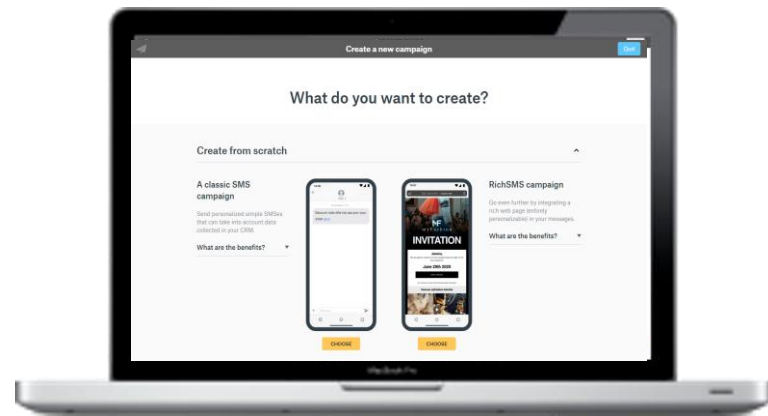




Sinch

User Guide

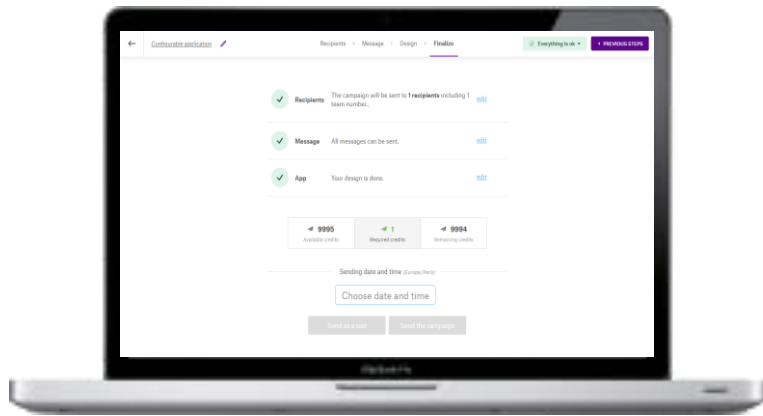
sinch



Choose a campaign type



Write a message.
Setup the link preveiw.



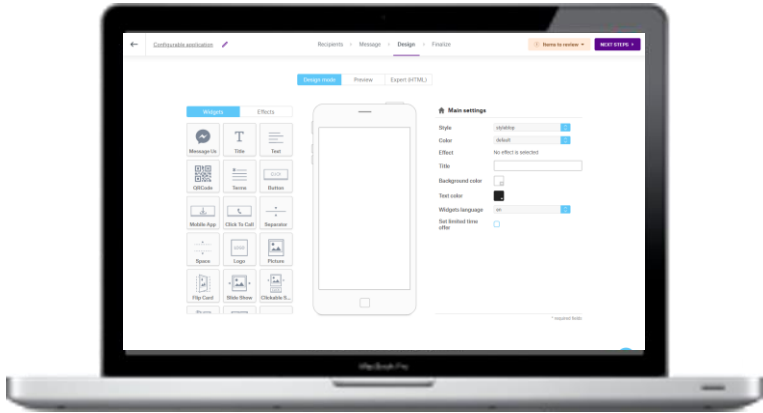
Test, program and send a campaign



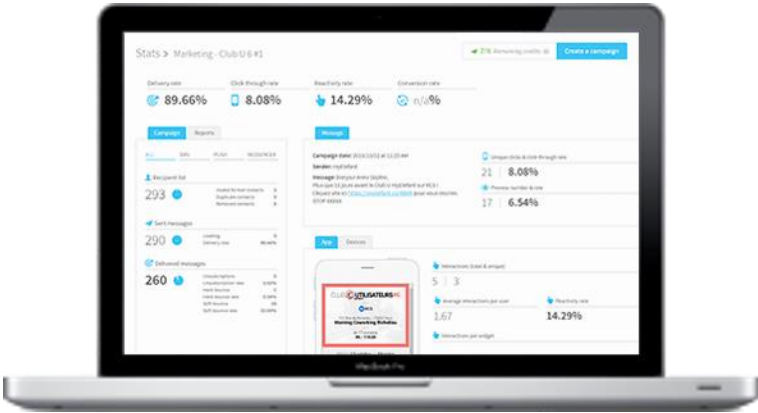
Import a recipients list

Number	Last name	First name
33600000001	Dupont	Jean
33600000002	Martin	Michel
33600000003	Dubois	Laurent

Customize a landing page



Analyse the results



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Access the platform



Connection

1. Go to : <https://www.myelefant.com/>
2. Click on : LOG IN
or directly go to : <https://platform.myelefant.com/>
3. Enter your login (email) and password

3

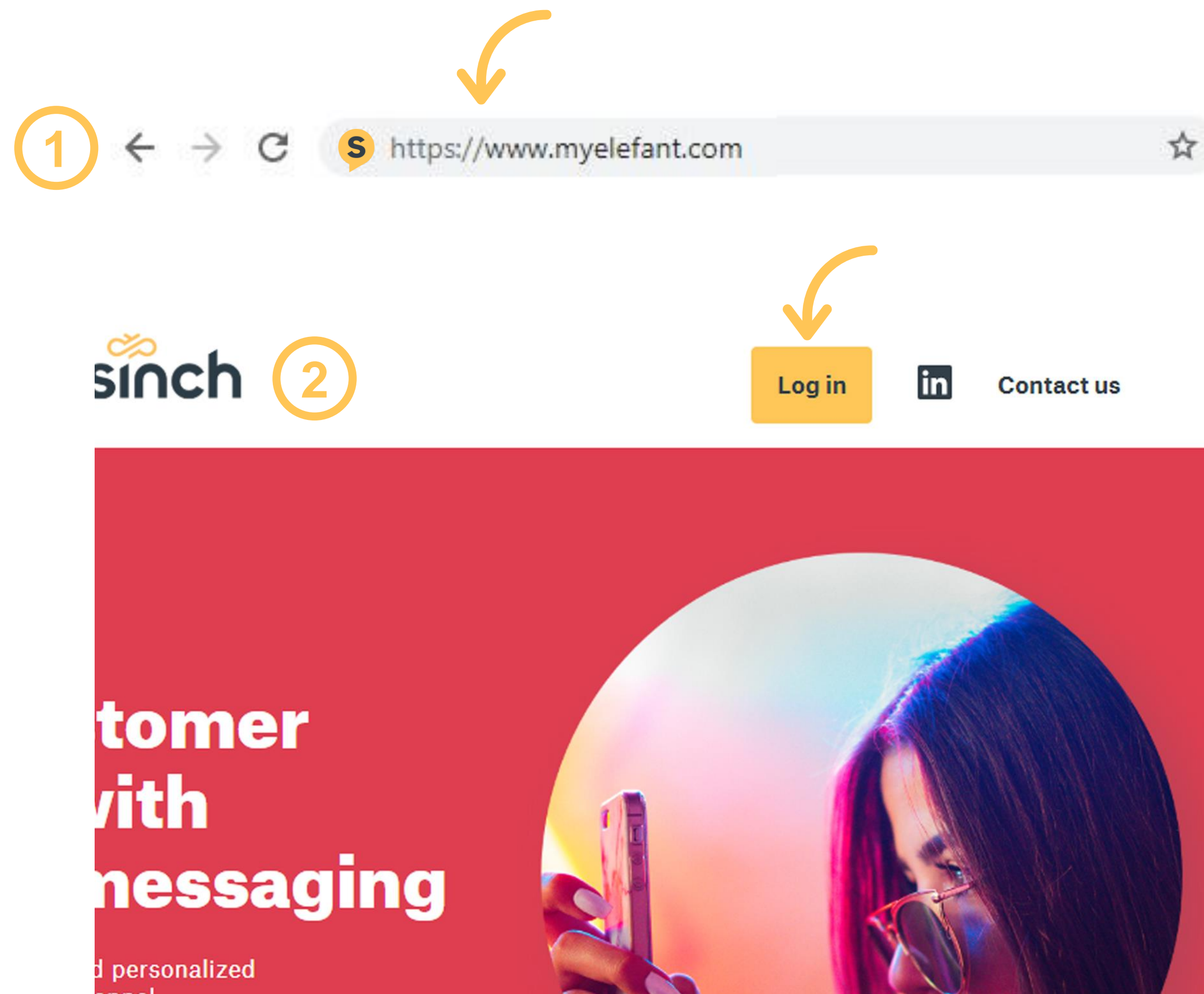
Email address

Password

Login

No account? Contact us at contact@myelefant.com

I forgot my password

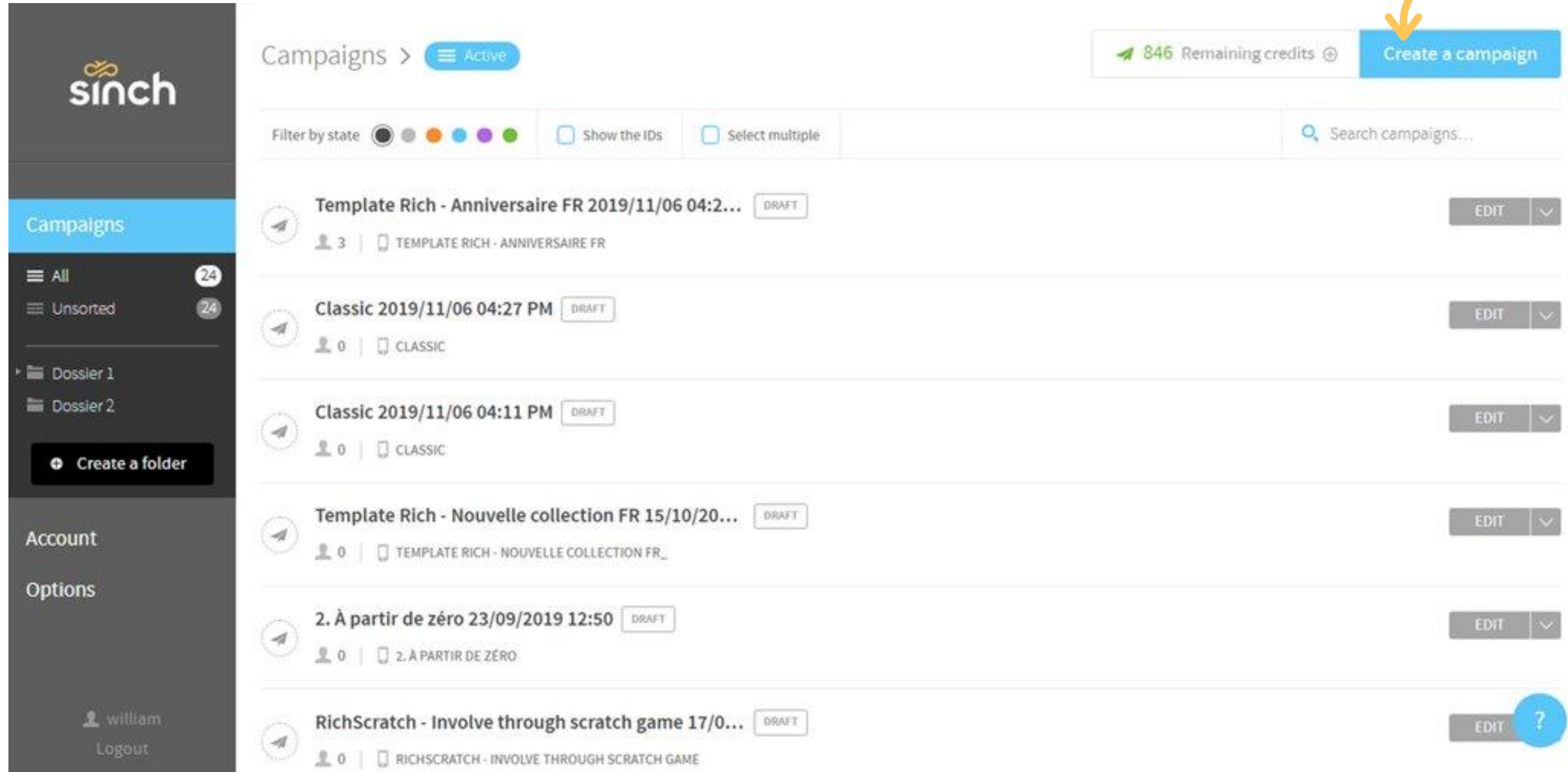




Create a campaign


sinch







Click on : Create a campaign















The screenshot shows the Sinch Campaigns management interface. The left sidebar contains the Sinch logo, the 'Campaigns' menu item (highlighted), and a list of folders: 'All' (24), 'Unsorted' (24), 'Dossier 1', and 'Dossier 2'. Below the folders is a 'Create a folder' button. The main area displays a list of campaigns, each with a title, date, status (DRAFT), and an 'EDIT' button. A yellow arrow points to the 'Create a campaign' button in the top right corner.

Campaigns > Active

846 Remaining credits  **Create a campaign**

Filter by state       ☐ Show the IDs ☐ Select multiple

	Template Rich - Anniversaire FR 2019/11/06 04:2...	DRAFT	EDIT	
	Classic 2019/11/06 04:27 PM	DRAFT	EDIT	
	Classic 2019/11/06 04:11 PM	DRAFT	EDIT	
	Template Rich - Nouvelle collection FR 15/10/20...	DRAFT	EDIT	
	2. À partir de zéro 23/09/2019 12:50	DRAFT	EDIT	
	RichScratch - Involve through scratch game 17/0...	DRAFT	EDIT	 ?



CREATION

RECIPIENTS

MESSAGE

DESIGN

FINALIZE

STATS

Create from scratch

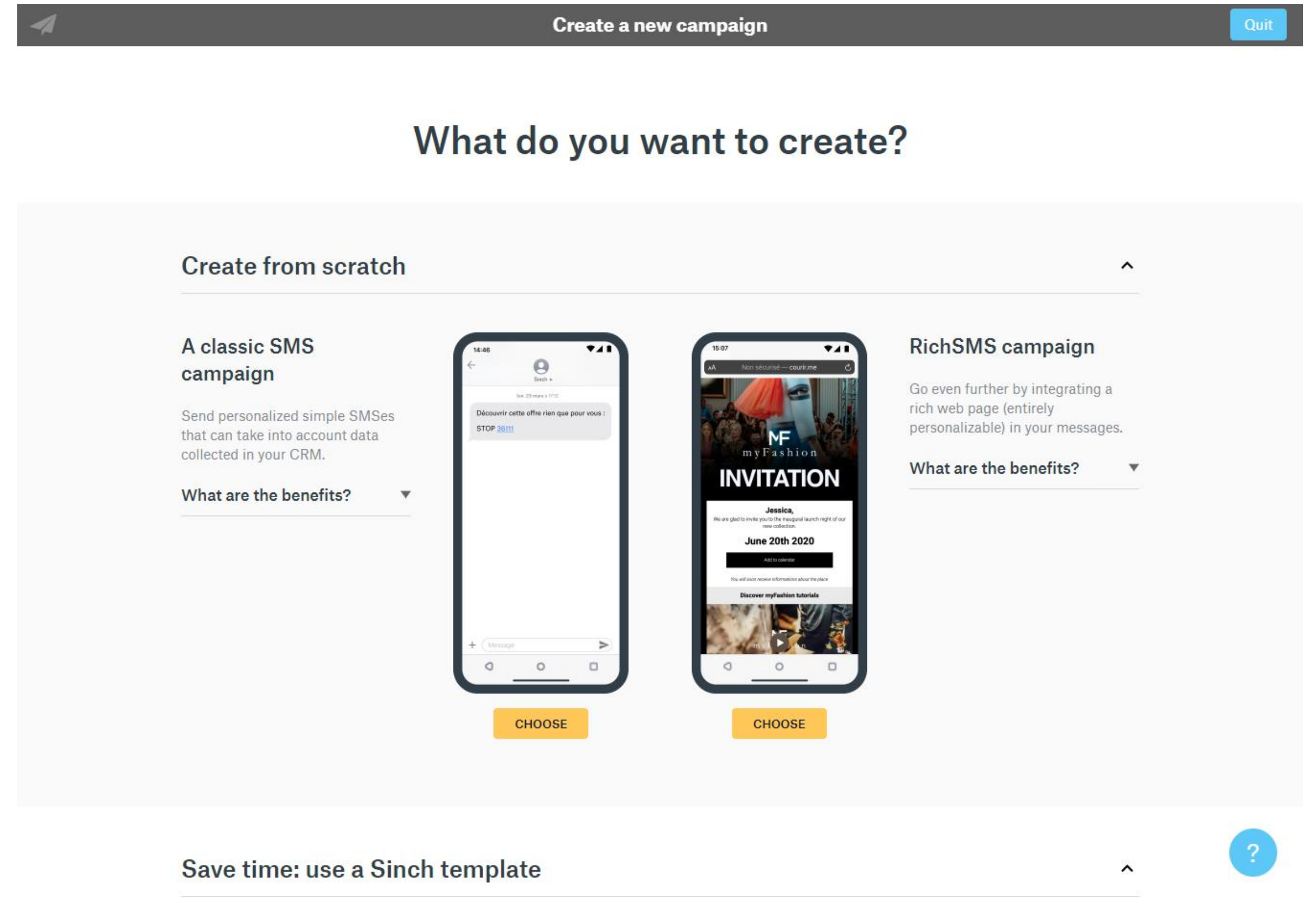
You can choose to create two types of campaigns :
Simple SMS or RichSMS. Either of these options will allow you to set up your campaign from scratch.
No fields will be pre-filled, and the Design step of the landing page will be completely empty to give you a clean slate for your design.



**By choosing the Simple SMS option, you will not be able to add and set a Rich landing page for your campaign.
Choose carefully before you start.**

Use a Sinch template

These are RichSMS themed templates, depending on various campaign objectives. By choosing a pre-created template in this list, your design and your landing page will be partly completed already. All that will be left to do is to refine the texts details.



CREATION

RECIPIENTS

MESSAGE

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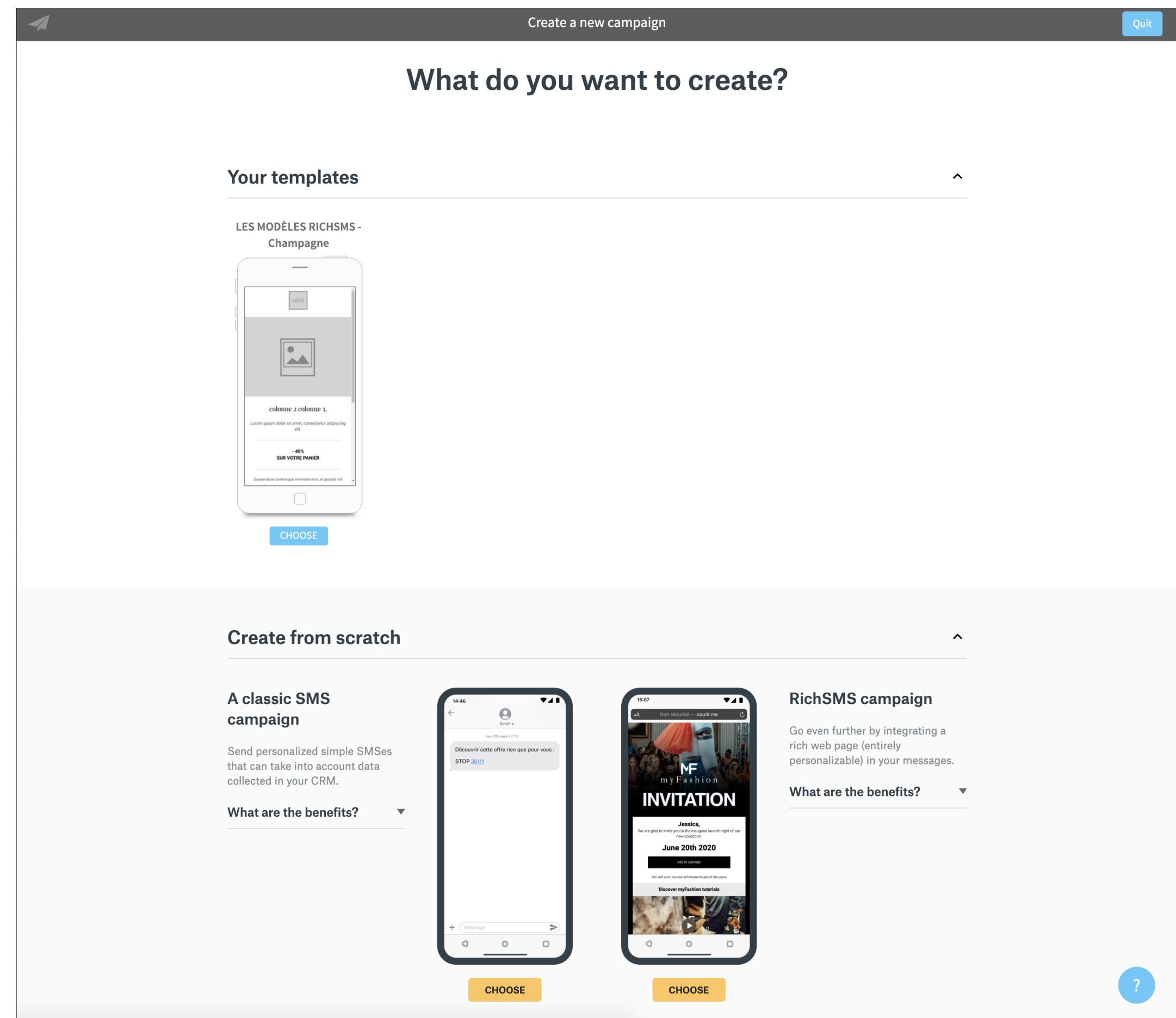
Create your own templates

Do you already have an existing campaign and you would like to reuse it again?

Your CSM can create a personalized template for you that will appear on this page.



Campaigns created in the "expert" way cannot be added as templates.

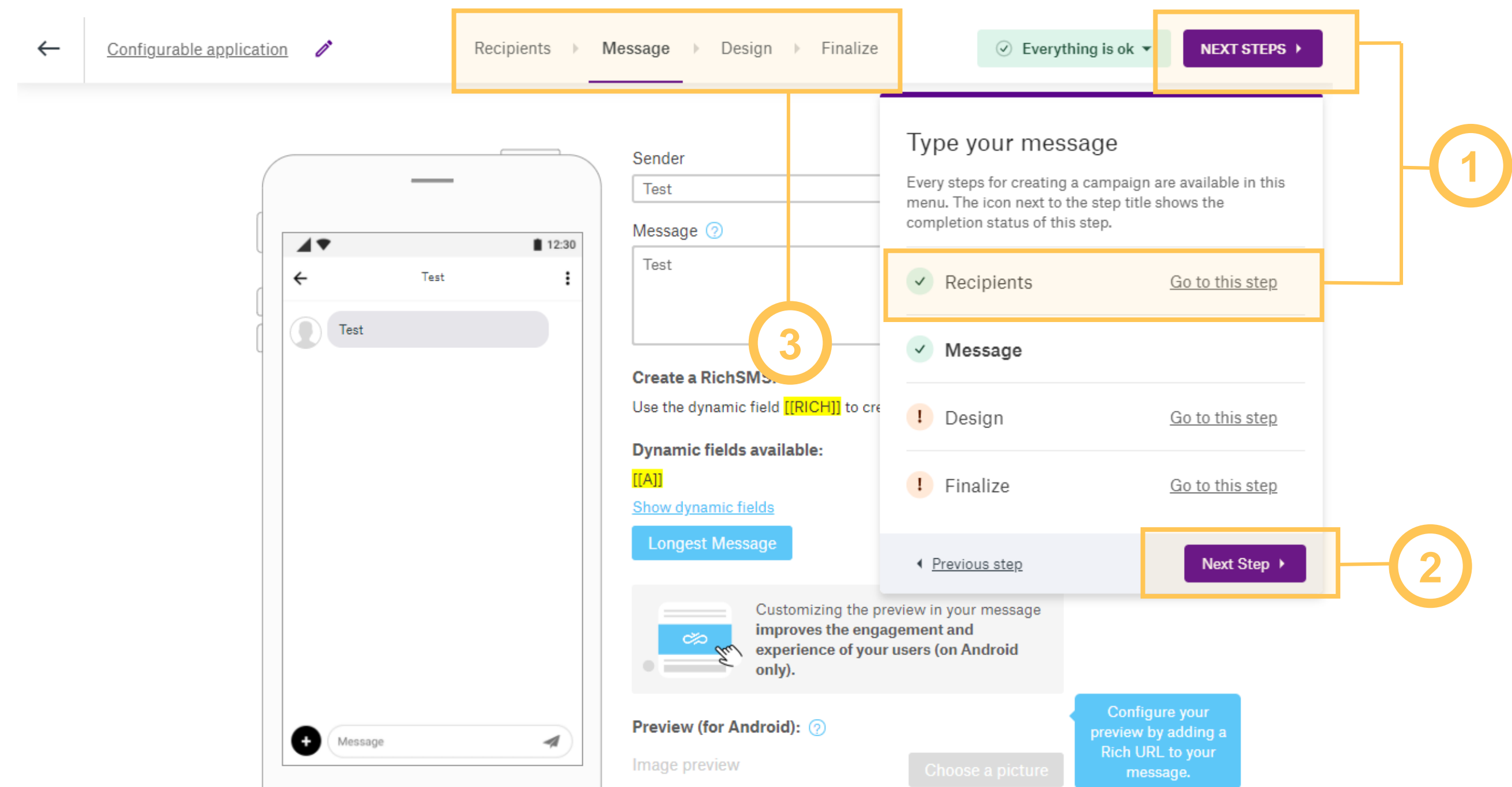




Navigate through the steps

There are different ways to navigate through the creation steps :

- 1 Clicking the « **Next steps** » button opens a lists that shows all the steps of the campaign creation process. To **go to a specific step**, click on it.
- 2 You can also cick the « **Next step** » button which is inside of the dropdown menu to access the next staging point (e.g. : if your are currently in the « Recipients » step, clicking « Next step » will take you to the « Message » step).
- 3 Clicking one of the **steps in the breadcrumbs** (in the upper center of your screen) allows you to access directly any step you want.



CREATION

RECIPIENTS

MESSAGE

DESIGN

FINALIZE

STATS

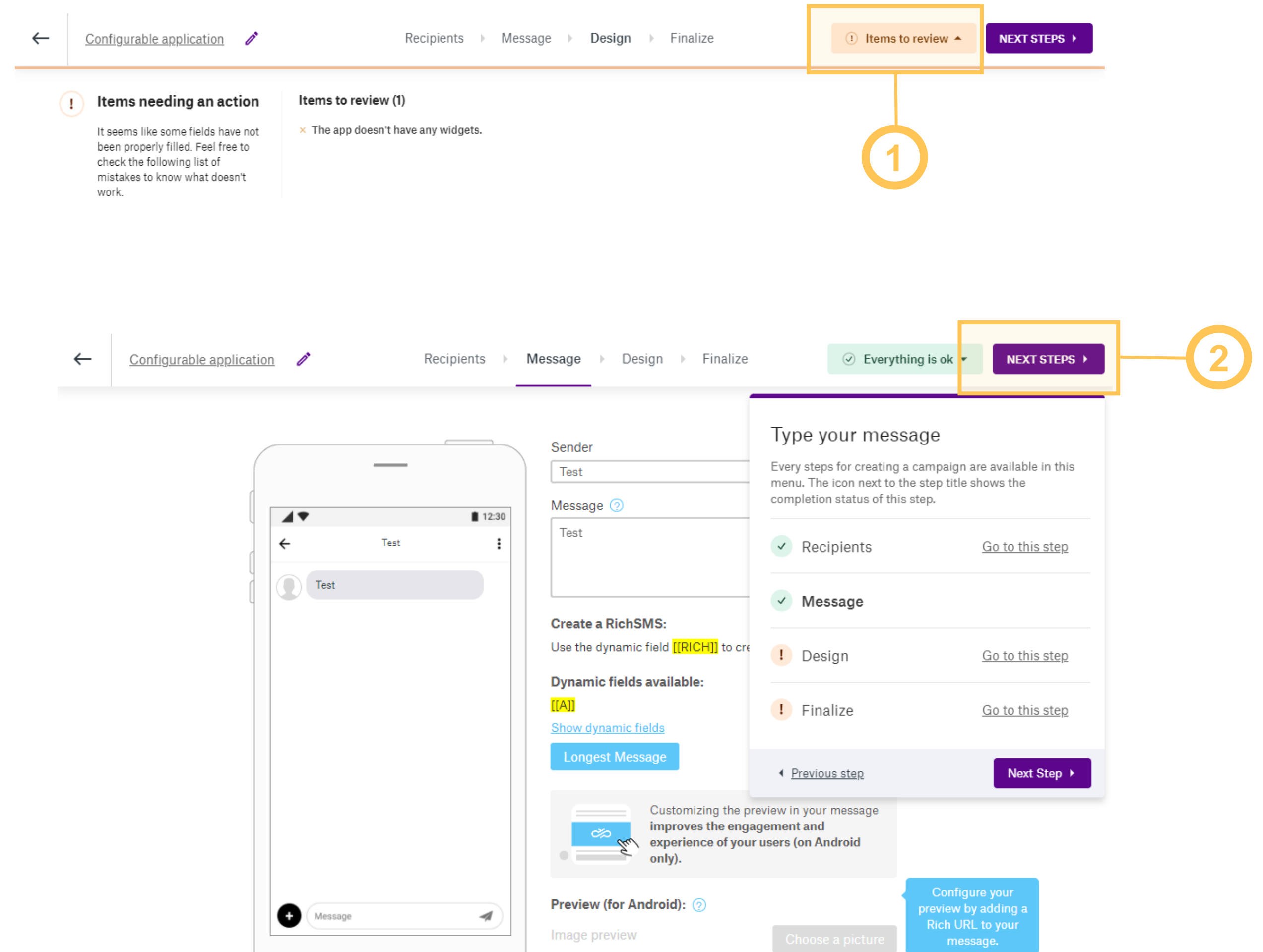
Check if your campaign is well set

- 1 In the menu, you can find the status button.**
It shows you if your campaign ready to send or if some fields have not been correctly completed and need corrections.

e.g. : The status button displays « Items to review ».

- Click the status button displays a menu, which contains a list of the items to correct regarding the step you are in.
- Click the status button again or inside the dropdown menu will close it.

- 2 Click the « Next steps » button.**
It displays a menu that contains the steps list of your campaign creation.
The icons to the left of each title shows you the status of each step of your campaign.

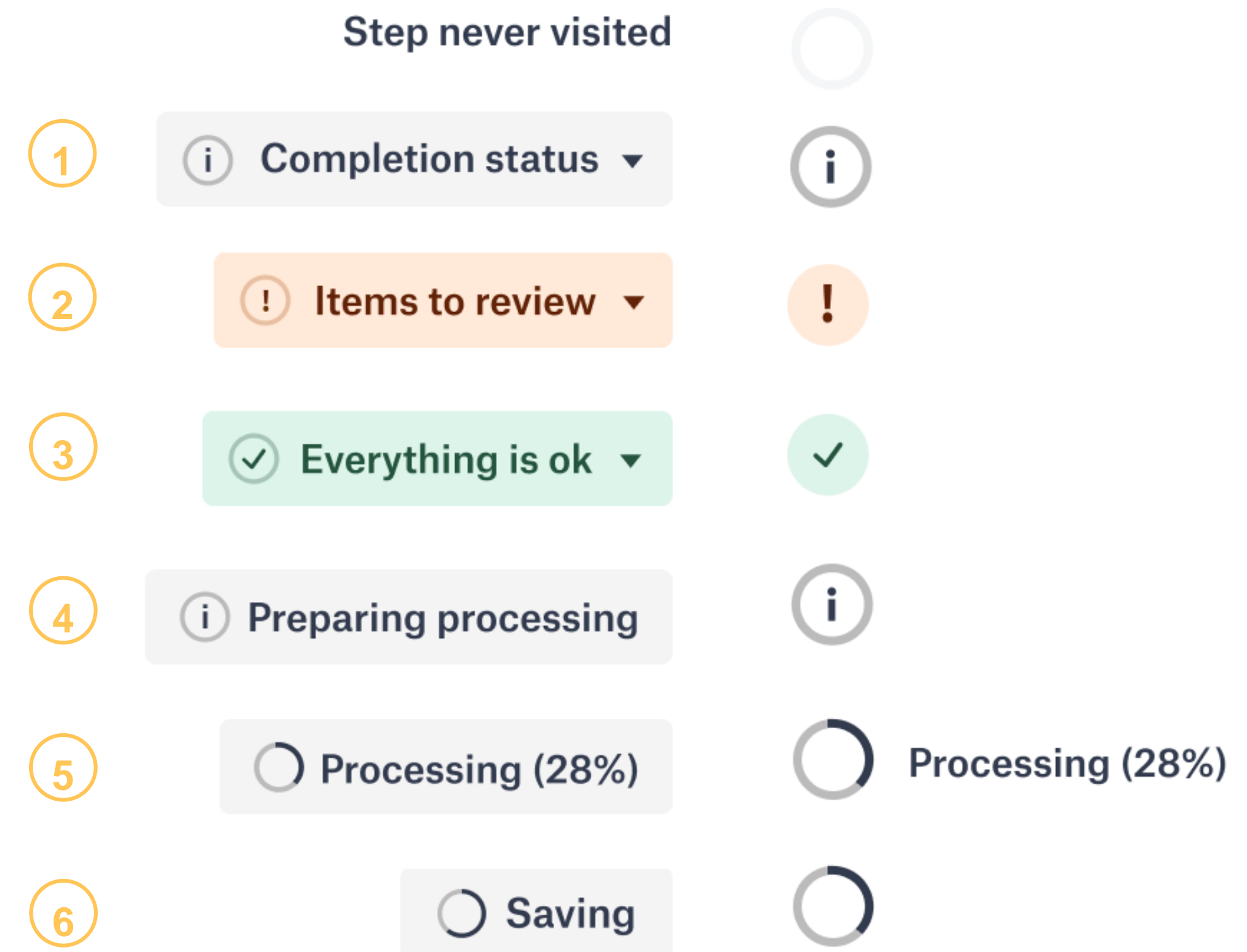




All the status

- 1 Completion status**
No modification has been done in this step.
It has potentially not been visited yet.
- 2 Items to review**
The platform is detecting some errors that may block the sending of your campaign.
- 3 Everything is ok**
No errors to report, everything seems to have been correctly completed.
- 4 Preparing to process**
The platform is about to validate the campaign to verify that you can send it.
- 5 Processing**
The platform is validating the campaign to verify that you can send it. This validation takes 1 min or so, or can be accelerated by going to this step.

- 6 Saving**
Each time you modify your campaign, the platform saves it.



CREATION

RECIPIENTS

MESSAGE

DESIGN

FINALIZE

STATS

The « Recipients » steps enables to upload your recipients list and to exclude some of them.

Files format

In order to load you recipients file, click on “**Choose my recipients**”.

The file you will upload must be an **Excel or CSV format** (with a semicolon as a separator « ; » and a UTF-8 encoding) and contain **in the first column the cell phone numbers with the correct format**.

Numbers format

Our default number format is "**dialling code + rest of the number**" for any numbers.

France : 336000000000

Belgium : 326000000000



International sendings :
Be sure to enter the correct country code for the destination country of the message.

In addition to the mobile phone number, your recipients list may also contains information such as the contact's first and last name, or any other information to **customize your Message or Rich Page**.

A template file is available by [clicking here](#)

Load a recipients list

Choose my recipients

New: to test campaigns you can now choose "Send as a test" on the Finalize screen (works for up to 50 recipients).
It's now also possible to add a list of mobile numbers in [your account](#) that can be used to test campaigns or can be added to your definitive contact list.

CREATION

RECIPIENTS

MESSAGE

DESIGN

FINALIZE

STATS

Once your database has been uploaded

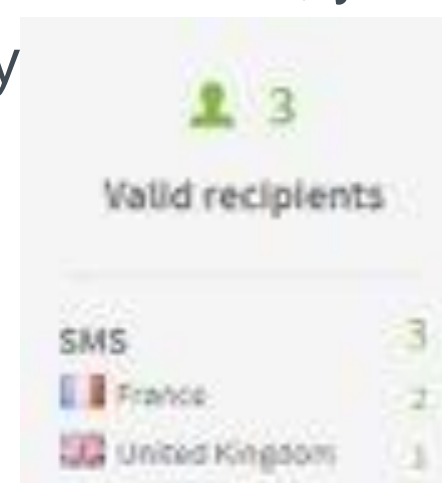
You will see a summary of the import of your recipients database (valid, duplicated, invalid and removed recipients).

Send as a test

If your database contains less than 50 recipients, you can use it as a test database.

Country

If your database contains numbers from different countries, you can check the amount of numbers in question by cursor on "Valid recipients".

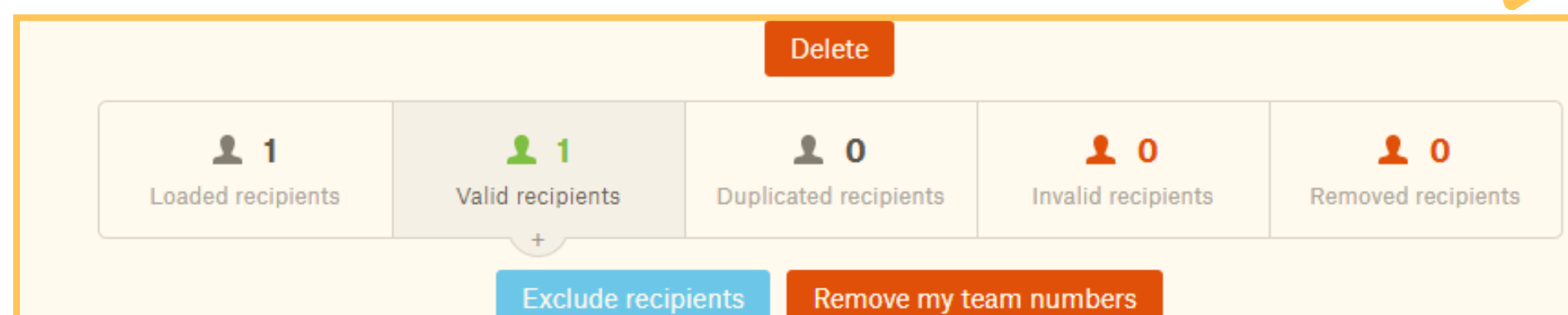


Valid recipients	
SMS	3
France	2
United Kingdom	1

Why might a contact be classified as "Duplicated" or "Invalid" ?

- The number does not respect the format « dialling code + rest of the number »
- The number is a landline (e.g.: 33100000000)
- The number has too many or too few digits (invalid)
- The platform sends only one message to the duplicated numbers
- If your database contains a header, then at you will have at least one invalid number

Your recipients list



Delete				
1 Loaded recipients	1 Valid recipients	0 Duplicated recipients	0 Invalid recipients	0 Removed recipients
+				
Exclude recipients		Remove my team numbers		

New: to test campaigns you can now choose **"Send as a test"** on the Finalize screen (works for up to 50 recipients).
It's now also possible to add a list of mobile numbers in [your account](#) that can be used to test campaigns or can be added to your definitive contact list.

CREATION

RECIPIENTS

MESSAGE

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Excluding contacts from you sending list

- Click on « Exclude recipients »
- Upload your file containing the numbers to exclude

You can, for instance, **exclude unsubscribed numbers** (we recommend to manage the STOPS directly in your clients database).






To **download the file that summarize all the STOPS** from your previous campaigns :
Go back to the platform homepage and click on "**Options**", then "**Download all Stops**".

Unsubscription or STOP requests must be processed quickly and permanently (except for re-subscriptions requests) to avoid legal penalties.

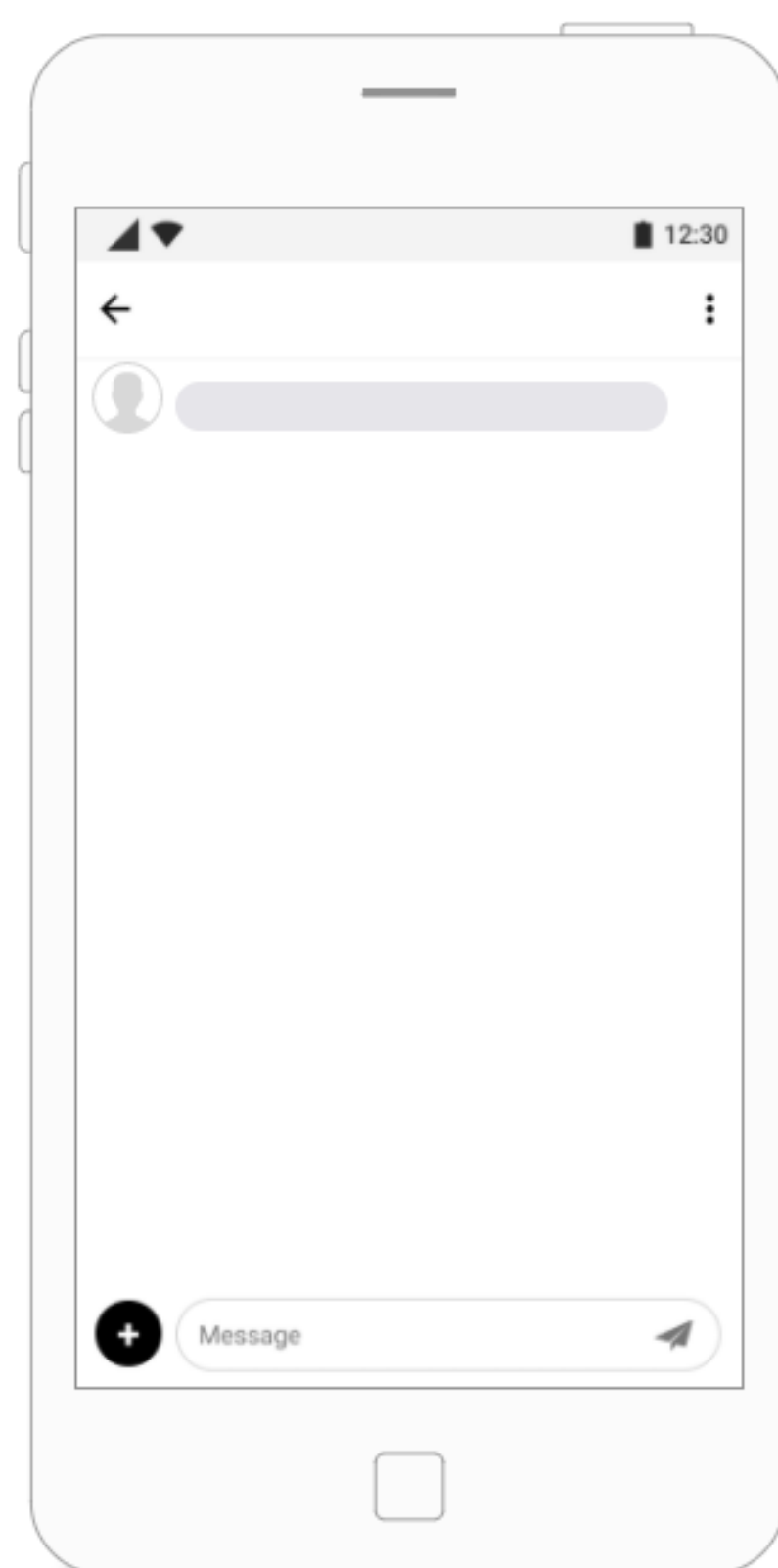


RGPD : Unsubscribed numbers are deleted from the Sinch database after one year. Make sure you have saved your own copy of the list elsewhere.
The STOP file only records the numbers which were unsubscribed from the campaigns sent using the Sinch platform.

Your recipients list

Delete				
 1	 1	 0	 0	 0
Loaded recipients	Valid recipients	Duplicated recipients	Invalid recipients	Removed recipients
+				
Exclude recipients				
Remove my team numbers				

New: to test campaigns you can now choose "**Send as a test**" on the Finalize screen (works for up to 50 recipients).
It's now also possible to add a list of mobile numbers in [your account](#) that can be used to test campaigns or can be added to your definitive contact list.



Sender 11

Message ? 160

Dynamic fields available:

[Longest Message](#)

In the case of a Simple SMS, the « Message » step only allows you to set the sender and the message content.

Sender & message

Indicate the sender's name and the message you wish to display.

Dynamic fields

Insert dynamic fields in your message :

[[B]], **[[C]]**, ... according to the fields you have in the contact base you have uploaded (e.g.: firstname, lastname,...).

CREATION

RECIPIENTS

MESSAGE

DESIGN

FINALIZE

STATS



1

Sender

myBrand

Message

This is my link Rich
[[RICH]]
And these are the dynamic fields in the database:
[[B]] [[C]]

2

Create a RichSMS:

Use the dynamic field [[RICH]] to create a RichSMS

Dynamic fields available:

[[A]] [[B]] [[C]]

Show dynamic fields

Longest message

3

Customizing the preview in your message improves the engagement and experience of your users (on Android only).

Preview (for Android):

Image preview

Preview title

myBrand

Description preview

Discover all our fantastic offers!

In the case of a RichSMS, the « Message » step allows you to set the sender and the message content, and to integrate the **[[RICH]]** link. Once you have added the link, you can personalize the preview.

Sender & message

Indicate the sender's name and the message you want to display.

Dynamic fields

Insert dynamic fields in your message :

[[B]], **[[C]]**, ... according to the fields you have in the contact base you have uploaded (e.g.: firstname, lastname,...).

Preview

Set the preview of your Rich link using :

- An image (size: 800x420 pixels)
- A title
- A description



Sender : Indicate the sender's name you want to display.
Limited to 11 alphanumeric characters or one **[[Dynamic field]]**.

Message : The message of your SMS.
Limited to 160 standard characters (STOP mention and **[[RICH]]** link included)

Multiple messages : The 160 characters limit can be lifted if need to send longer messages.

- 2 SMS : 306 standard characters maximum
- 3 SMS : 459 standard characters maximum

A double SMS costs 2 crédits, a triple SMS costs 3 crédits, and so on...

Standard characters list (counted as 1 character each)

@ £ \$ ¥ è é ù ì ò Ç Ø ø Å å Δ _ Φ Γ Λ Ω Π Ψ Σ Θ Ξ ^ { } [~] | €
Æ æ ß É ! " # ¤ % & ' () * + , . / 0 1 2 3 4 5 6 7 8 9 : ; < = > ? ¡ A
B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ñ Ü §
¿ a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ñ ü à - \

Double characters list (counted as 2 characters each)

[] { } | \ ~ ^ €

Other characters

If you use any other character, it will appear **highlighted in blue**.

The SMS maximum size will decrease from 160 to 70 characters, and the characters counter will be updated accordingly.

We **highly recommend not to send messages with special, non-standard characters**, as some operators **will not display the messages properly**.

NB : If one of these characters is in your contacts database, it is automatically transformed into a corresponding authorized character (e.g.: « *ë* » becomes « *e* »).



The STOP number

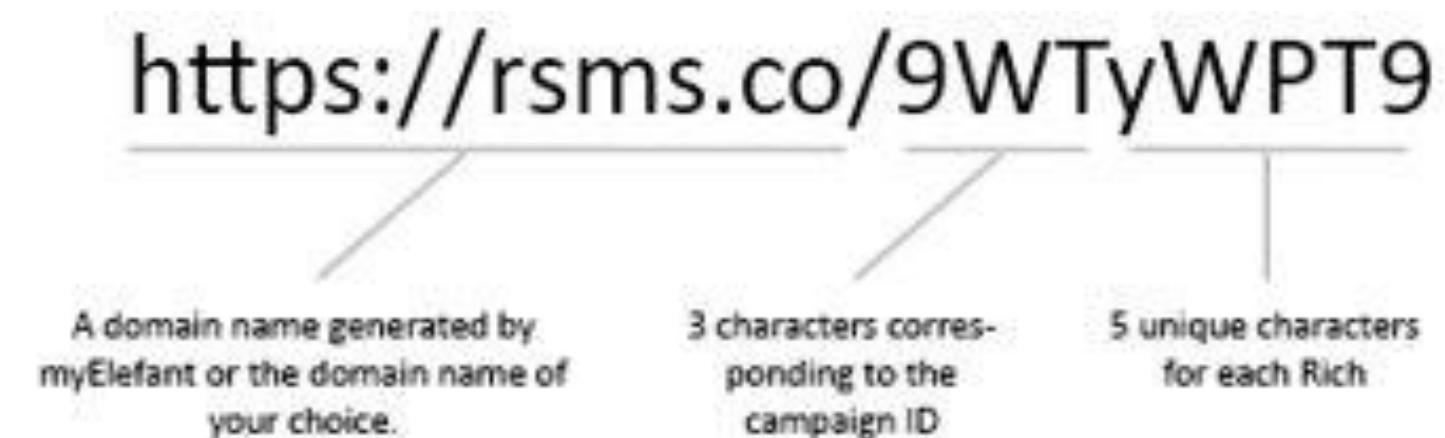
About the "STOP XXXXX",

Not all countries require the STOP statement.

It appears in the preview, according to the last number in your contacts base (e.g.: if it is French (33), then it will be displayed).

Note: We can provide STOP numbers for many countries.
Contact us if your need more information.

Format des URL Rich



Note: If you want a custom domain name, please contact us.



Dynamic fields: include dynamic fields, starting with the Rich link if you want to send a RichSMS.

Link: To integrate a Rich link leading to a customizable landing page, add **[[RICH]]** in your message directly where you want it to appear. Adding this link is necessary so the Rich can be tracked.

Other dynamic fields : You can include any other dynamic field in your message as long as this field is filed in your contacts database.



Be careful: to generate the Rich, **you must insert **[[RICH]]**** where you want the link to appear in your message.
DO NOT TYPE THE LINK URL IN YOUR MESSAGE.

If your contacts database is structured as follows :


A	B	C
33600000001	Dubois	Laurent

then the dynamic fields that you are enabled to use in your message are :

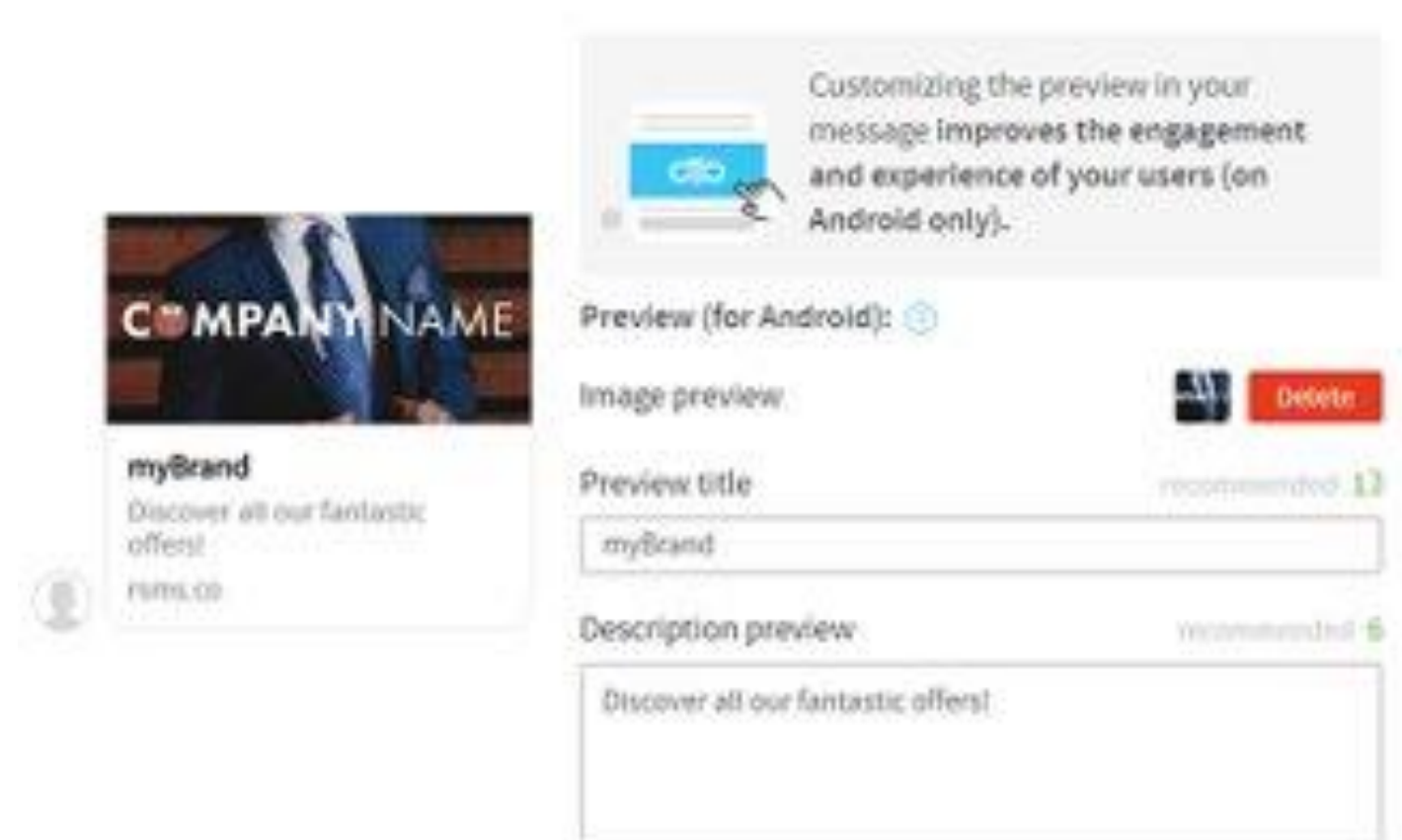
[[A]] (which will be displayed as "33600000001")

[[B]] (which will be displayed as "Dubois")

[[C]] (which will be displayed as "Laurent")

Calculation of the allowed characters amount : When you use a dynamic field in your message, the value of your longest dynamic field will be deducted from the available characters amount in your message. You can check the allowed characters amount by clicking on 

Note: If you want to know the exact number of messages in your campaign that exceed the allowed characters amount, look at the "Finalize" step.



Android Preview

A preview of the link your RichSMS contains is automatically displayed in the Message application of Android cellphones only.

You can only set it if you have added **[[RICH]]** in your message. The customization fields will be displayed once you add this link. The image setting is mandatory; adding a title and a description to your preview is optional (yet recommended).



If you do not customize your preview, the first image contained in the Rich landing page of the embedded link will be displayed, and the title and the description will be chosen randomly from the page content.

- **Title:** maximum recommended length is 20 characters.
- **Description:** maximum recommended length is 40 characters.
- **Image:** Optimal image size: 800x420 pixels. If the size is larger, the image will automatically be resized. Recommended files types : JPEG, PNG or GIF. For the JPEG type, the recommended quality is lower than 90. Keep in mind a lightweight image is important for a fast display on mobile devices. Optimal image size: lower than 300ko.
- **Statistics:** You can find the preview display rate in the "Statistics" page of your campaign.



Widgets & Effects



Rich page



Widgets and Rich page setting



The "Design" step is dedicated to the creation of the Rich landing pages, which you can preview by clicking on the link in your message.

The Rich landing page is built with blocks placed one below each other. Each block has a role: text editor, image, button,... These blocks are called widgets.

If you want to display a widget in your Rich page, you just have to drag and drop it from the list on the left to the phone in the center, or you can simply click the widget.

As the widget are displayed in real time, you can see your creation appear directly in the phone screen.

The right part is dedicated to the widgets settings and customizations.

By clicking on a widget in the phone, you can personalize it (editing the text, colors, margins, etc).



Link - <http://www.co5WT>

Further along in this guide, you'll find all the widgets in detail (pages 28-31), as well as all the effects (page 32) and all the styles (page 33).

Dynamic fields: You can include dynamic fields in the creation of your landing page. It works exactly the same way as for the message writing (see page 14).

All the widgets in which you can edit text allow the use of the dynamic fields.

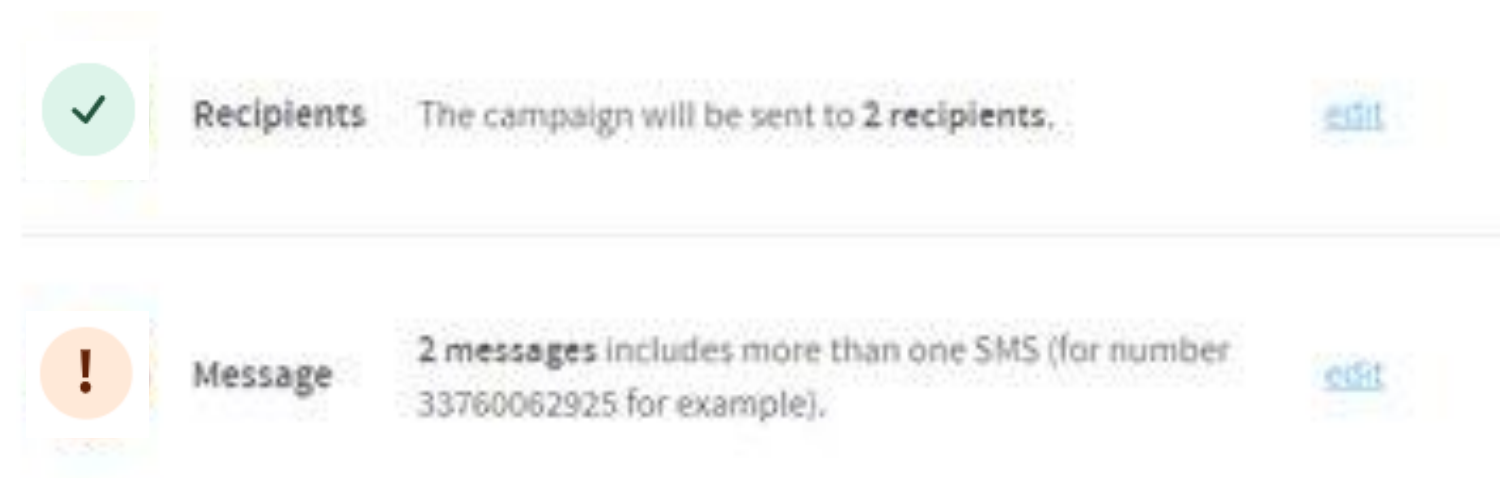
Design mode: This is the main mode you will use in the creation process. It allows the advanced customization of your RichSMS without any development or code knowledge, by simply dragging and dropping widgets to build your landing page.

Preview mode: This mode allow you to preview the result of your creation on different phone sizes and in a dynamic way (you can see the animations, you can use the interactions, etc...).

Expert mode: This mode allows you to go further in the customization and the creation, but requires HTML, CSS and JS skills.



The "Finalize" step allows you to send, program and test your campaigns, as well as to check if you have completed the previous steps correctly.



Warnings: They can appear in the Finalize step if you have not correctly followed the instructions in the previous steps, or if you have skipped one or more. All you have to do is follow the required actions as indicated.

Message: This section of the Finalize page indicates the number of message exceeding the size of one single SMS. Each SMS that is sent costs one credit. It is possible to send multiple SMS, yet they will cost the same amount of credits (a double SMS will cost 2 credits, a triple SMS will cost 3 credits, and so on).

Completion checklist

- The contacts database is loaded.
- The correct database is loaded in its corresponding campaign.
- The platform does not display an abnormal amount of wrong or duplicated numbers.
- If you have dynamic fields in the message and/or the Rich, the right fields are used.
- The sending date and time are correct.
- You have enough credits to send your campaign.
- If this is not the first one you are sending, check that the STOPs from your previous campaigns are excluded (see page 10).



Sending date and time *(Europe/Paris)*

Choose date and time

Send as a test

Send the campaign

Scheduling a campaign

After selecting a date and time, you can choose to send as a test (to a contact base up to 50 recipients maximum) or to your final contact base.

Send as a test

This button allows you to send a test campaign to a maximum of 50 contacts. Your campaign can still be edited after sending.

Send the campaign

This is the final sending. The campaign can no longer be edited once it has been sent this way.

Split and send

It is possible to send your campaign split in several parts at different times, by choosing the most suitable time for each sending.

To access this feature, please contact your sales representative.



Please verify that your sending respects the authorized times and days in each country. (In France for instance, it is forbidden to send commercial offers on Sundays and public holidays)

You are all done, your first campaign is ready to go! Go to its Statistics to follow its performances!

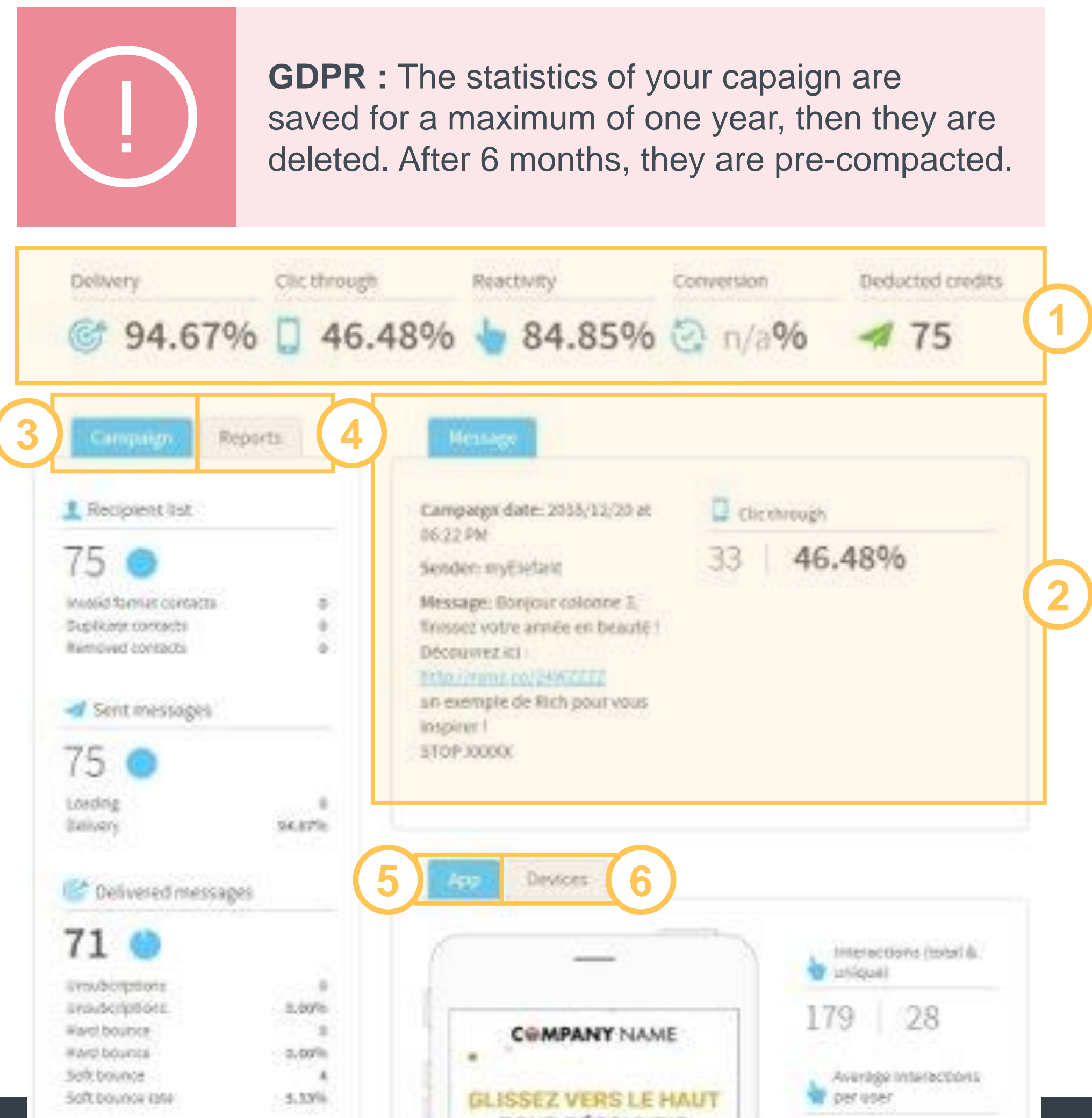


The "Stats" page of your campaign is accessible from the platform homepage. It gathers all the performance statistics of your campaign, whether you have sent it to your test or your final contacts base.



The Statistics page includes :

1. A summary of the different rates (deliverability, click through, and conversion)
2. A summary of your campaign (date, sender, message, clicks amount and rate)
3. A sending report (contact base uploaded, sent messages, delivered, stops ...)
4. Downloadable reports : all statistics (CSV, XLS), STOP SMS
5. A device report (devices, OS, browsers)
6. A hitmap (display of your Rich page with the amount of clicks per widget)





Messages status

- **Sent:** The message has been sent from the Sinch Engage platform
- **Delivered:** We have received the acknowledge receipt of the message
- **Loading:** Sent but no acknowledgment receipt yet
- **Soft bounce:** Off network (phone turned off, user abroad, etc...)
- **Hard bounce:** Unassigned number

Why might a message be classified as « not received »?

- The user's phone is turned off (operators try to resend the message for 48 hours, and if after that period the user has not turned his phone on, the message is classified as "not received").
- The user is abroad and his package does not allow him to receive Rich Messages.
- The user's line is cut off (professional target users regularly switch their mobile phone)

 **Best practices & helpful hints**



COMMIT

CLICK

DESIGN

SEND

Build commitment

- Create a **simple, clear, understandable** message.
- Use **action verbs** (Enjoy..., Discover..., Click...) to give your message more impact.
- Add **dynamiqc fields to customize** your messages.
- Do not add «see conditions in store» unless it is necessary.
- Do not overload your message with **trade conditions**.
- Use **capital letters sparingly**, only to draw the attention to some words or a specific part of a phrase.
- **Include the brand name** in your message, in addition to the sender.
- Use **punctuation** marks « !/.../?/ "/>; » to give rhythm to your message.
- Choosing the **right timing** increases the conversion rate.
- Keep your **contacts database up to date**.
- Insist on the **exclusive nature** of the offer ("exclusive offer reserved to...).
- Put the **link high in your message** to avoid confusions between the « Rich » link and the « STOP » link.



COMMIT

CLICK

DESIGN

SEND

Encourage clicks

- **Do not reveal everything in your main message** to intice your customer's interest and curiosity :
(Click to find out if you have won / Up to -50% on a wide range of clothing, Click to see more / Click and scratch here to discover the amount of your coupon / Discover the lookbook of our new collection by clicking)
- Use an **action verb right before the link** to intice clients to click :
(Click here / Discover here / See more here / Receive my coupon here / Your VIP invitation here)
- **Create a sense of urgency** to stimulate sales :
(Click fast/ Only two days left to take advantage of... / Today only!)
- A message generally has a greater impact when using the following structure:
[Offer announcement] - [Action verb] - [Link] - [Dates] - [Terms ans conditions]
- **Personalize your redirect link to the Rich Message with the name of your brand** to encourage your clients to click.
To customize your redirect link, please contact us.



COMMIT

CLICK

DESIGN

SEND

How to design a good Rich landing page

The fold: virtual line below which the web page content is not visible on a screen. Anything below this threshold will only be visible when you scroll.

Usually, visitors give **80% of their attention to the content that is located above the fold**. So think about highlighting and putting first the most important information at the beginning of your Rich landing page.

Your page must be easy to read: your content must be clear, give some **hierarchy to the important information**.

Favour the location of your **action button above the fold**.

Avoid

A visually overloaded content: too much text, too many images, too many different elements (images + videos + texts + buttons + ...). A heavy content slow the loading down and might not be displayed at all on a slow network.

A poor information hierarchy: build your campaign in a logical way, in order to get your message through.

Too many clickable buttons: determine what is the main goal of your campaign (bring clients in your shop, encourage sales via an image gallery, generate traffic to a mobile website, etc.), then create your clickable button consequently. Too much information could result in your client abandoning.



COMMIT

CLICK

DESIGN

SEND

Always send a test before your final sending

In order to ensure the succes of your campaign, we recommend you follow this process:

- Create your campaign
- Upload a test contacts base
- Start by sending your campaign as a test to these test numbers
- Once the test campaign is validated, you can delete your test contacts base, and replace it with your final recipients base.
- Then the campaign is ready to be sent



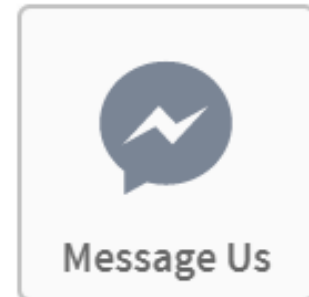
The test contact base and the final contact base must have the same format (.csv for instance) and the same exact structure (number of columns, information order inside these columns).

Widgets & effects

WIDGETS

EFFECTS

STYLES AND COLORS



Message us: Allows you to redirect the user to Messenger as part of a conversational campaign. Promote your messenger chatbots in your Rich SMS.



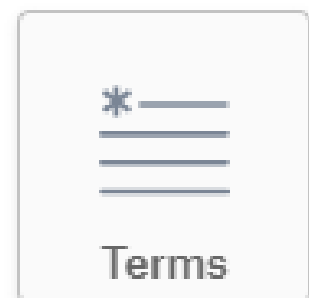
Title: Inserts a title. As in any widget where you can edit some text, you can use dynamic fields in your title.



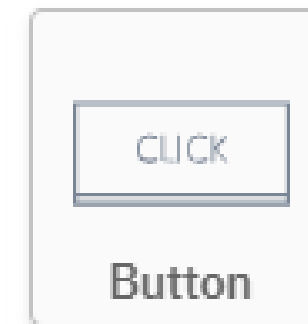
Text: Inserts a text area. Dynamic fields are allowed.



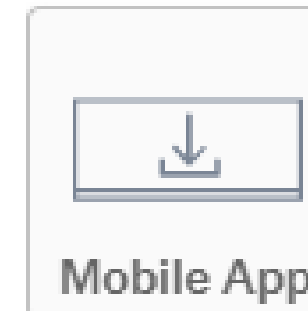
QRcode: Adds a QRcode / a promotional code / a coupon, or to display a digital loyalty card. Dynamic fields are allowed.



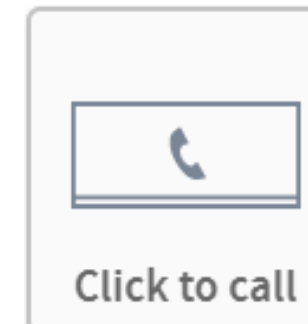
Terms: Adds terms and conditions details. Dynamic fields are allowed.



Button: Adds a button redirecting to web page (via a link). Dynamic fields are allowed.



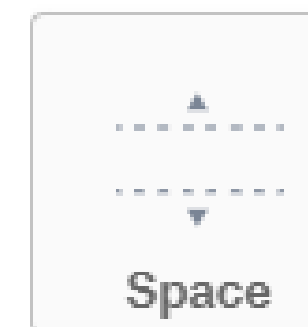
Mobile app: Adds a button to download the mobile app. The client's OS is detected by the platform and redirects to the right dedicated app store.



Click to call: Inserts a call action button. Dynamic fields are allowed.



Separator: Allows you to split the informations in your landing page.

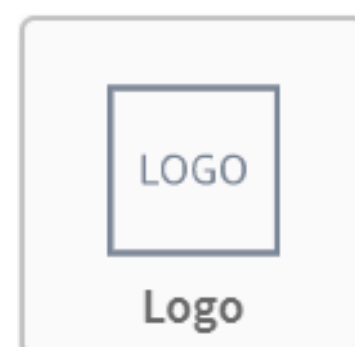


Space: Adds a blank space between two blocks / widgets.

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Logo: Inserts a logo.

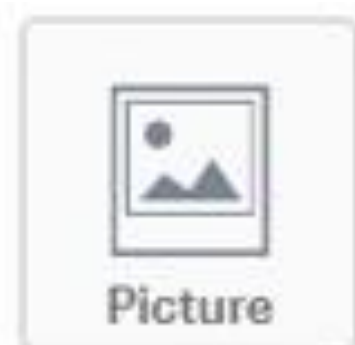
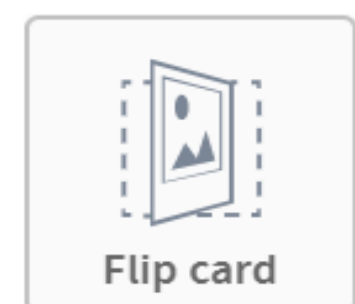


Image: Uploads and inserts an image.



Flip Card: Adds an image that flips over when you click / tap on it, revealing a second image.



Slide Show: Uploads pictures to create a slide show.



Clickable Slide Show: Inserts a slide show with clickable pictures. You can add complementary information about the displayed items.



Wall: Presents up to 9 items in a pictures wall made of clickable images. If you choose the «Flip» option, you can add a title, a price and a link for each item that will be revealed by a click / tap.



Gallery: Integrates a image gallery so you can present products / lookbooks...



eStore : Integrates a catalogue where each item redirects to your e-commerce website. Dynamic fields are allowed



Recommendations usage for the Image, Slide Show, Scratch Card, Gallery and eStore widgets:

Use landscape format images (800 x 600 pixels).

Recommended resolution: 72 to 96 dpi.

Recommended size for your images : 500 ko.



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Scratch Card: Adds a scratch card, in which you can upload an image of your choice.



Bar Code: Inserts a bar code / a promotional code / a coupon, or displays a digital loyalty card. Dynamic fields are allowed.



Store locator: Displays a map on which you can position your points of sales.



Directions to store : Displays the name, address, phone number, opening hours and route to the nearest store, or the client's favorite store / the store he is attached to.

id	name	address	phone	latitude	longitude	link	opening_time
#1	Magasin Paris	1 rue de la Croix, Paris, 75000	33100000001	48.855901	2.352019	http://www.magasin-paris.com	10h-13h / 14h-19h
#2	Magasin Bordeaux	1 rue de la Croix, Bordeaux, 33000	33100000002	44.8370738	-0.581297	http://www.magasin-bdx.com	10h-19h
#3	Magasin Lyon	1 rue de la Croix, Lyon, 69000	33100000003	45.763818	4.835807	http://www.magasin-lyon.com	10h-19h

The store database

It is used to geolocate all your stores on a map using the «Store Locator» widget.

Thanks to the «Directions to store» widget, you can determine a route to the nearest store (free geolocation) or to force this route to a specific store. For forced geolocation, click on the "Advanced" tab of the widget, then choose the column where you will find the store ID that is associated with the customer in the clients database.

The store database is an Excel or a .csv file. The table it contains must be structured following precisely the example on the left.

Note that the latitudes and longitudes must be written with a full stop and not a comma.

Phone numbers must absolutely include a prefix in case they are related to a store that is located abroad.

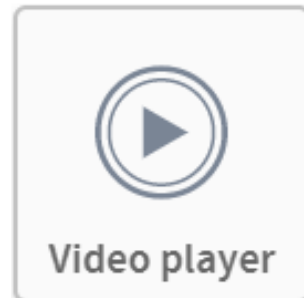
WIDGETS

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Countdown: Inserts a countdown to add a feeling of urgency to a promotion.



Video player: Allows you to add a video file.

Prerequisite for inserting a video into a Rich landing page:

Format: MP4, ogv and webm.

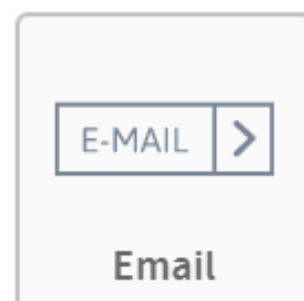
Maximum size & resolution: 640 x 480 pixels at 30 fps.

Optimal size: 352 pixels width

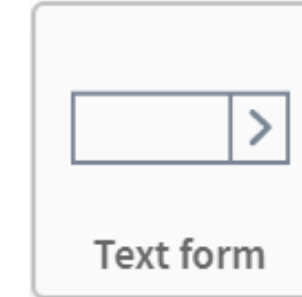
Codec: H.264

Maximum size: 8 Mo

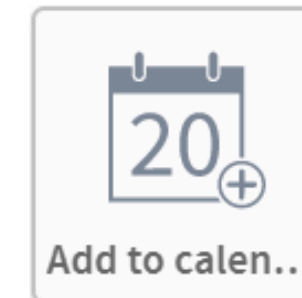
Note it is important to **import the same video with the 3 different formats listed above for better coverage**. The MP4 format is the safest on mobile.



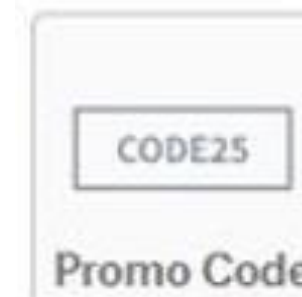
Email: Retrieve email addresses by filling a form input.



Text form: Retrieve informations about the client by filling a form.



Add to calendar: Adds your events in your clients' agenda and to send them reminders.



Promo Code: Inserts a promo code and to copy it in the clipboard.
Dynamic fields can be used.

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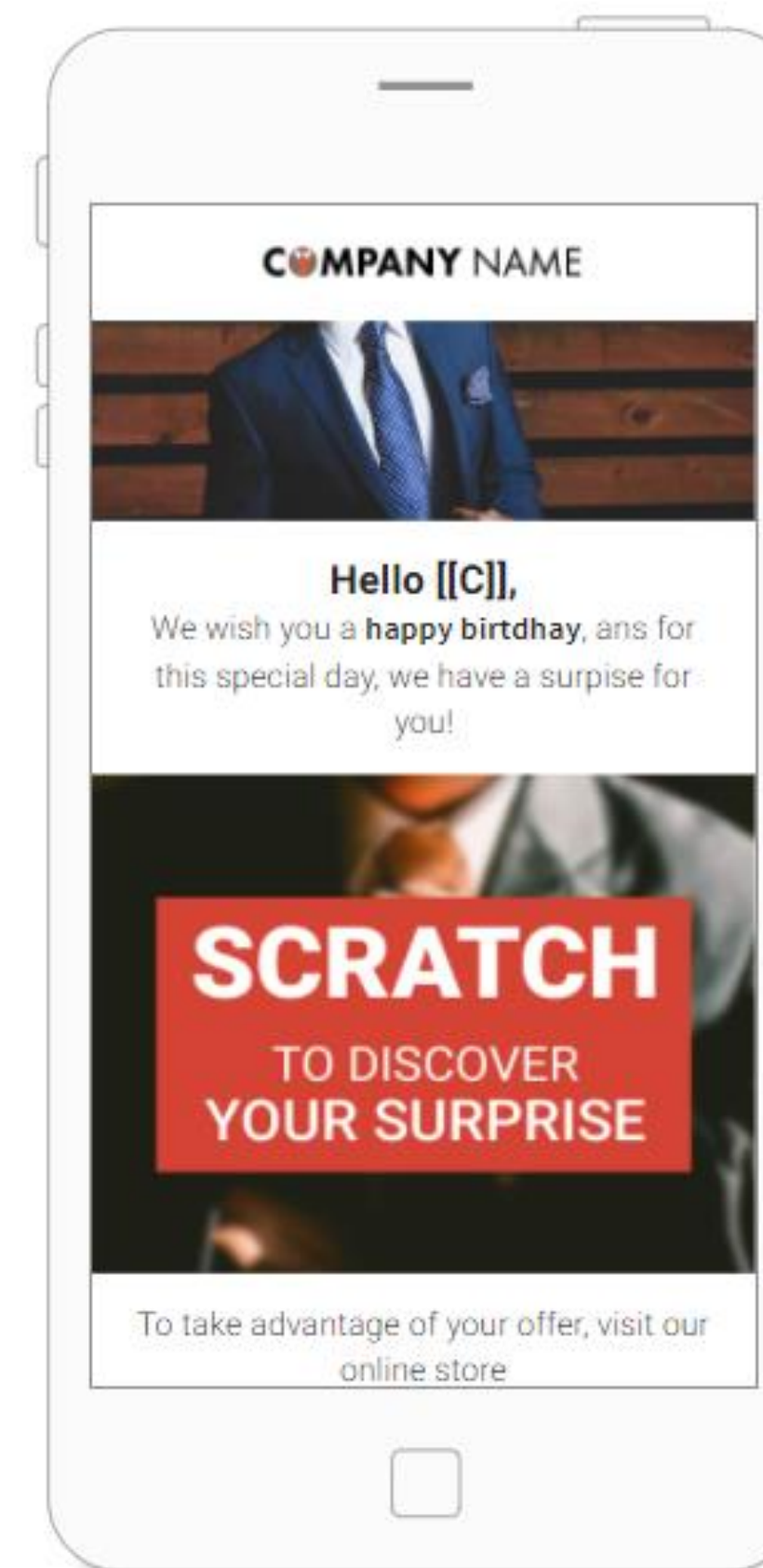
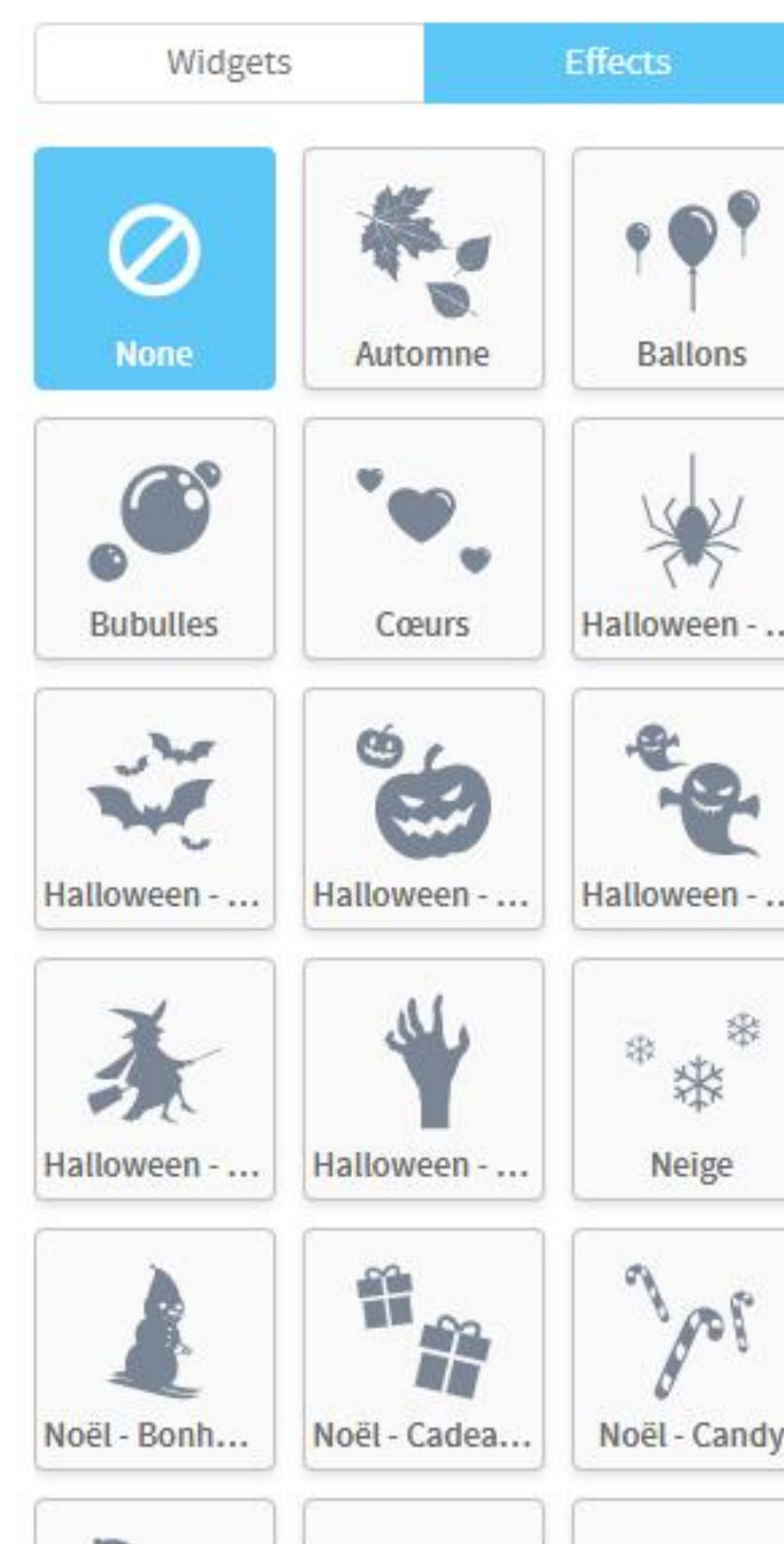
Sinch effects

You can add an effect to your campaign to boost your marketing highlights.

When you are in the Design step, click the **"Effects" tab** on your right (next to the "Widgets" tab), then select **one of them** to see it appears in the phone on the right.

Test them to see what happens !

Sinch offers to let you customize your own effects according to your needs. To learn more, please contact us.



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Color palettes

To gain time in the creation process of your Rich landing page, we created predefined color palettes. They allows you to modify the color of all the buttons you have not modified manually previously. (button, drive to store button, form button, etc...)

Styles

Styles are available to modify the fonts (serif or sans-serif) and the button style (rounded or square) easily.

Color

Palette Bleu turquoise
Palette Bleu turquoise
Palette Rose
Palette Jaune
Palette Verte
Palette Orange
Palette Grise
Palette Rouge
Palette Violette
Palette Noire
Palette Bleue

Style

#1 RICHSMS - Style classique
#1 RICHSMS - Style classique
#1 RICHSMS - Style classique boutons carrés
#1 RICHSMS - Style Sérif
#1 RICHSMS - Style Sérif boutons carrés
#4 RICHSMS - Style de Noël



Advanced features



ACCOUNT SETTINGS


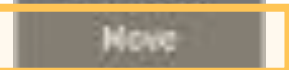
ADVANCED FEATURES

Account setting

Languages: our platform is available in French, English and Spanish.

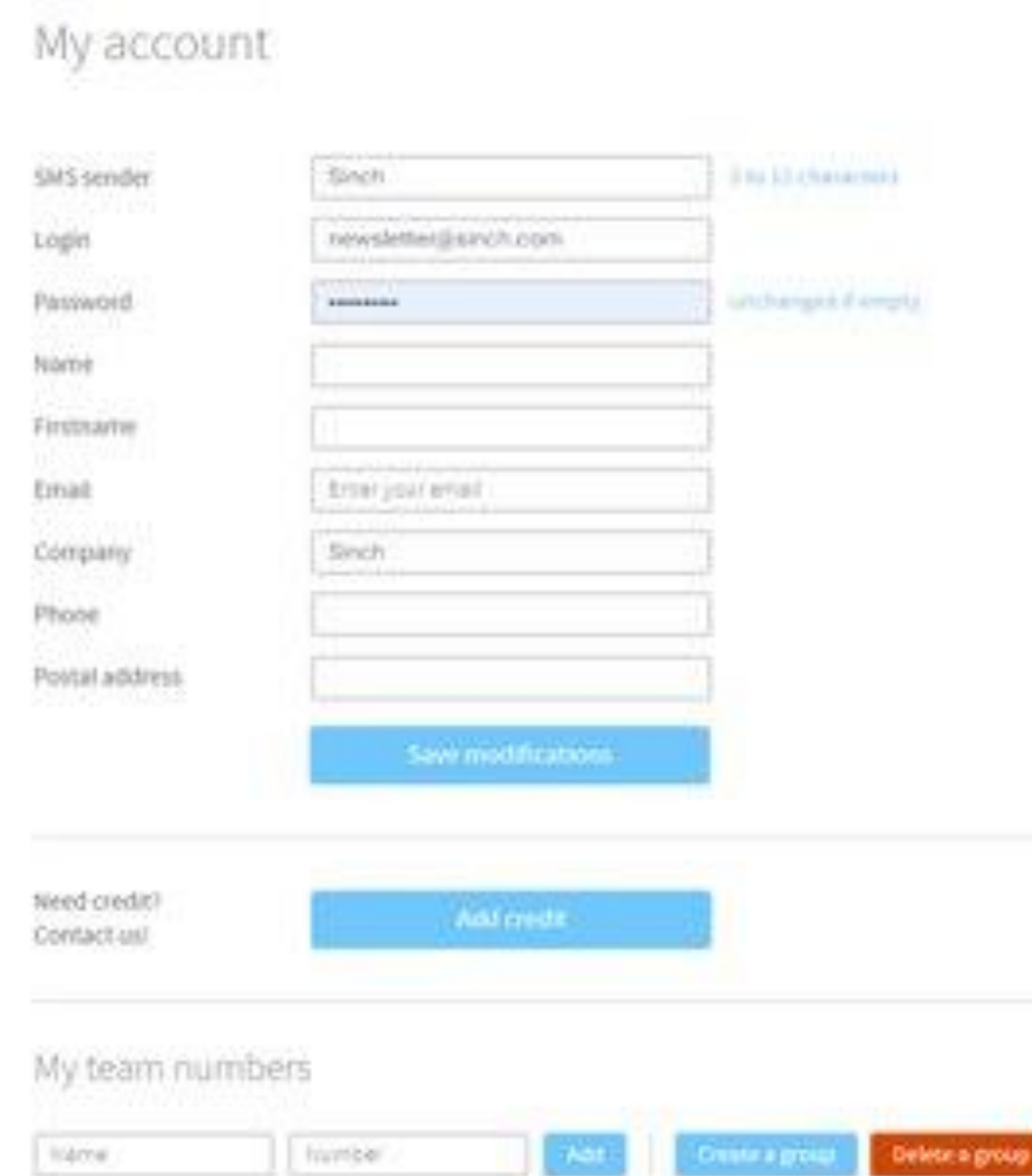
Password renewal: for security purposes, please update your password on a regular basis (eg: if the platform user changes). Go to «Account» menu and update your personal datas. (see the image on the right)

Ordering campaigns in files or sub-files: you can create sorting files for your campaigns.

On your menu bar, click on  Then on  to move your campaigns.



Team numbers: it is possible to add your team phone numbers to your contact list, when you are sending your campaigns. Go to your «Account» menu and add your phone numbers.



The screenshot shows the 'My account' section with the following fields and values:

- SMS sender: Sinch (0 to 12 characters)
- Login: newsletter@sinch.com
- Password: [masked] (unchanged if empty)
- Name: [empty]
- Firstname: [empty]
- Email: Enter your email
- Company: Sinch
- Phone: [empty]
- Postal address: [empty]

Below these fields is a 'Save modifications' button. Further down, there is a 'Need credit? Contact us!' section with an 'Add credit' button. At the bottom, the 'My team numbers' section includes fields for 'Name' and 'Number', and buttons for 'Add', 'Create a group', and 'Delete a group'.



ACCOUNT SETTINGS

ADVANCED FEATURES

On-demand advanced features

Specific shortener: it is possible to personnalize the Rich link. By default, it is « <http://rsms.co/XXX> » but you can personalize it with your brand name.

STOP: By default the STOP SMS text for France is: STOP 36000, you can also personalize it.

International STOP: STOP text is mandatory only in a few countries, including France. For the other countries, it is not added to your messages. If you still would like to have a STOP text for this countries, you can ask your CSM to get this option.

Expert Widgets: you have a campaign idea which is not available in our current widgets?

We can create specific widgets for you and our developers are here to help. Interested? Contact us!

CRM integration: our Sinch platform can connect itself to your CRM tool by API, API Sinch documentation available here: <https://www.rich-sms.com/api-doc.html>



Adobe Campaign

selligent



IBM WATSON



salesforce marketing cloud



emarsys



Microsoft Dynamics CRM

Analytics dashboard: the dashboard integration will allow you to follow the global key indicators on all your campaigns, and campaign by campaign. As an example, you can see the evolution of click rate on a year.



Contact us

More questions about the platform?

support-fr@sinch.com

Or contact your project manager directly

Need more features?

sales-fr@sinch.com

Or contact your sales representative directly

For any other request,

contact-fr@sinch.com

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sinch