

## Overview

**Simplicity SMSPlus** is a comprehensive cloud messaging solution that lets you send and receive SMS and MMS messages from your toll-free or local business numbers. By using existing business phone numbers to connect with customers, you can open up new communication avenues and reinforce your brand, as well as connect with customers in the way they want to be reached.

## Getting Started

### Logging In

First Login requires accepting the invitation emailed to you by your administrator.

Thereafter, you will go to <https://hub.messagemedia.com/login> and use the credentials you set up when accepting your invitation.

Welcome to MessageMedia!

You have been invited to join **Simplicity VoIP** by Ben Humphreys

[Accept Invitation now](#)

Your account

URL: <https://hub.messagemedia.com>

Email: [bcarroll@simplicityvoip.net](mailto:bcarroll@simplicityvoip.net)

Happy Messaging!

The MessageMedia Team



### Log In

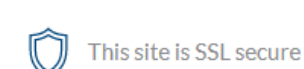
Email or username

Password

Log In

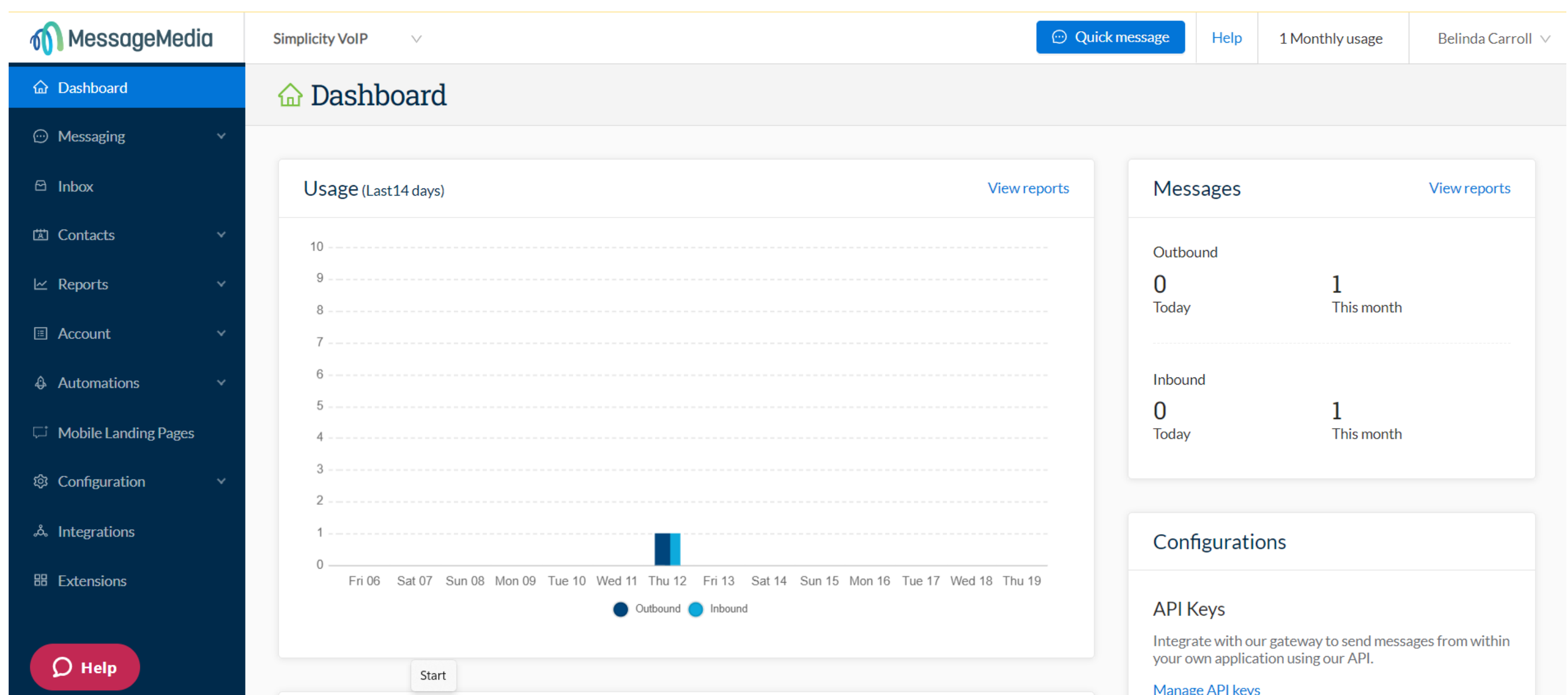
[Forgot your password?](#)

[Log in with single sign-on \(SSO\)](#)



## Standard Features

- **Dashboard** - Our new dashboard provides a snapshot of your recent messaging activity including some quick links to frequently used pages.
- **Quick Message** - Allows you to send a message to a mobile number, contact or contact group straight away. We recommend using this for quick one-off messages.
- **Bulk Send** - Lets you define your message details, add your recipients and even merge fields to personalise your content.
- **Email to SMS** - Allows you to send and receive SMS messages using your email
- **Inbox** - Manage replies and conversations through an intuitive conversational messaging interface.
- **Contacts** - Manage your recipients more efficiently, and create contacts within a sub-account & invite multiple users to share contacts within a department.
- **Reporting** - View summary dashboards and export detailed reports on campaign performance, and account & sub-account usage.
- **Google Translate** - Allows you to effortlessly translate your messages into other languages.

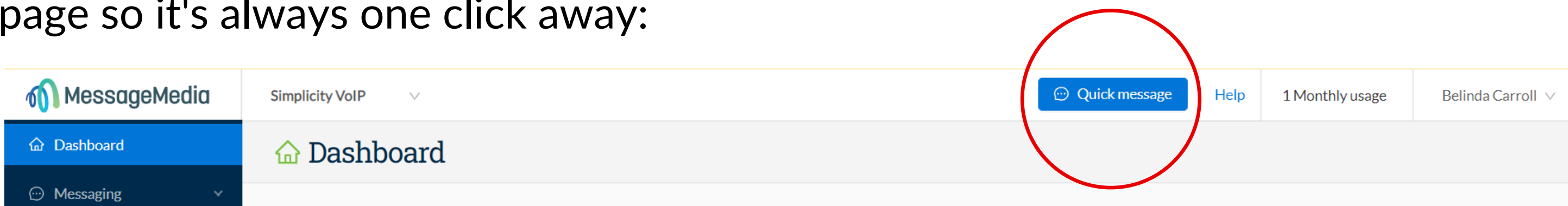


## Basic Message Sending

There are two ways to send messages via the web portal-  
Quick Message & New Message

### Quick Message

Just like sending a message from a handset, Quick Message is an easy way to send ad hoc messages fast! The Quick Message button is in the header bar of every page so it's always one click away:

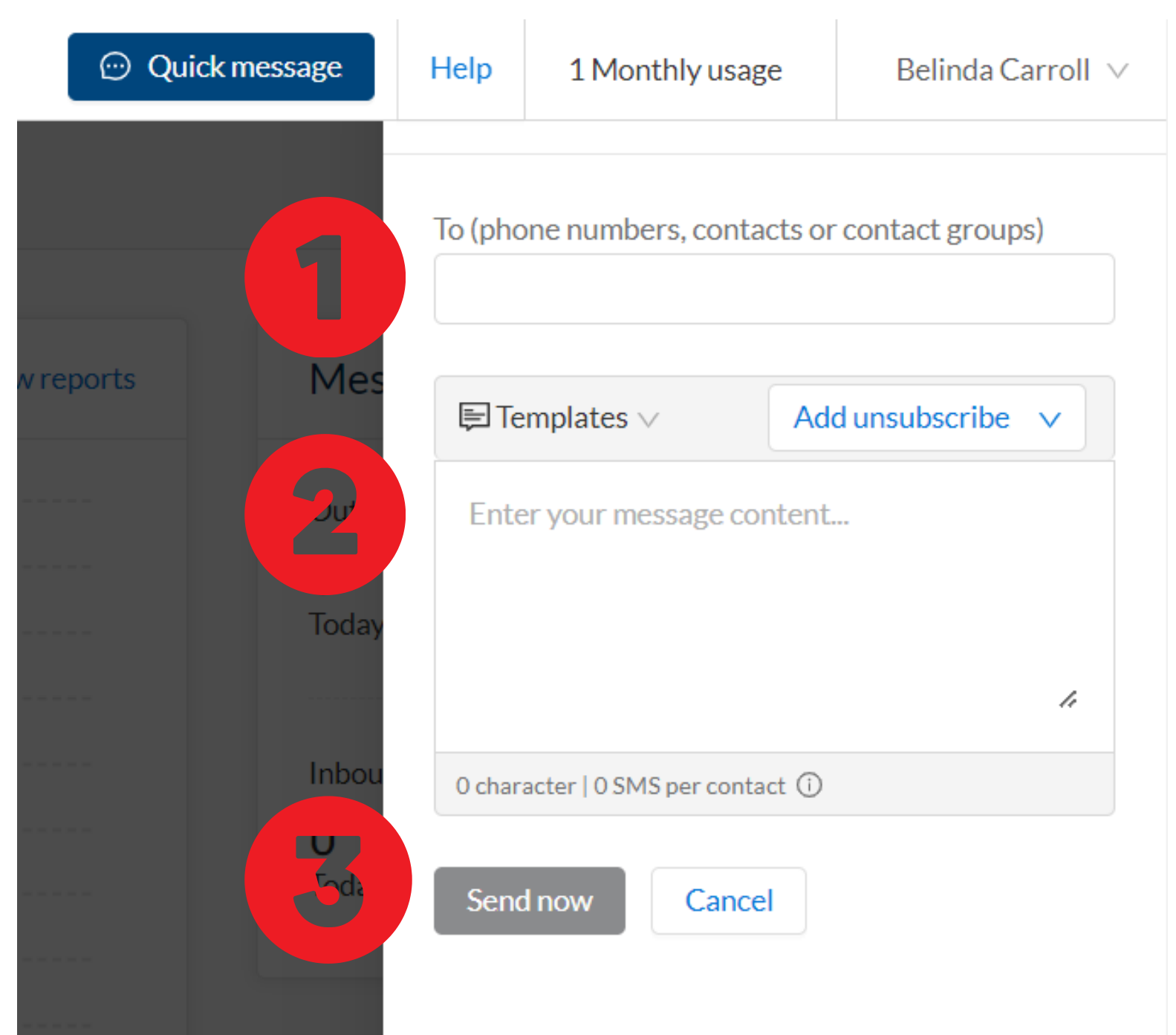


To send a Quick Message:

1. To - enter a mobile number, contact name, group name, or even a combination.
2. Compose - type your message here, the character count and credits are calculated as you type.
3. Send - click Send now and your message will be processed.

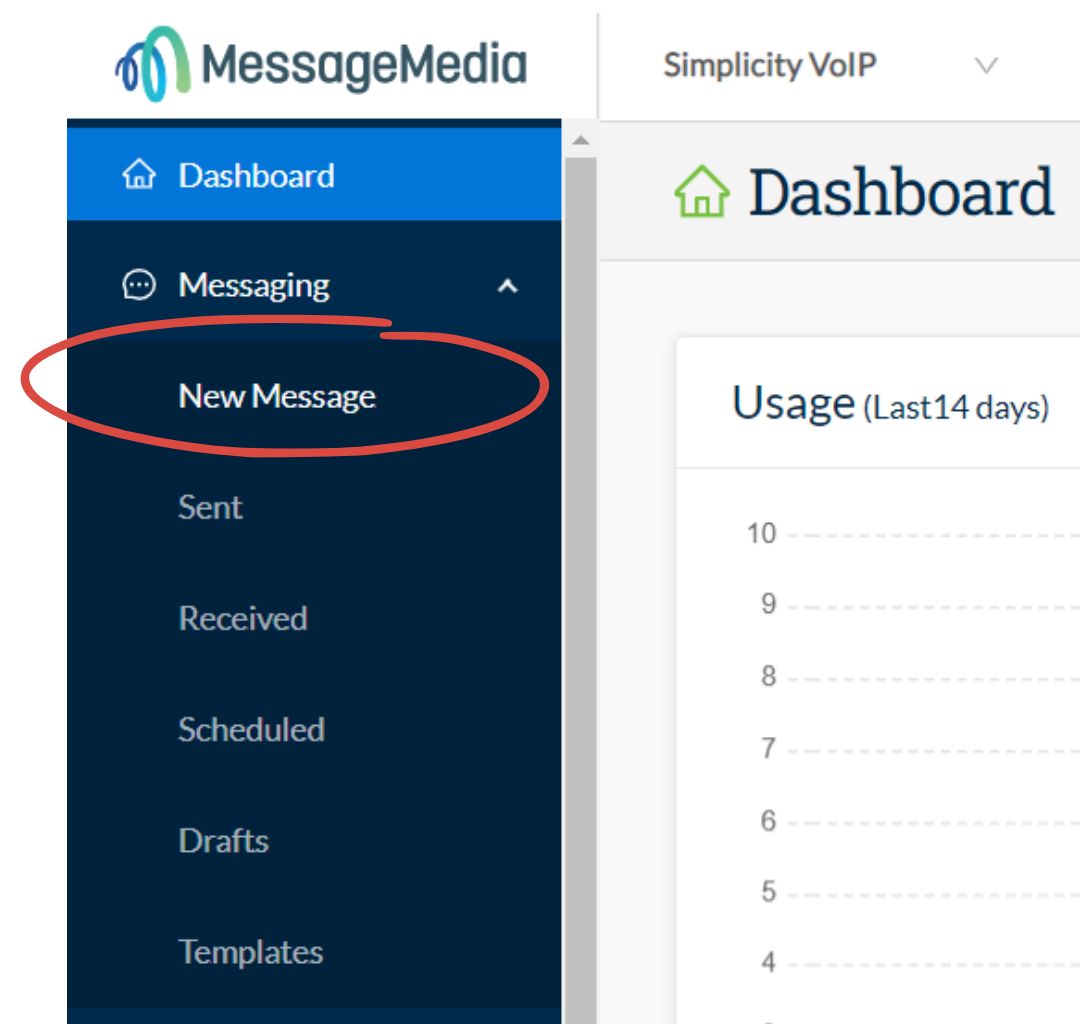
#### Quick Message Helpful Tips:

- You can send to multiple contacts and/or groups with Quick Message.
- If you have any saved templates, you can select them from the drop down in the top left of this box to pre-populate your message.
- You can add an opt-out message using the "Add unsubscribe" option, which will appear in the top right of this box if you have Automatic Unsubscribe activated in your account settings.
- Check the bottom of the message box to see how many characters and messages are being utilized for your send.

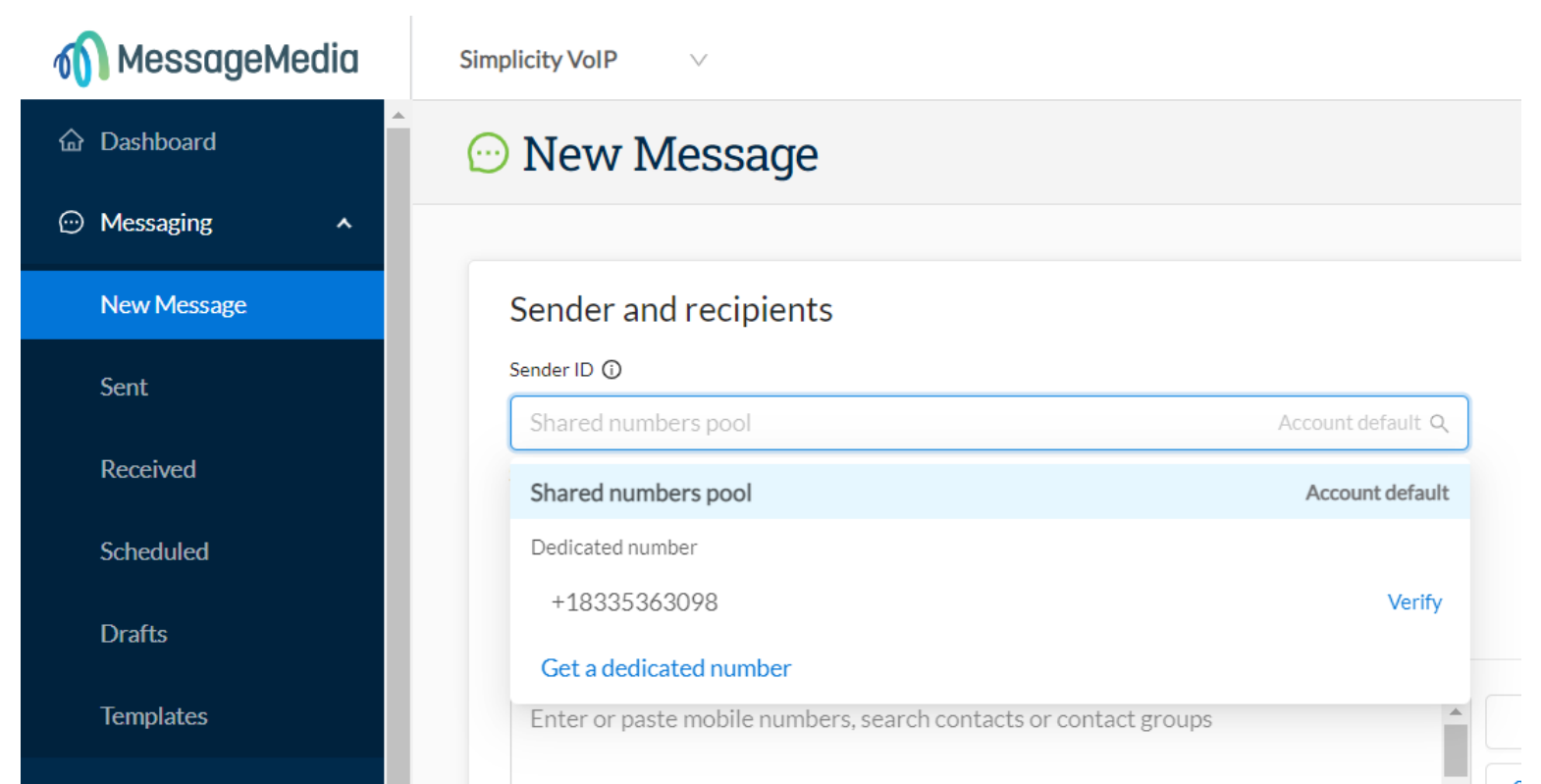


## "New Message" with Preview

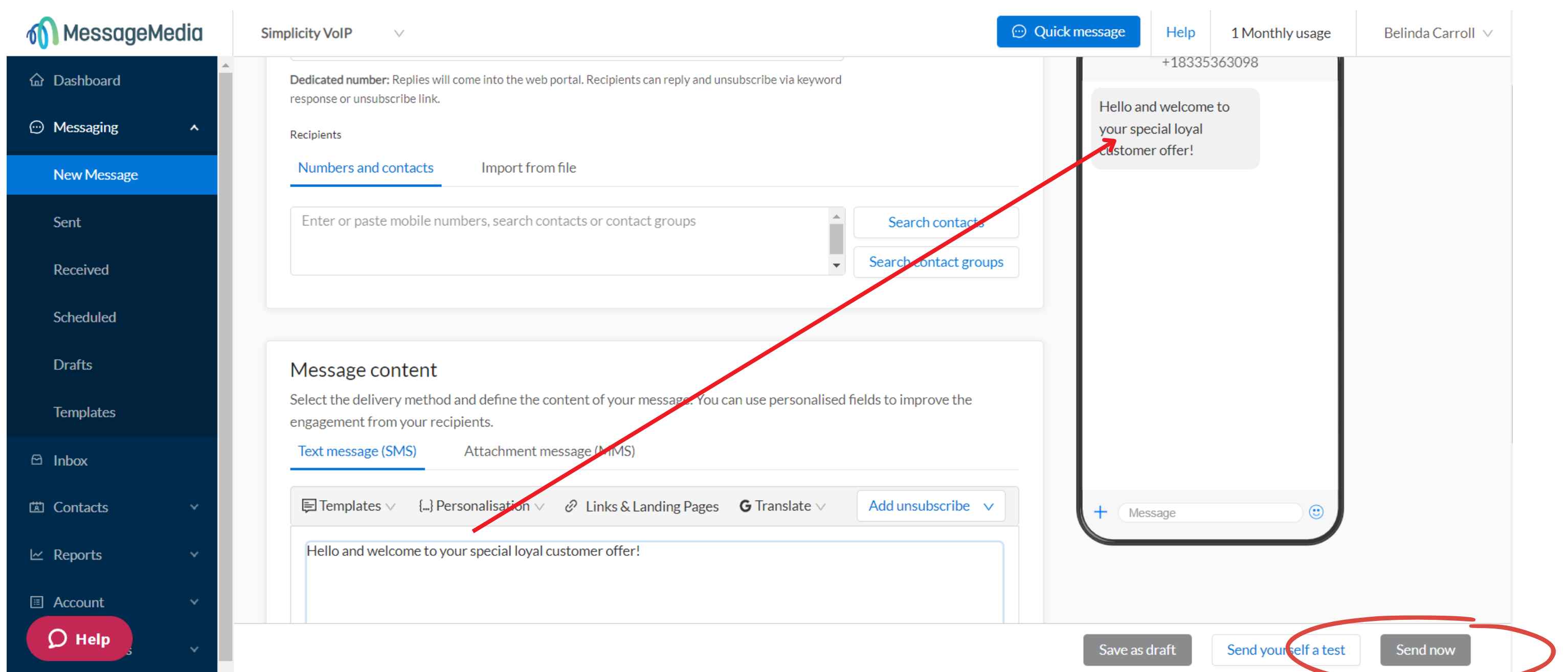
Use this option if you want to send more complex personalized and bulk messages. In the left-hand menu, click Messaging and then New Message.



Select your Sender ID, and then enter the recipient(s) name or number, or contact group(s) in the recipient field. You can also search through your contact list and contact groups to add recipients in bulk.



Compose your message in the Message Content field. You'll see that as you type, the message preview on the right will update in real-time. To send, click the Send now button in the bottom right corner.



#### New Message Helpful Tips:

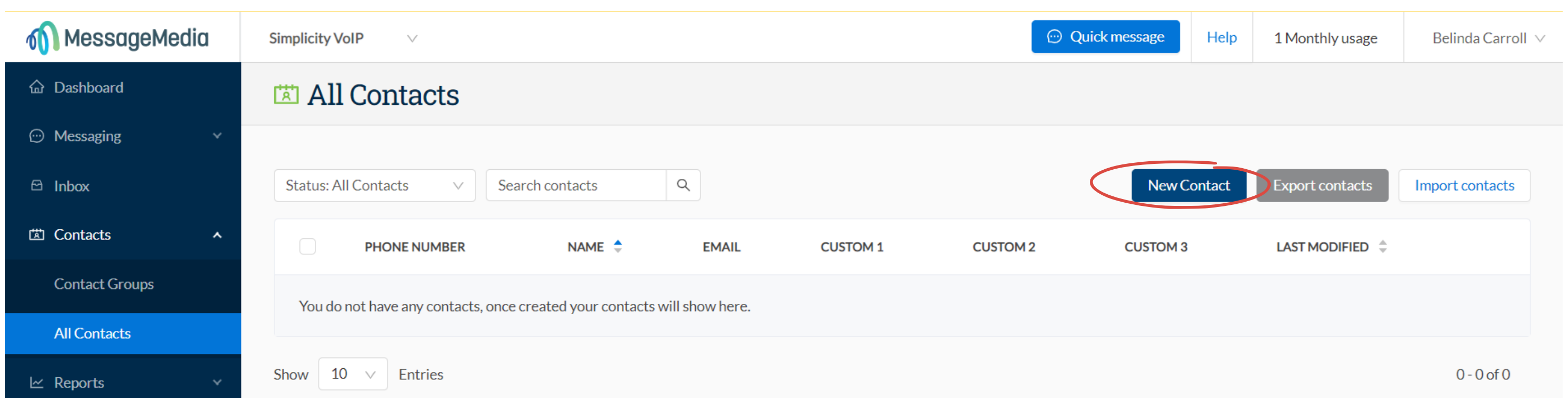
- You can send to multiple contacts and/or groups.
- You can copy a column of numbers from an Excel or CSV file and paste them straight into the recipient field.
- Similar to the Quick Message function, you can quickly add an opt-out message by clicking the dropdown on the "Add unsubscribe" button.
- If you are using personalisation, the preview will show you the content in line with the fields you are using (e.g. if you are sending to a saved contact who's first name is John and you type "Hi #Firstname# ..." the preview will show "Hi John").

## Creating & Importing Contacts

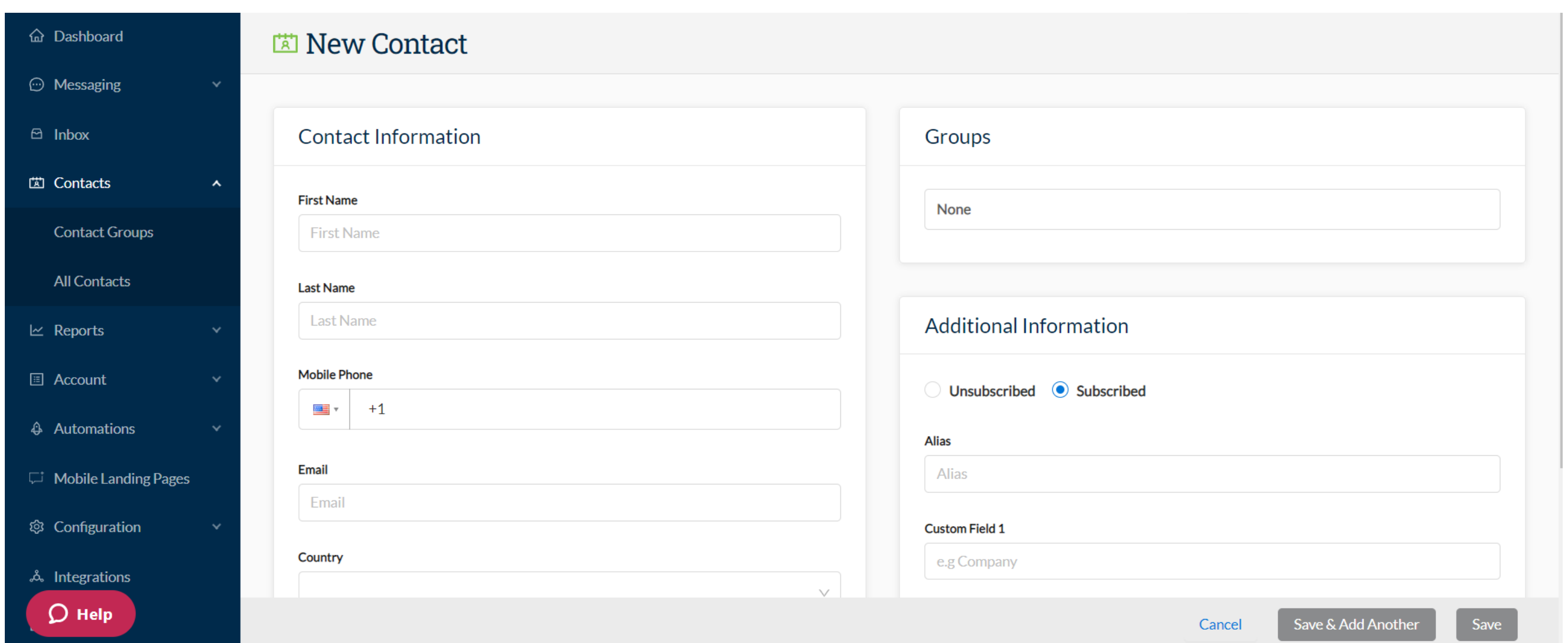
Adding contacts makes it easier to not only send messages but also to track replies. In your inbox, messages received by your contacts will appear with the name of the contact as the sender, as opposed to just the mobile number. You can also add contacts to groups, making it easier to send bulk messages.

### Creating Individual Contacts

1. Click on Contacts, then All Contacts, then click New Contact.



2. Input the required information.



In the left-hand table, the fields available are as follows:

- **First Name** - the first name of the contact
- **Last Name** - the surname of the contact
- **Mobile Phone (required)** - international format required, and the country should default to the associated account's country
- **Email** - email address of the contact
- **Country** - country associated with contact

**In the right-hand table, additional information can be entered:**

- **Groups** - Select one or more Contact Groups (groups must be created prior to creating the contact)
- **Additional Information**- Provide additional information (if required):
  - Unsubscribed v Subscribed (a contact will be subscribed by default. Selecting Unsubscribed will prevent messages from being sent to this contact)
  - Alias - used as an alternative name for your contact, as well as for email to SMS
  - Custom fields (x3) - can be used if you have other relevant information on your contact that you wish to record or use in message personalization

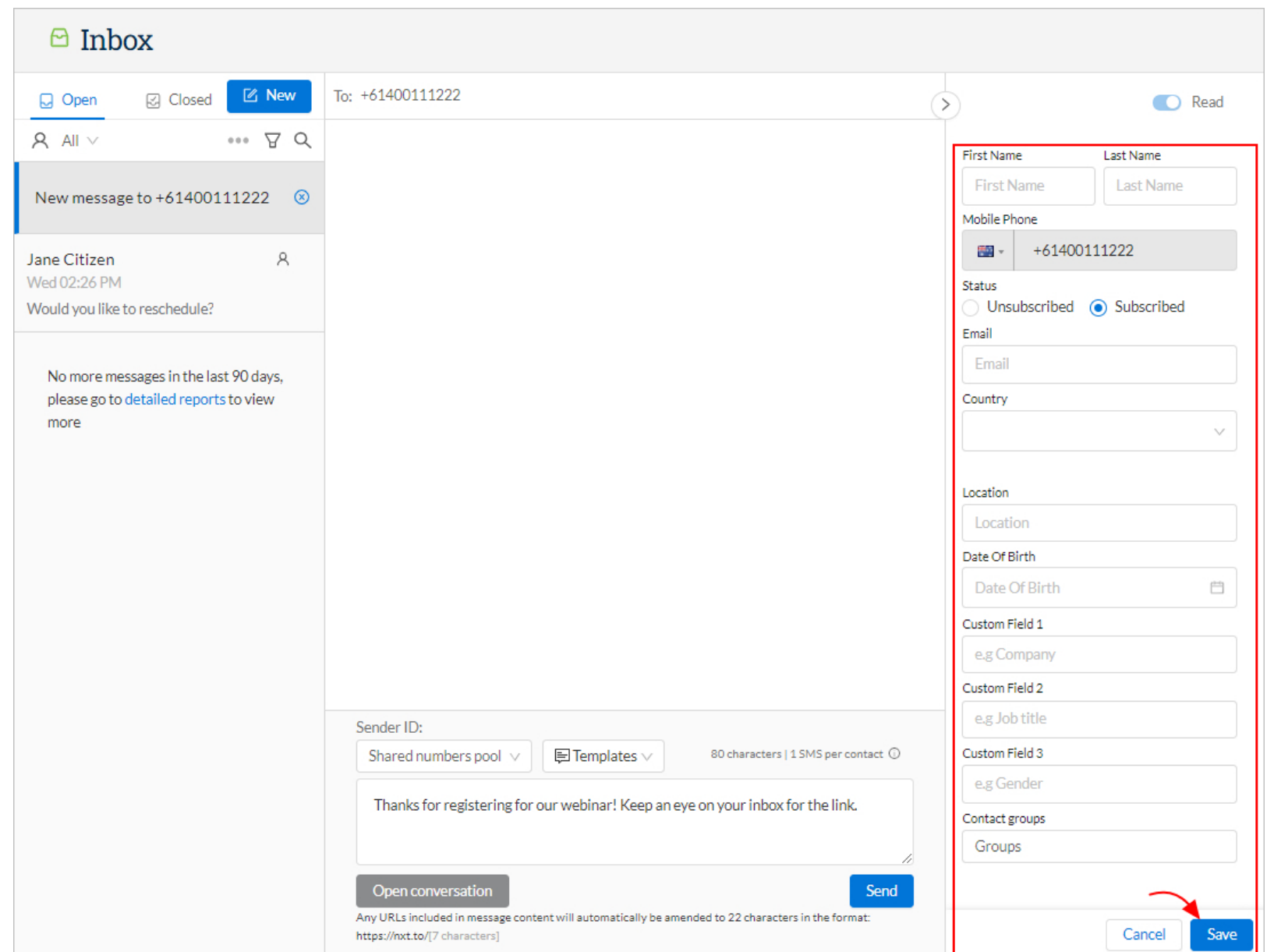
**Note** - You can use the Email and Location fields to store any information you like, as they are free text fields. This means that in essence, you could store up to five fields of custom information to use in message personalisation.

3. Click Save.

Your contact will now appear in your "All Contacts" list, and if you added them to a Contact Group, they will appear in the relevant Group as well.

## Creating a Contact from the Inbox

If you are sending to a new number, you can easily add the recipient to your contacts by entering their details (including their subscription status) into the contact panel on the right and clicking Save.



The screenshot shows the 'Inbox' interface. On the left, there is a message from 'Jane Citizen' with the subject 'New message to +61400111222'. The message content asks 'Would you like to reschedule?' and includes a note about no more messages in the last 90 days. On the right, a contact creation form is open for the number '+61400111222'. The form includes fields for First Name, Last Name, Mobile Phone, Status (Unsubscribed/Subscribed), Email, Country, Location, Date Of Birth, and three Custom Fields. A red box highlights the form fields, and a red arrow points to the 'Save' button at the bottom right.

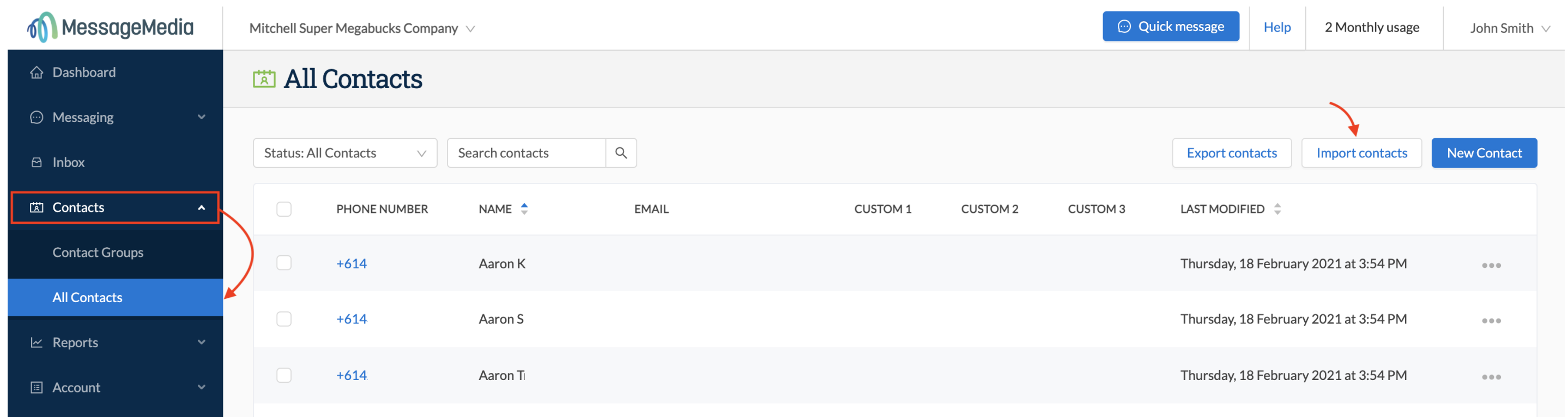
## Importing Contacts in Bulk

First, you'll need to prepare your contact data:

- You will need to ensure your contact list is saved as a .csv or .xls file (the optimal file format is CSV UTF-8, Comma delimited).
- If you do not add the international prefix to your contact numbers, the web portal will assume you are importing numbers local to your preset location in your account settings, and will validate accordingly. This means that international numbers will be rejected without the correct prefix being added.
- With local numbers you do not need to add the leading zero to the number to successfully import (e.g. if your spreadsheet cells are formatted as "numbers" then a phone number may appear as "412345678" as opposed to "0412345678" - both formats will be accepted for import).
- You can include additional data to your contact list which can then be mapped to the custom fields of each contact profile.

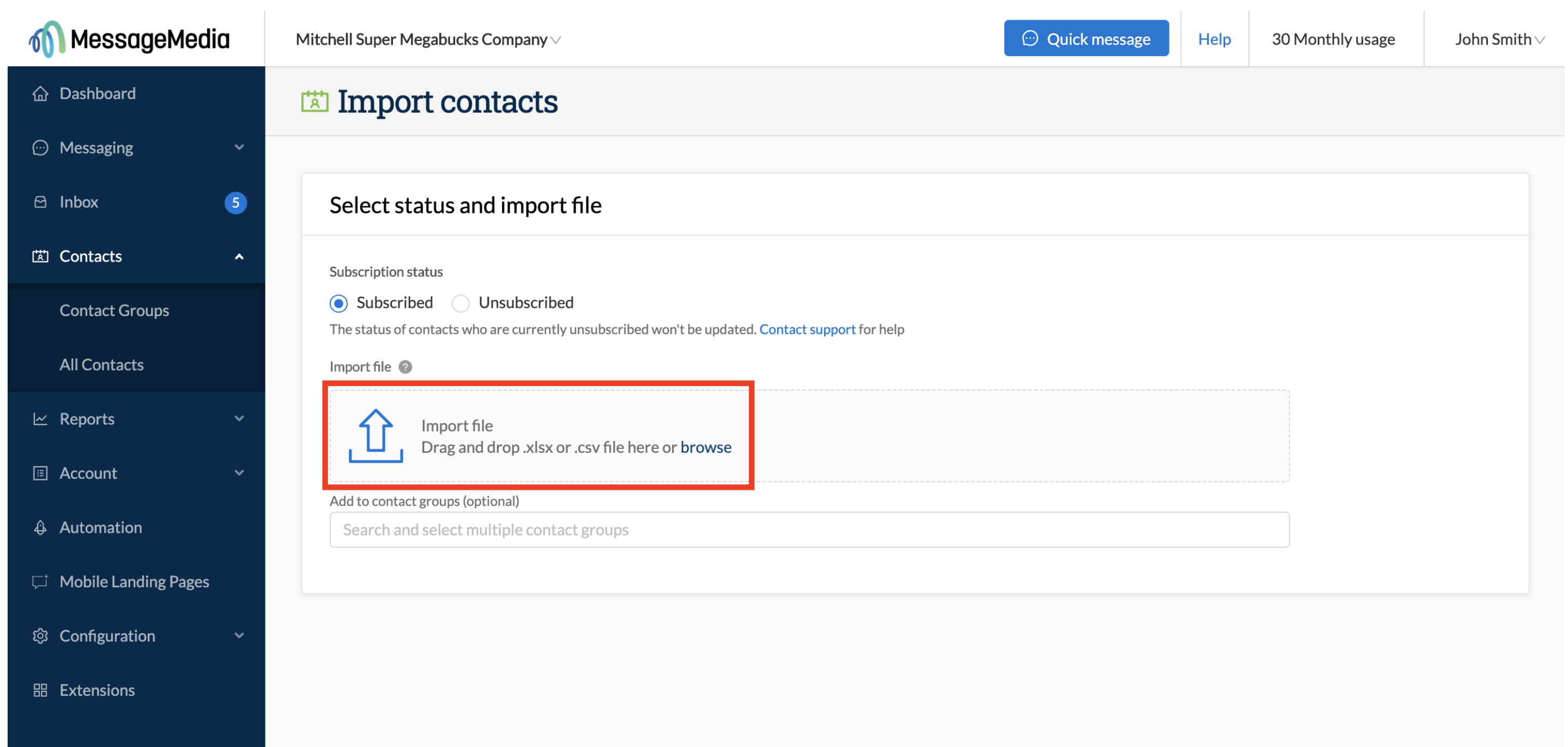
The Import Contacts option appears in both **Contacts > All Contacts** and **Contacts > Contact Groups**.

1. Click on Import contacts at the top right of the page.



2. Upload your data file to the web portal using either the Browse function or Drag & Drop your file straight into the upload window.

- You can select which pre-existing groups to which you would like all contacts imported in the bottom field under "Add to contact groups (optional)".
- You have the option of unsubscribing all of the contacts in the upload (e.g. if you are bulk uploading blacklists from other systems).





3. Match the columns in your data file to the various fields in the contact profile:

- The system will attempt to auto-detect the mobile phone numbers from your spreadsheet; however, if the data that is pulled into the #mobilenumber# field is incorrect, you can change it to the correct column.
- After you have selected a column to match to a field you will see some sample data from the original spreadsheet.
- If your contact database includes additional information (e.g. in the example shown we have fields such as "Division", "Role" and "Office"), then these can be mapped to the Custom Fields in the contact profile.

**Match columns**  
Map the data from the fields in your imported file and add contacts to existing contact groups.

Imported file contains column titles in the first row

| VARIABLE       | FILE COLUMN     | SAMPLE DATA  |
|----------------|-----------------|--|
| #mobilenumber# | Number          | 61491570156, 61491570157, 61491570158                                  |
| #firstname#    | First Name      | Amy, Bruce, Caitlin  |
| #surname#      | First Name      | Citizen, Citizen, Citizen  |
| #emailaddress# | Last Name       | amy@emailexample.com, bruce@emailexample.com, caitlin@emailexample.com |
| #dateofbirth#  | Number          |  |
| #country#      | Email           |  |
| #location#     | Country         |  |
| #alias#        | Clinic          |  |
|                | Appt_Date       |  |
|                | Select a column |  |
|                | Select a column |  |

| VARIABLE       | FILE COLUMN     | SAMPLE DATA                           |
|----------------|-----------------|---------------------------------------|
| #mobilenumber# | Number          | 61491570006, 61491570156, 61491570157 |
| #firstname#    | First Name      | John, Amy, Bruce                      |
| #surname#      | Last Name       | Citizen, Citizen, Citizen             |
| #emailaddress# | Select a column |                                       |
| #dateofbirth#  | Select a column |                                       |
| #country#      | Select a column |                                       |
| #location#     | Select a column |                                       |
| #alias#        | Select a column |                                       |
| #customField1# | Role            | Sales, Sales, Sales                   |
| #customField2# | Region          | Victoria, Victoria, Victoria          |
| #customField3# | Office          | Melbourne, Melbourne, Melbourne       |

**Note** - you can also assign your contacts to existing groups by typing the name(s) of the group(s) in the field at the bottom of the screen.

Add to contact groups (optional)

Search and select multiple contact groups

4. Once you have aligned your data correctly, click Import at the bottom right of the screen to complete the action.

## Reviewing Import Results

You will then be shown a result of the import in the middle of the screen, along with links for review of successful and failed imports.



Import complete with errors

18 contacts failed to import (1 duplicates, 17 invalids and 0 errors). [Download CSV validation report](#) for details or view the [12 imported contacts](#).

## Reports

Sent message logs can be viewed in Detailed Reports by navigating to **Reports > Detailed Reports**

Steps to report on sent messages:

1. Select a date range (up to 12 months) by clicking on the date at the top of the page.
  - Select a start and end date within a 12 month range OR select from one of the predefined datequick links.
2. Select the Account(s) for which you want the report to target.
  - If you don't have any sub-accounts, then only the account to which you are currently logged in will appear here.
  - If you are in the parent account you will be able to view all sub-accounts at all levels.
  - If you are on a sub-account at any level, you cannot view any accounts above you in the hierarchy.
  - For more information on account structures, read this article.
3. Select the status (or select all statuses) of the messages you wish to be included in the report.
4. Select the contact (if desired) to whom the targeted messages were sent.
5. If you wish to search on Metadata, click on the Advanced Filters option and select the metadata key here (e.g. Sender ID).
6. Enter the Metadata value here (e.g. - if you have selected "Sender" as the metadata key, here you would enter the name or number of the sender).
7. Click on Apply Filters.

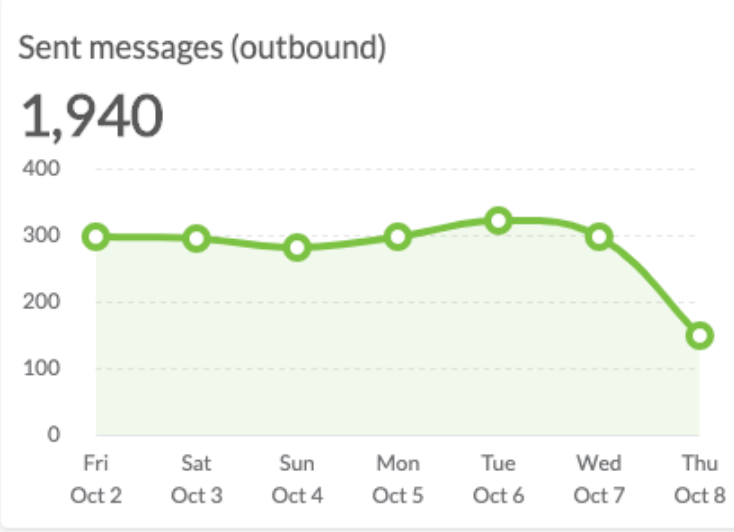
You can leave fields blank to include all values within each parameter; however, a date range is always required.

**Detailed Reports** Schedule report | Email report

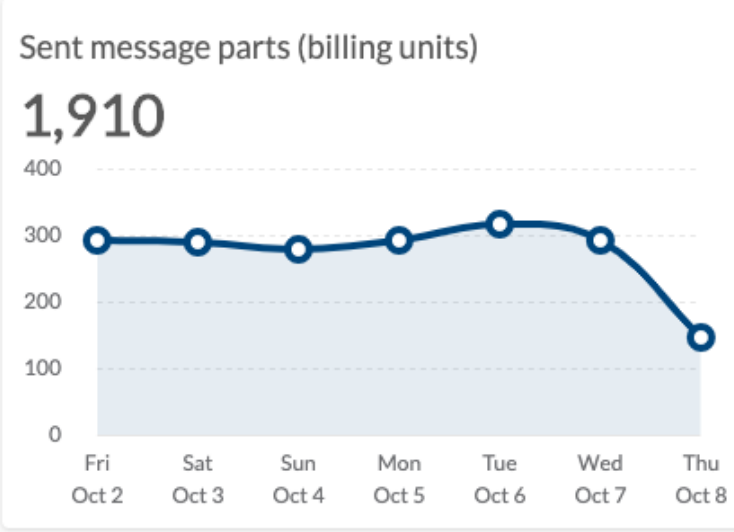
Date range **1** 02-Oct-2020 ~ 08-Oct-2020 Accounts **2** Please select account Status **3** Please select.. Contact **4** Phone number or contact **7** Apply filters | Clear filters

Metadata key **5** Enter metadata key Metadata value **6** Enter metadata value - Hide advanced filters

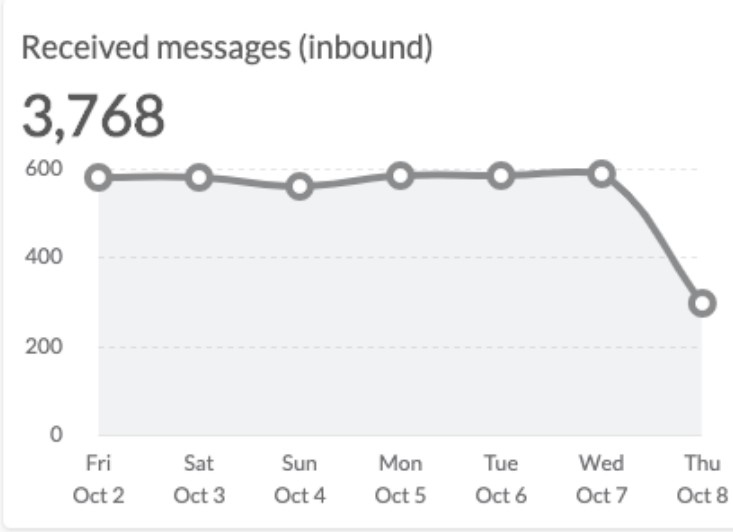
Sent messages (outbound)  
**1,940**



Sent message parts (billing units)  
**1,910**



Received messages (inbound)  
**3,768**



Sent (outbound) | Received (inbound) Columns ▾

| DATE                    | FROM                      | TO   | FORMAT | MESSAGE                                   | STATUS    | UNITS |
|-------------------------|---------------------------|------|--------|---|-----------|-------|
| 8 Oct 2020, 12:09:53 pm | DataDog Generated Contact | +614 | SMS    | Hello World this is a Cloudwatch canar... | Delivered | 1     |
| 8 Oct 2020, 12:04:52 pm | DataDog Generated Contact | +614 | SMS    | Hello World this is a Cloudwatch canar... | Delivered | 1     |
| 8 Oct 2020, 11:59:52 am | DataDog Generated Contact | +614 | SMS    | Hello World this is a Cloudwatch canar... | Delivered | 1     |
| 8 Oct 2020, 11:54:52 am | DataDog Generated Contact | +614 | SMS    | Hello World this is a Cloudwatch canar... | Delivered | 1     |
| 8 Oct 2020, 11:49:51 am | DataDog Generated Contact | +614 | SMS    | Hello World this is a Cloudwatch canar... | Delivered | 1     |

## Message Tables - Outbound

The outbound messages for the specified filter selections will be displayed in the "Sent (outbound)" tab. You can add or remove columns from the "Columns" dropdown list.

Sent (outbound) | Received (inbound) Columns ^

| DATE                    | FROM                      | TO   | MESSAGE                                   |
|-------------------------|---------------------------|------|---|
| 8 Oct 2020, 12:09:53 pm | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |
| 8 Oct 2020, 12:04:52 pm | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |
| 8 Oct 2020, 11:59:52 am | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |
| 8 Oct 2020, 11:54:52 am | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |
| 8 Oct 2020, 11:49:51 am | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |

Columns ^

- Timestamp
- From
- To
- Format
- Message
- Status

Available columns for the outbound table are as follows:

- **Timestamp** - gateway timestamp of message processing time
- **From** - source number
- **To** - destination number
- **Format** - message type
- **Message** - message content
- **Status** - message status
- **DeliveredTimestamp** - carrier returned delivered timestamp
- **ReasonDescription** - message status description
- **ReasonCode** - message status code
- **Units** - number of units consumed per message
- **Account ID** - unique identifier of account
- **Message ID** - unique message identifier returned from messaging gateway
- **Destination Country** - destination country of recipient
- **Source Country** - source country of sender
- **BroadcastId** - unique identifier of broadcast
- **BroadcastName** - name of broadcast
- **UserId** - unique identifier of sending user
- **UserName** - label and address of sending user

## Message Tables - Inbound

Inbound messages for the specified filter selections are displayed in the "Received (inbound)" tab. Columns can also be edited for the inbound table.

| DATE                    | FROM                      | TO   | MESSAGE                                   |
|-------------------------|---------------------------|------|---|
| 8 Oct 2020, 12:10:30 pm | +614:                     | +614 | Test message from asit soap r             |
| 8 Oct 2020, 12:09:54 pm | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |
| 8 Oct 2020, 12:05:29 pm | +614                      | +614 | Test message from asit soap r             |
| 8 Oct 2020, 12:04:53 pm | DataDog Generated Contact | +614 | Hello World this is a Cloudwatch canar... |
| 8 Oct 2020, 12:00:32 pm | +614                      | +614 | Test message from asit soap r             |

Available columns for the inbound table are as follows:

- **Timestamp** - gateway timestamp of message processing time
- **From** - source number
- **To** - destination number
- **Message** - message content
- **Account ID** - receiving account
- **Outbound Message ID** - unique message identifier assigned to the original outbound message by the messaging gateway
- **Inbound Message ID** - unique message identifier assigned to the inbound message by the messaging gateway
- **Format** - format of the message
- **Source Country** - the originating country of the inbound message
- **Destination Country** - the destination country of the inbound message
- **Broadcast ID** - unique identifier of outbound message broadcast
- **BroadcastName** - name of broadcast
- **Userld** - unique identifier of sending user
- **UserName** - label and address of sending user

**Notes** - data will not be displayed if:

- No messages sent within the date range specified
- No messages corresponding to the applied filters were sent within the date range specified

## Customer Support

Get outstanding support anytime,  
365 days a year.

**804.201.4443**

**855.247.8686**

**clientservices@simplicityvoip.net**