit Channel page in Figure 24.

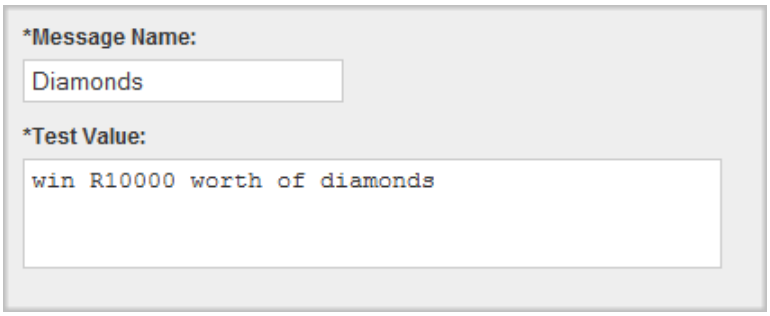


Figure 28 – Testing a message

This creates an http string that is posted to your server as below:

```
http://company1.system.co.za/catalyst/Connector.asp?
SentFrom=27798591728&SentTo=31550&Diamonds=Win%20R10000%20worth%20of%20diamonds
```

Figure 29 – Example HTTP string

HTTP RESPONSE MESSAGE

Set up a response that will indicate whether the HTTP request post was successful or not.

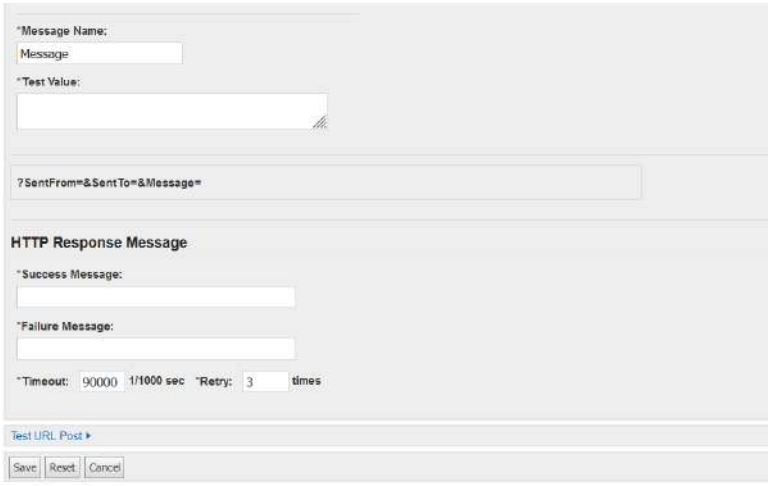


Figure 30 – HTTP Response message

TEST HTTP POST

Click to test your post.

Appendix C - FAQs

How do I select random winners for my campaign?

On the SMS Inbox page, in the Winners section, click Select Winners From Inbox to select random winners for your campaign. Winners are selected from the list of respondents in your Inbox list. If you have done a search, for instance, to display only messages that were received today, only the respondents in your filtered list will be eligible for the draw.

How do I view incoming messages?

You can view incoming messages on the SMS Inbox page. In the From column, click an MSISDN to view all interactions between Catalyst and a specific mobile phone number.

How do I set up users?

Contact Grapevine's Ops department on support@vine.co.za.

Can I create a channel in advance of my campaign starting?

Yes. You can schedule a channel to open at a specific time.

On the Add Channel page or the Change Channel page, select the period through which you want your campaign to run.

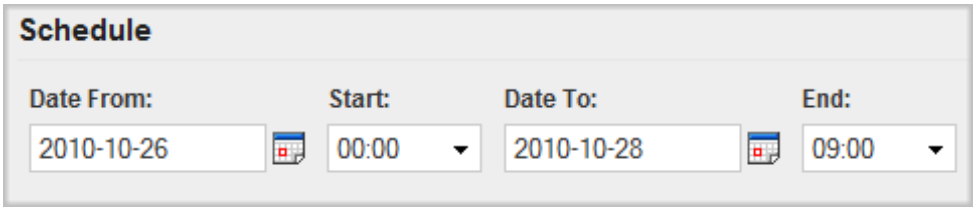


Figure 31 – scheduling a channel

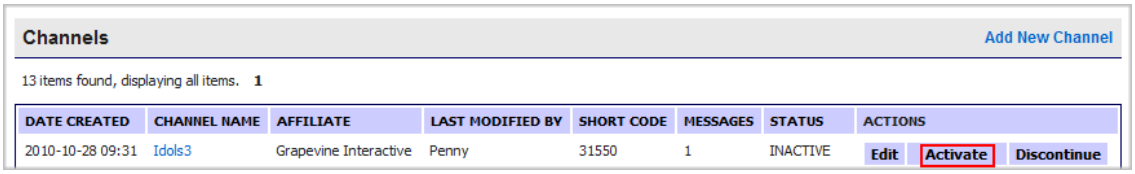
Note: You must still activate it on the View Channels page (even activated it will not open until the start date specified).

Why can't I export report results to Excel?

When you run a report, in the Parameters dialog box, under Format, select CSV.

Why are inbound messages not being picked up by Catalyst?

- ✓ Check that you are associated with the correct Affiliate by contacting support@vine.co.za.
- ✓ Ensure, on the View Channels page, that the channel has been activated.



Double-check the way you have set up your keywords for your channel. Many consumers instead of typing "One" in the body of a message will type "I think One is the answer", so **Contains** is the best way to match the keyword.

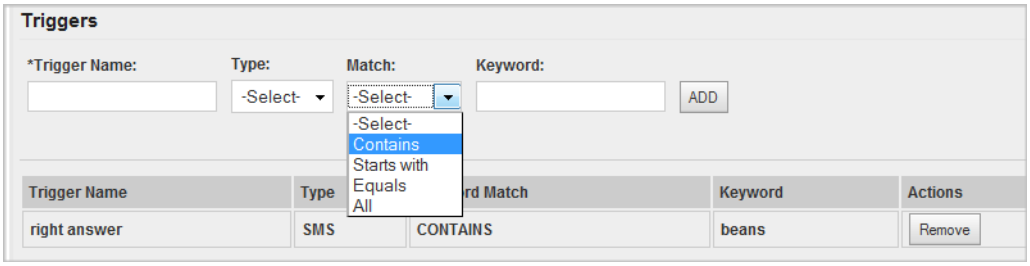


Figure 32 – matching a keyword

Match: **Contains** (message must contain the keyword somewhere), **Starts with** (the message must begin with the keyword), **Equals** (the message must only contain the keyword) **or All** (any text entered).

What are dynamic tags?

Dynamic tags in an HTTP request are represented by two dollar signs ($$). This sign tells Catalyst where to dynamically insert text into SMS's or emails. Both SMSs and emails contain dynamic tags.

For instance, in the example below, the $$MESSAGE$$ tag will be replaced by the content of a consumer's message to Catalyst.

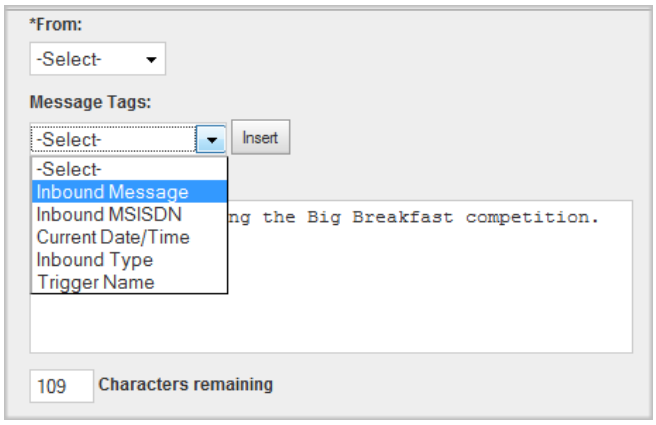


Figure 33 – using message tags

What is a response message?

An HTTP trigger type will post a message to a hard-coded URL. This is a response message. When the message is received by Catalyst, it replaces the tags (which starts and ends with two-dollar signs) in the message with the text of the message as defined in the web application. The URL is a template for the elements of the message (e.g. ID, AuthCode, msg) that are set up in Catalyst. The rules for the structure elements of the URL, e.g. AuthCode, are defined by Grapevine. The tags are set up by the Affiliate.

http://catalyst.co.za?ID=<AffiliateCode>&AuthCode=<AuthenticationCode>&Keyword=<keyword>&MSISDN=<msisdn>&msg=<$$greeting$$,$body$$,$$regards$$ >

What is a trigger?

A trigger is an action that sets in motion some course of events. In Catalyst there are two channel triggers: an SMS (from a user) or an HTTP post (a GET from a client application).

A client application can trigger an outbound SMS by performing a GET request in the following format:
http://catalyst.co.za?ID=<AffiliateCode>&AuthCode=<AuthenticationCode>&Keyword=<keyword>&MSISDN=<msisdn>&msg=<message>

Where:

- ✓ ID is the Grapevine Affiliate Code
- ✓ AuthCode is the Affiliate's authentication code
- ✓ Keyword is the keyword configured in the channel
- ✓ MSISDN is the recipient mobile number
- ✓ Msg is the text to be sent to the recipient via SMS (the msg <tag> contains text tags that include the content to be sent to a customer in the format $$content$$, where the $ indicate that the content be replaced by text set up in the web front-end)