

Short Codes

by Always Active Technologies

Engage. Capture. Convert - all in one code.

Short codes are a powerful tool for running premium competitions, fundraising campaigns, or callback services - with full support from Always Active Technologies at every step.

They provide an effective entry point to capture customer or stakeholder information, often supported by prizes and the campaign is supported by print or broadcast media - making it easy to drive engagement and collect valuable data.

Competitive Advantages

Ability to **select**

Standard / Reverse Billed

LBS Services

Location Based Services Available

Developer APIs

Reports and Dashboard

Neat and useful dashboard

Handset **make and model** feedback

For all cell numbers/customers in your database. This is handy to periodically check how many users have smartphones as apposed to basic phones.

24 **hour** Support

Opt-Out **Reports**

We aggregate all received SMS with the WASPA opt-out keywords for you as a separate report.

Bulk **SMS** Receipts

We receive delivery receipts for 99.9% of all sent SMS.

Benefits

- Simple as sending an SMS.
- No more revenue collecting problems.
- For NPO's let us request better splits from the networks.
- Low fixed monthly costs.
- Accurate data bases.
- 96% of SA Working Adults use a cellphone.
- Measure individual advertisements response through Key Words.
- Easy to read and remember 5-digit numbers.
- Ability to send instant rewards to entrants (Airtime or Data).
- No data hungry applications.
- Works on all phones.
- A great way to generate sales leads.



Developer APIs

The URL Caller option gives you full control over Short Code SMS responses by connecting directly to your web service. It allows you to:

- Store and manage data
- Generate dynamic, logic-based replies

When an SMS is received, our gateway automatically calls your URL. Your system returns the reply text, which is then sent back to the user instantly.

The Steps

Define the Duration

How long you would like the short code to be active.

Premium vs Normal vs Reversed

Do you want to cover the cost of receiving the SMS? Should the user cover the network costs? Or charge a premium of up to R1.50 for competitions and R30 for charities.

Key Words

Use keywords for multiple competitions or to monitor individual marketing channel responses.

Winners Rewards

For competitions define how winners will be rewarded. Monthly / Weekly or through Instant rewards such as Airtime.

Select a Number

Choose from a list of available numbers.

Select-a-Response SMS vs API

You can have a standard SMS response, a unique SMS per Key Word or customise it yourself through our API.

In Partnership with...



We are a Proud Member of



**Get in touch with Always Active Technologies
to discuss your next campaign!**

sales@aat.co.za
www.aat.co.za

Monday - Friday 8am - 5pm
031 764 7085

Short Codes

Powering short and catchy communications

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SMS

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Short Codes

RB Data

Airtime and Data Rewards

ICEplus



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