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About This Guide

This guide is intended for Velti™ mGage™ administrators who set up and manage short code accounts, message routes, and keywords for a Velti™ mGage™ installation.

This document describes the features of the mGage™ Messaging Administration application and it provides detailed instructions about how to set up short code accounts, message routes, and keywords.

This guide is organized as follows:

- See "Setting Up Connection Accounts" on page 12
- See "Setting Up Message Flows" on page 18
- See "Setting Up Short Codes" on page 29
- See "Setting Up Message Routes" on page 38
- See "Setting Up Keywords" on page 44

Contents

CHAPTER 1: About mGage™ Administration

Velti™ mGage™ Messaging Administration is a Web application that allows you to create and manage message flows, short code accounts, message routing, and keywords for use on the mGage™ platform, quickly and efficiently.

Accessing mGage™ Messaging Administration

You can access the mGage™ Messaging Administration application (as well as other Velti™ mGage™ applications) using your mGage™ application's navigation bar.

To access mGage™ Messaging Administration:

1. On your mGage™ application's navigation bar, click **Switch mGage App**.

   The mGage™ applications pop-up ribbon appears at the top of the application window.

Figure 1-1 – mGage™ applications pop-up ribbon

2. Scroll to the right and click on the **Messaging Admin** icon.

   The mGage™ Messaging Administration application opens.

Exploring mGage™ Messaging Administration

When you first access the mGage™ Messaging Administration application the default view that you see depends on your user account's user role permissions. To navigate within mGage™ Messaging Administration, use the navigation bar at the left of the application window. There are four tabs; My Connections, My Shortcodes, My Routing, and My Keywords. Click on a tab to open the related pane. For example, click My Keywords to open the My Keywords pane.

Figure 1-2 – mGage™ Messaging Admin top navigation bar

To navigate to another mGage™ application, you can click **Switch mGage Apps** on the navigation bar.

Above-right of the navigation bar is the Logout button.
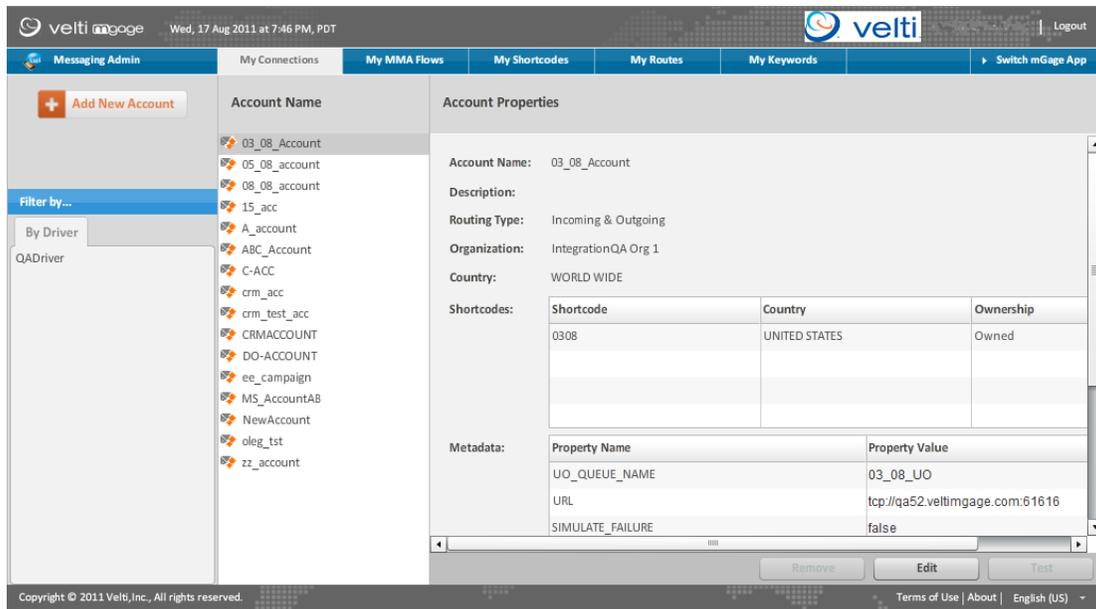
Figure 1-3 – mGage™ Messaging Admin interface

User Roles and Permissions

The mGage™ Messaging Administration application includes three pre-defined user roles. Whether you can perform an action depends on your user role. For more information on which actions each user role is capable of performing, see Table 2 - User Roles and Permissions.

Table 1-1 – User Roles and Permissions

	MSM Sys Admin	MSM Organ- ization Admin	MSM Keyword Manager
My Connections Tab			
View My Connections tab	X		
My MMA Flows			
View My MMA Flows tab	X		
My Shortcodes Tab			
View My Shortcodes tab	X		
My Routes Tab			
View My Routes tab	X	X	
Add/Edit/Remove New Routes	X	X	
Add/Remove Keywords	X	X	
My Keywords Tab			
View My Keyword tab	X	X	X
Add/Remove Keywords	X	X	X
Add/Edit/Remove Keywords Reser- vations	X	X	X
Release Keywords	X		

Logging Out

You can log out of the mGage Messaging Administration application from any screen.

To log out of mGage:

- At the top right of the screen, click **Logout**. The mGage™ Log In page appears.

Note: Do not close your browser or use the browser Back button to exit the mGage Messaging Administration application.

Terminology

Terms and Definitions lists important terms and definitions used in this guide.

Table 1-2 – Terms and Definitions

Term	Definition
Account	A software connection between an aggregator\operator and mGage Messaging Administration that supports messaging functionality. Each connection is represented as an account in the UI, see the My Connections tab. mGage™ connects directly with mobile operators/aggregators to support short codes.
Alias Keyword	An alternate keyword to the Primary Keyword. Typically Alias Keywords are a variation of the Primary Keyword. For example, the Primary Keyword might be STOP and its Alias Keyword could be QUIT or ST0P, where the letter O was mistakenly replaced by the number zero. Basically Alias Keywords are used to cover instances where the mobile user might erroneously enter the Primary Keyword. See Regular Keyword or Special Keyword.
Driver	Represents a physical connection between an operator/aggregator's messaging gateway and the mGage™ platform. Velti maintains each driver.
Incoming and outgoing routing	A message routing that supports sending and receiving messages. For example, an mGage™ Marketing Suite campaign interaction uses both incoming and outgoing messages.
Message routing	The method for routing incoming/outgoing messages according to the short code (and the associated brand's activities).
Message Flow	A defined process that outlines how a message is handled and processed depending on the identified short code and keyword.
MMA	The Mobile Marketing Association is a global non-profit trade association established to lead the growth of mobile marketing and its associated technologies.
Outgoing routing	Message routing that supports only sending messages. For example, an mGage™ CRM broadcast only uses outgoing messages.
Primary Keyword	The expected keyword. This is the keyword defined to trigger a message flow. A Primary Keyword can have one or more Alias Keywords. See Alias Keyword.
Regular Keyword	A word, name, or string (user-defined) used to distinguish and trigger a message within a short code service. Within mGage™, regular keywords are used to compose routing rules. The mobile user's message is matched to the keywords defined in the routing rules in order to route the message to the appropriate service (for example, a service for an interaction or broadcast). Regular keywords can have both Primary and one or more Alias keywords.

Short code	Short numeric strings (typically 4-6 digits) to which text messages can be sent from a mobile phone. Wireless subscribers send text messages to short codes with relevant keywords to access a wide variety of mobile interactions. For example, text-to-win competitions, coupon redemption, etc. Short codes can be leased and are registered with mobile operators. mGage™ connects directly with mobile operators/aggregators to support short codes. Mobile subscribers can send and receive messages only to short codes registered by the mobile operator to which the user's MSISDN is registered.
Short code account	Represents the short code within the mGage™ environment and identifies the mobile operator/aggregator to which the short code is registered.
Service	An instance of the MSM message layer service client. For example, a service manages an mGage CRM community registration's or broadcast's use of a short code or an mGage Marketing Suite interaction's use of a short code.
Service Key	A unique identifier (string) for a service. See Service.
Special Keyword	A word, name, or string (user defined) used to distinguish and trigger special message flows such as the STOP service, STOP ALL services, and HELP message flows. A special keyword can have both a Primary Keyword and one or more Alias keywords.

CHAPTER 2: Setting Up Connection Accounts

In this section you create a connection account to configure mGage™ to programmatically connect with a mobile operator/aggregator via an API. The connection account enables mGage™ to route messages to the mobile operator/aggregator's messaging gateway from the mGage™ products that use short codes, and vice versa.

How many connection accounts you need to create for each operator/aggregator depends on the operator/aggregator. Some operators/aggregators require you to create a connection account per short code, while others allow you to create just one connection account that supports a number of short codes.

Note: In some cases a short code is not required, for example, in the case of an outgoing only route.

In this section you also define which organizations have access to the connection account. Later you will associate the connection account with a short code. See "Creating a Short Code," on page 30.

Creating a Connection Account

In this section you create a connection account to configure mGage™ to programmatically connect with a mobile operator/aggregator via an API. The connection account enables mGage™ to route messages to the mobile operator/aggregator's messaging gateway from the mGage™ products that use short codes, and vice versa.

How many connection accounts you need to create for each operator/aggregator depends on the operator/aggregator. Some operators/aggregators require you to create a connection account per short code, while others allow you to create just one connection account that supports a number of short codes.

In this section you also define which organizations have access to the connection account. Later you will associate the connection account with a short code. See "Creating a Short Code," on page 30.


Figure 2-1 – My Connections page

To create a connection account:

1. On your mGage™ application's navigation bar, click **My Connections**.

   The My Connections page opens and displays any existing connection accounts.

2. In the left panel, select the Driver (aggregator/operator) for which you want to create a connection account.

   The My Connections page opens and displays any existing connection accounts.

3. In the left panel, click **Add New Account**.

   The Create Account page opens.

Figure 2-2 – Create Account page

4. In the **Account Name** field, enter a unique name for the connection account.

5. (Optional.) In the **Account Descripton** field, enter a short, informative description for the new connection account.

6. From the **Routing Type** drop-down menu, select a routing type.

   - **Incoming & Outgoing**—Select to support both incoming and outgoing message routings.

   - **Outgoing**—Select to support an outgoing only message routing, for example, for broadcasts. (This option does not require a short code.)

7. From the **Select Country** drop-down menu, select the country that this connection account will operate in. (The driver defines whether you need to create country specific connection accounts or a global connection account.)

8. In the **Metadata** table, enter values for each property by clicking in each row under the **Property Value** column. The properties that appear are operator/aggregator specific.

9. In the **Message Throttling** section, if you want to limit the rate for how many outgoing messages to process per second, click on the respective message type's **Trottle maximum...** checkbox, and then enter the number of messages per second. The maximum throughput rate is operator/aggregator specific. You can limit the rate for the following message types:

   - SMS

   - MMS

   - WAP Push

Note: Some operators/aggregators charge a monthly fee based on message throughput rates (or speed). To reduce costs, you might want to throttle the message throughput rate to a slower rate. In addition, exceeding a operator/aggregator limit can create functional problems with messages being lost.

10. In the **Organization** section, scroll down the organization list and select the organization or organizations that you want to associate with this connection account. Alternatively, select the **All Organizations** checkbox to associate all current and future organizations with this connection account.

11. Click **Approve**.

    The My Connections overview page opens and displays the new connection account in the Account Name list.

Editing a Connection Account

In this section you can edit a connection account's message throttling settings and change which organizations are associated with the connection account.

To edit connection account:

1. On your mGage™ application's navigation bar, click **My Connections**.

   The My Connections page opens and displays any existing connection accounts.

2. In the **Account Name** list, select the connection account you want to edit.

   The Account Properties section refreshes and displays the connection account's detail information.

3. Click **Edit**.

   The Edit Account page opens.

4. In the **Metadata** section, you can change the connection account's properties.

5. In the **Message Throttling** section, if you want to limit the rate for how many outgoing messages to process per second, click on the respective message type's **Trottle maximum...** checkbox, and then enter the number of messages per second. The maximum throughput rate is driver-specific. You can limit the rate for the following message types:

   - SMS
   - MMS
   - WAP Push

   Note: Some operators/aggregators charge a monthly fee based on message throughput rates (or speed). To reduce costs, you might want to throttle the message throughput rate to a slower rate.

6. In the **Organization** section, you can edit which organizations to associate with this connection account. Alternatively, select the **All Organizations** checkbox to associate all current and future organizations with this connection account.

7. Click **Approve**.

   The My Connections overview page opens and displays the updated connection account in the Account Name list.

Removing a Connection Account

In this section you can remove a connection account. You can only remove a connection account if it does not have a short code or message route associated with it.

To remove a connection account:

1. On your mGage™ application's navigation bar, click **My Connections**.

    The My Connections page opens and displays any existing connection accounts.

2. In the **Account Name** list, select the connection account you want to remove.

    The Account Properties section refreshes and displays the connection account's detail information.

3. Click **Remove**.

    The My Connections overview page opens and displays the Account Name list without the connection account.

CHAPTER 3: Setting Up Message Flows

In this section you create default message flows that comply to the Mobile Marketing Association (MMA) best practices guidelines and/or a country's regulations/legislation. A message flow sets out the steps the mobile user goes through to STOP a service, STOP ALL services, or request HELP. (It also sets out the internal logical flow that the message goes through within mGage.) You set up only one set of default message flows for each country per connection account. (A set of message flows includes a flow for STOP, STOP ALL, and HELP.) Because you set up only one set of message flows per country, set up is a one time event. Default message flows eliminate you having to repeatedly set up a message flow each time you create a short code, while at the same time you can customize the message flow.

When you set up a message flow on the **My MMA Flows** tab, you are actually creating a default message flow. On the **My Shortcodes** tab, you can customize the message flow for each short code. Customization includes adding special keywords, which trigger the message flow, and adding your own message response text.

MMA Message Flow Types

mGage MSM supports the following MMA message flow types:

- **STOP Message Flow**—The message flow followed when a mobile user requests to stop a service.

- **STOP ALL Message Flow**—The message flow followed when a mobile user requests to stop all services.

- **HELP Message Flow**—The message flow followed when a mobile user requests information about a service.

STOP Message Flow

The message flow followed when a mobile user requests to stop a service.
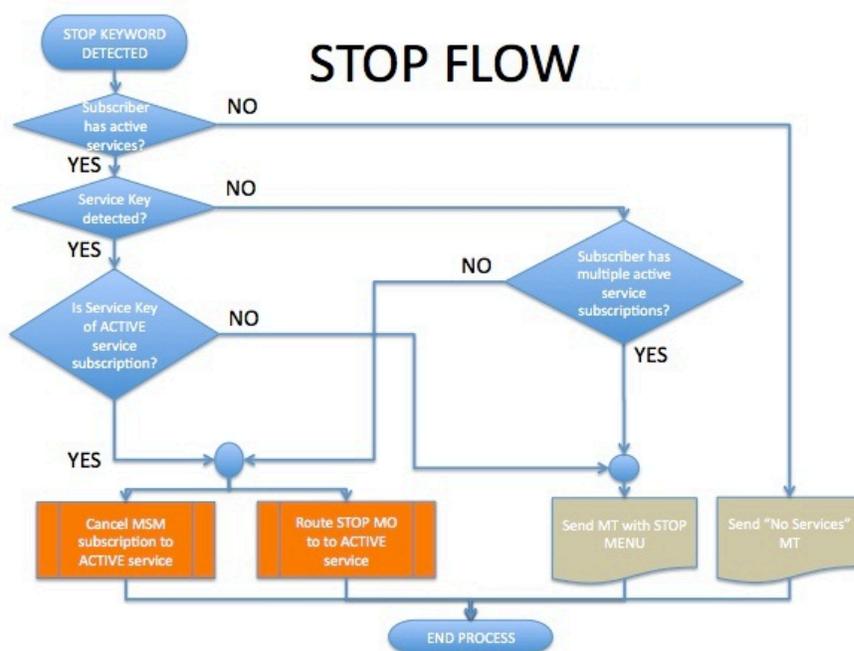
Figure 3-1 – STOP Message Flow Diagram

When mGage receives a STOP request it performs the following logical checks to determine the flow of the message and which response message to send to the mobile user.You need to understand this logic to enter useful response message content in the UI:

- If the STOP message does not contain a service key mGage sends the **STOP Menu Response Message** content.

- If the STOP message contains an invalid or non-active service key, mGage treats it as a STOP request without a service key and sends the **STOP Menu Response Message** content. (Use the **Select Smart Field** menu to create a dynamic menu of stop options and their associated service keys.)

- If the STOP message contains a valid service key for an active service, mGage routes the STOP request to the associated service and cancels the mobile user's active MSM subscription for the service. (The service is responsible for sending the stop confirmation message to the mobile user.)

- If the STOP message contains a valid service key for a pending service (double opt-in), mGage sends the **STOP Menu Response Message** content. (Use the **Select Smart Field** menu to create a dynamic menu of stop options and their associated service keys.)

- If the STOP message does not contain a service key AND the mobile user has only one active service, mGage routes the STOP request to the associated service and cancels the mobile user's active MSM subscription for the service. (The service is responsible for sending the stop confirmation message to the mobile user.)

STOP ALL Message Flow

The message flow followed when a mobile user requests to stop all services.
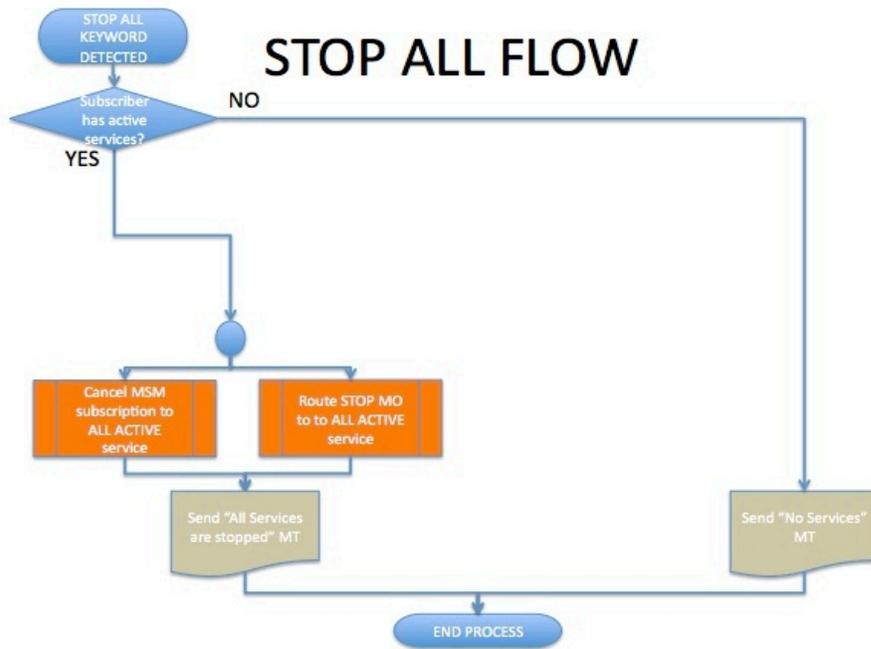
Figure 3-2 – STOP ALL Message Flow Diagram

When mGage receives a STOP ALL request it performs the following logical checks to determine the flow of the message and which response message to send to the mobile user. You need to understand this logic to enter useful response message content in the UI:

- If the STOP ALL message is sent and the mobile user is subscribed to an active service, mGage routes the STOP request to ALL active services and cancels the mobile user's active MSM subscription for all services.

- If the STOP ALL message is sent and the mobile user is not subscribed to an active service, mGage sends the No Active Services Response Message content.

HELP Message Flow

The message flow followed when a mobile user requests information about a service.
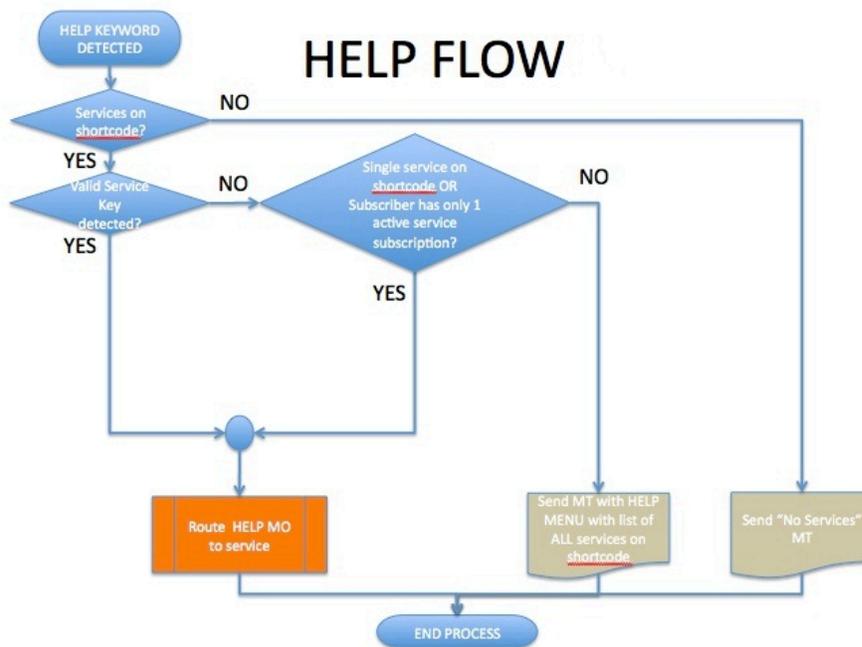
Figure 3-3 – HELP Message Flow Diagram

When mGage receives a HELP request it performs the following logical checks to determine the flow of the message and which response message to send to the mobile user. You need to understand this logic to enter useful response message content in the UI:

When there are no services running on the short code:

- If the HELP message contains a non-recognized or inactive service keyword, mGage sends the **No Active Services Response Message** content.

- If the HELP message does not contain a service key, mGage sends the **No Active Services Response Message** content.

When there is only one service running on the short code:

- If the HELP message contains a valid service key for the active service, mGage routes the HELP message to the associated service.

- If the HELP message does not contain a service key, whether or not the user is subscribed to the service, mGage routes the HELP message to the only associated service on the short code.

- If the HELP message contains a valid service key for the service but the mobile user is unsubscribed, mGage routes the HELP message to the associated service.

- If the HELP message contains an invalid service key, mGage routes the HELP message to the only service associated with the short code.

When there are multiple services on the short code:

- If the HELP message contains a valid service key for a subscribed or unsubscribed service, mGage routes the HELP message to the associated service.

- If the HELP message does not contain a service key for the subscribed service and the mobile user is not subscribed to any other service for the short code, mGage sends the **HELP Menu Message Response** content. (Use the **Select Smart Field** menu to create a dynamic menu of help options and their associated service keys.)

- If the HELP message does not contain a service key for the subscribed service and the mobile user is subscribed to only one active service for the short code, mGage routes the HELP message to the associated service.

- If the HELP message does not contain a service key for the subscribed service and the mobile user is subscribed to multiple active services for the short code, mGage sends the **HELP Menu Message Response** content. (Use the **Select Smart Field** menu to create a dynamic menu of help options and their associated service keys.)

- If the HELP message does not contain a service key for an active service and the mobile user is not subscribed to an active service for the short code, mGage sends the **HELP Menu Message Response** content. (Use the **Select Smart Field** menu to create a dynamic menu of help options and their associated service keys.)

- If the HELP message contains an invalid or non-recognized service key, mGage sends the HELP Menu Message Response content. (Use the **Select Smart Field** menu to create a dynamic menu of help options and their associated service keys.)

Creating a Message Flow

In this section you create default message flows that comply to the Mobile Marketing Association (MMA) best practices guidelines and/or a country's regulations/legislation. A message flow sets out the steps the mobile user goes through to STOP a service, STOP ALL services, or request HELP. (It also sets out the internal logical flow that the message goes through within mGage.) You set up only one set of default message flows for each country per connection account. (A set of message flows includes a flow for STOP, STOP ALL, and HELP.) Because you set up only one set of message flows per country, set up is a one time event. Default message flows eliminate you having to repeatedly set up a message flow each time you create a short code, while at the same time you can customize the message flow.

When you set up a message flow on the **My MMA Flows** tab, you are actually creating a default message flow. On the **My Shortcodes** tab, you can customize the message flow for each short code. Customization includes adding special keywords, which trigger the message flow, and adding your own message response text.

Before creating a message flow, you should understand the message flow logic that triggers a response message. See "MMA Message Flow Types" on page 18, for more information.

To create a default message flow:

1. On your mGage™ application's navigation bar, click **My MMA Flows**.

   The My MMA Flows page opens and, in the left panel, displays the list of countries for which there are existing message flows.

2. Click **Add New Flow**.

   The Create Flow page opens.

Figure 3-4 – Create Flow page

3. In the **Name** field, enter the new message flow name.

4. From the **Country** drop-down menu, select the country for which you want to create the

message flow.

5. There are three message flow types:

    - "STOP Message Flow" on page 18—The message flow followed and message response sent when a mobile user requests to stop a service. See "STOP Message Flow" on page 18, for more information.

    - "STOP ALL Message Flow" on page 19—The message flow followed and message response sent when a mobile user requests to stop all services. See "STOP ALL Message Flow" on page 19, for more information.

    - "HELP Message Flow" on page 20—The message flow followed and message response sent when a mobile user requests information about a service. See "HELP Message Flow" on page 20, for more information. (The Help Message flow does not actually contain the service's help, rather it routes it to the service's help.)

Note: Which message flow is triggered depends on the special keyword that the mobile user sends to the short code. (The special keyword is set on the My Shortcodes tab.) Each of the three message flows have a different logical flow.

For each of the message flow types, perform the following configuration.

a. From the **Template** drop-down menu, select a flow template. (Currently, there is only one template.)

b. Select a **Flow Message** locale or language; you can add one or more locales for each message flow. At the bottom of the **Locales** list, from the language drop-down menu, select a language and then click the add (➕) icon. The new locale appears in the Locales list.

    Note: You need to enter default response messages for each locale.

c. In the **STOP/STOP ALL/HELP Menu Response Message** text box, enter the default response message to send when a mobile user requests to stop a service, stop all services, or get help for a service. To add dynamic content (for example, a menu of services) to the response message using a smart field, from the **Select Smart Field** drop-down menu, select an option and then click the add (➕) icon. The smart field options are:

    - **List of services on shortcode**—Inserts the complete list of active services associated with the shortcode, regardless of whether the mobile user is subscribed to a service or not.

    - **List of user's subscribed services**—Inserts the list of services to which the mobile user has an active subscription, which are associated with the shortcode.

    - **List of services based on user's status**—(HELP Menu Response Message only.) Inserts the list of services that the mobile user is subscribed to or all services if the user is not currently subscribed to any service.

d. In the **No Active Services Response Message** text box, enter the default response message to send when a mobile user requests to stop a service, stop all services, or get help for a service, but the mobile user is not subscribed to a service. To add dynamic

content (for example, a menu of services) to the response message using a smart field, from the **Select Smart Field** drop-down menu, select an option and then click the add (➕) icon. The smart field options are:

- **List of services on shortcode**—Inserts the complete list of active services associated with the shortcode, regardless of whether the mobile user is subscribed to a service or not.

e. In the **No Service On Shortcode Message** text box, enter the default response message to send when a mobile user requests to stop a service, stop all services, or get help for a service, but there are no active services on the short code.

f. If you added more than one locale for the flow, in the **Locales** list, select the next language and enter content for each response message; repeat steps c to e.

g. Configure the next flow type until all (STOP, STOP ALL, and HELP) of the message flows are completed.

Editing a Message Flow

In this section you can edit a message flow, which includes selecting which template to use, adding or deleting locales, and editing the default message response content.

Before editing a message flow, you should understand the message flow logic that triggers a response message. See "MMA Message Flow Types" on page 18, for more information.

To edit a default message flow:

1. On your mGage™ application's navigation bar, click **My MMA Flows**.

   The My MMA Flows page opens and, to the left, displays two lists. To the far left is a list of the existing services filtered **By Country**. To the right of the By Country list, displays the **Service Flows** list, which shows the existing message flows, in alphabetical order.

2. From the **Service Flows** list, select a flow, and click **Edit**.

   The Edit Flow page opens.
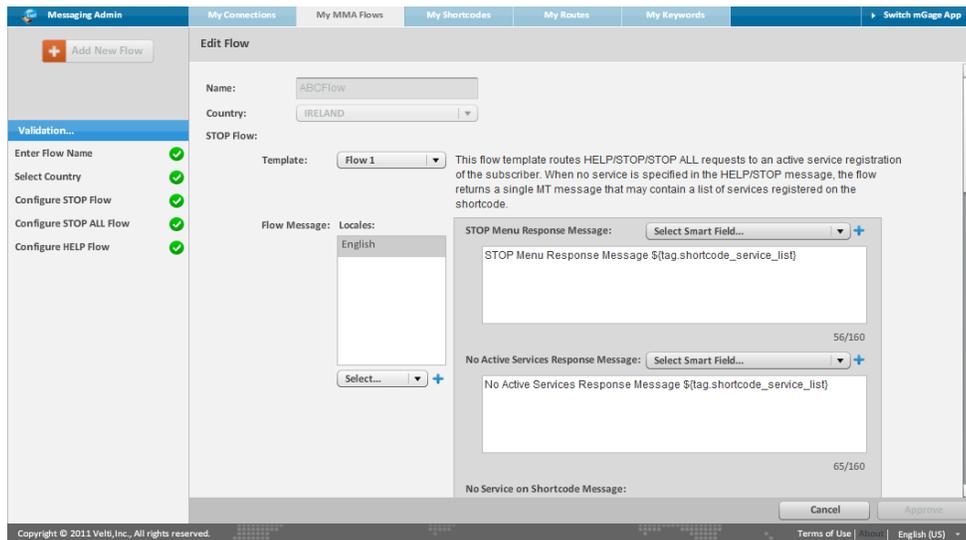
Figure 3-5 – Edit Flow page

3. You cannot edit the flow name or the country the flow is assigned to.

4. There are three message flow types, all of which you can edit:

   - "STOP Message Flow" on page 18—The message flow followed and message response sent when a mobile user requests to stop a service. See "STOP Message Flow" on page 18, for more information.

   - "STOP ALL Message Flow" on page 19—The message flow followed and message response sent when a mobile user requests to stop all services. See "STOP ALL Message Flow" on page 19, for more information.

   - "HELP Message Flow" on page 20—The message flow followed and message response sent

when a mobile user requests information about a service. See "HELP Message Flow" on page 20, for more information. (The Help Message flow does not actually contain the service's help, rather it routes it to the service's help.)

Note: Which message flow is triggered depends on the special keyword that the mobile user sends to the short code. (The special keyword is set on the My Shortcodes tab.) Within a specific message flow (STOP, STOP ALL, or HELP), which message response is triggered depends on several triggers. For example, whether the mobile user is subscribed to one or more services, whether there are one or mores active services on the short code, or whether the message includes a service key. Each of the three message flows have a different logical flow.

For each of the message flow types, you can make the following edits:

a. You can select a different message flow template. To change the flow template, from the **Template** drop-down menu, select a different flow template. (Currently there is only one template.)

b. You can add a locale to or delete a locale from the message flow.

To add a new locale, at the bottom of the **Locales** list, from the language drop-down menu, select a language and then click the add (➕) icon. The new locale appears in the Locales list. (You need to enter default response messages for each locale.) Enter message content into the new locales text boxes.

To delete a locale, select the language in the **Locales** list and click the delete (✖) icon.

c. You can customize the default response messages.

- In the **STOP/STOP ALL/HELP Menu Response Message** text box, enter the default response message to send when a mobile user requests to stop/stop all a service or get help for a service, when there are active services on the short code. To add dynamic content (for example, a menu of services) to the response message using a smart field, from the **Select Smart Field** drop-down menu, select an option and then click the add (➕) icon. The smart field options are:

  - **List of services on shortcode**—Inserts the complete list of services associated with the shortcode.

  - **List of user's subscribed services**—Inserts the list of services that the mobile user is subscribed to, which are associated with the shortcode.

  - **List of services based on user's status**—(HELP Menu Response Message only.) Inserts the list of services that the mobile user is subscribed to or all services if the user is not currently subscribed to any services.

- In the **No Active Services Response Message** text box, enter the default response message to send when a mobile user requests to stop/stop all a service or get help for a service, but the mobile user is not subscribed to an active service. To add dynamic content (for example, a menu of services) to the response message using a smart field, from the **Select Smart Field** drop-down menu, select an option and then click the add (➕) icon. The smart field options are:

  - **List of services on shortcode**—Inserts the complete list of services associated with the shortcode.

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- In the **No Service On Shortcode Message** text box, enter the default response message to send when a mobile user requests to stop/stop all a service or get help for a service, but there are no active services on the short code.

- If you added more than one locale for the flow, in the **Locales** list, select the next language and edit content for each response message; repeat steps c to e.

- Select the next flow type until all (STOP, STOP ALL, and HELP) of the message flows are edited.

CHAPTER 4: Setting Up Short Codes

In this section you associate a short code with a connection account (operator/aggregator). In addition, you select which organization or organizations you want to give access to the short code. (Short codes are not associated directly with a brand. Later you will create a message route to assign a short code to a brand.)

Creating a Short Code

In this section you associate a short code with a connection account (operator/aggregator). In addition, you select which organization or organizations you want to give access to the short code. (Short codes are not associated directly with a brand. Later you will create a message route to assign a short code to a brand.)

To create a short code:

1. On the application navigation bar, click **My Shortcodes**.

    The My Shortcodes page opens and displays the existing shortcodes.
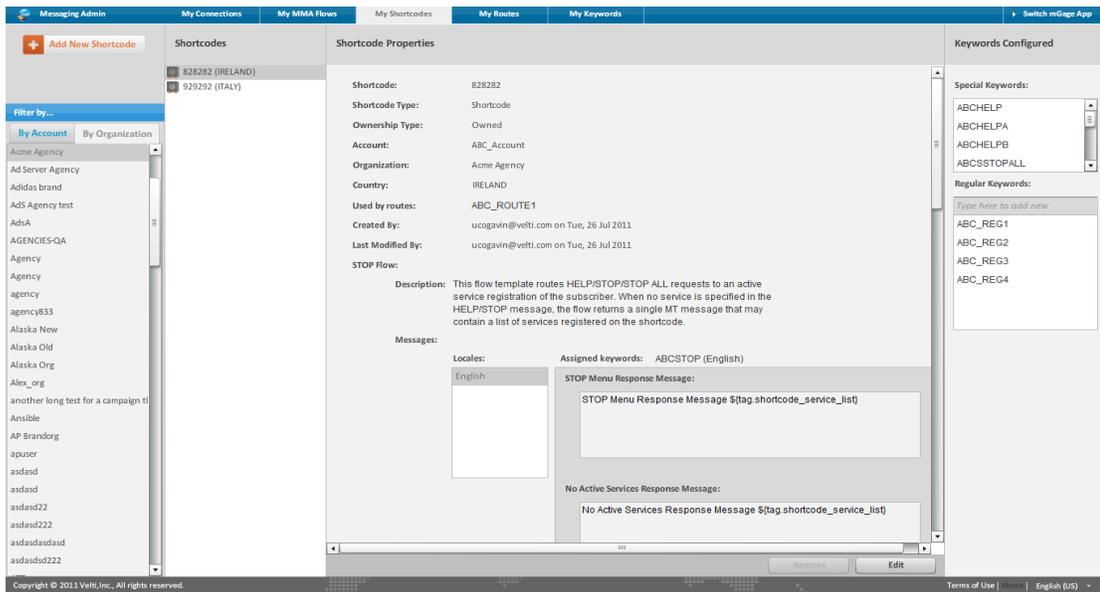
Figure 4-1 – My Shortcodes page

2. In the left panel, click **Add New Shortcode**.

    The Create Shortcode page opens.
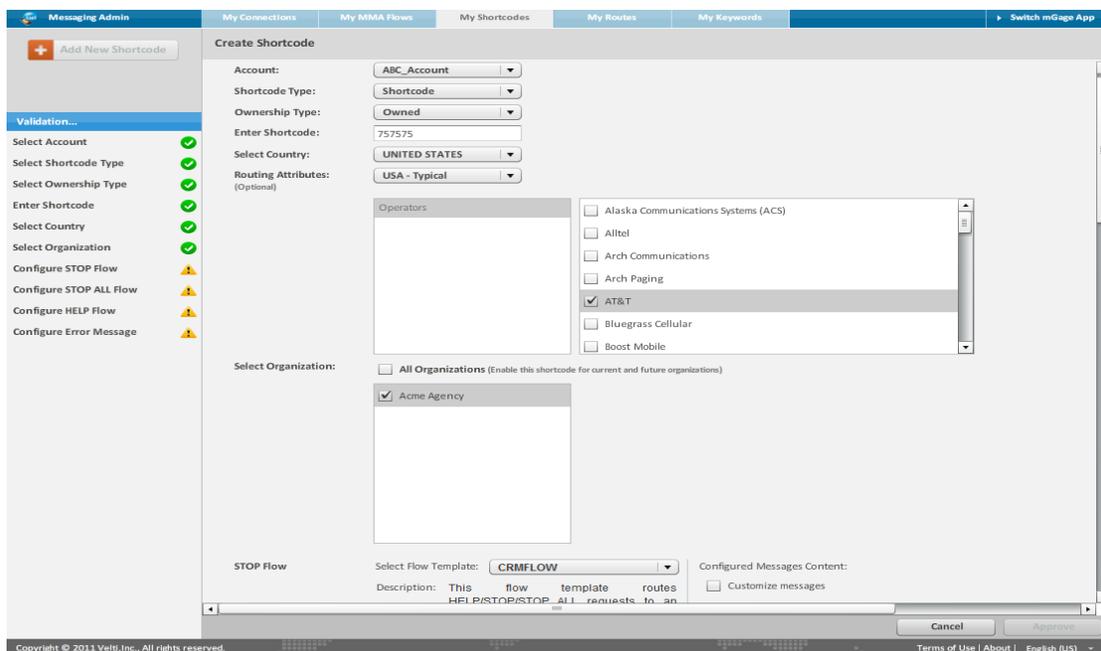
Figure 4-2 – Create Shortcode page

3. From the **Account** drop-down menu, select the connection account to associate with this short code.

4. From the **Shortcode Type** drop-down menu, select the short code type to use.

   - **Shortcode**—A short code is typically shorter then an MSISDN; its accessibility is limited to mobile subscribers of a particular operator or within a particular country.

   - **Longcode**—A long code represents an MSISDN in international format; it is accessible to mobile subscribers from anywhere in the world. It must have at last 9 characters. The Select Country and Routing Attributes fields become inactive.

5. From the **Ownership Type** drop-down menu, select whether the short code is owned or shared.

   - **Owned**—An owned short code is typically a short code that is exclusively connected to the Velti mGage platform. The short code's keyword creation process can be automatically managed within the mGage platform.

   - **Shared**—A shared short code is typically a short code that is used by multiple mGage platforms or by competing mobile marketing platforms. The shared short code's keyword creation process is an offline Velti administrative process.

6. In the **Enter Shortcode** field, enter the short code's string of numbers.

7. From the **Select Country** drop-down menu, select the country in which the short code can operate. The country must match the connection account's country. (Alternatively, if the connection account was set to the **World Wide** option, you can set any country.) The Routing Attributes section updates and displays the operators associated with the selected countries.

8. In the **Routing Attributes** section, you can select optional routing attributes. You can use these optional routing attributes, in addition to the short code, to route messages. Whether or

not there are additional attributes, and which types of attributes there are, depends on the country/aggregator. If a routing attribute is available for a country, then Velti can manually configure it in the system.

    a. From the **Routing Attributes** drop-down menu, select a routing attribute type. Below, the optional routing attributes list refreshes.

    b. Select an optional routing attribute. For example, click **Operators**. To the right appears a list of operators. To select an operator, select its checkbox.

9. In the **Select Organization** section, select the organization or organizations that you want to associate with this short code. (Only organizations associated with the connection account, which you set in the Account drop-down menu, appear in the organizations list.) Alternatively, select the **All Organizations** checkbox to associate all current and future organizations with this short code.

10. There are three message flow types:

- **STOP Flow**—The message flow followed and message response sent when a mobile user requests to stop a service.

- **STOP ALL Flow**—The message flow followed and message response sent when a mobile user requests to stop all services.

- **HELP Flow**—The message flow followed and message response sent when a mobile user requests information about a service.

Note: Which message flow is triggered depends on the special keyword that the mobile user sends to the short code. (The special keyword is set in the Special Keywords field.) Within a specific message flow (STOP, STOP ALL, or HELP), which message response is triggered depends on several triggers. For example, whether the mobile user is subscribed to one or more services, whether there are one or mores active services on the short code, or whether the message includes a service key. Each of the three message flows have a different logical flow.

For each of the message flow types, perform the following configuration

    a. From the **Select Flow Template** drop-down menu, select a flow template. (By default the flow template that matches the country you selected in the **Select Country** field appears, but you can change it to another template. If the drop-down menu name, **List of Templates...**, displays, then no default message flow has been set up for the country you selected.)

    b. In the **Special Keywords** field, enter a keyword to associate with the message flow and short code, and press **Enter**. The keyword appears in the Special Keywords list. You can enter one or more keywords depending on how many locales are associated with the message flow template. You must add at least one keyword for each locale. To assign a keyword to a locale, in the **Special Keywords** list, select the keyword and from the **Locale** drop-down menu, select the locale to which you want to assign it.

For each keyword you can add one or more alias keywords. To add an alias keyword, in the **Special Keywords** list select the keyword to which you want to add the alias keyword. In the **Alias Keyword(s)** field, enter an alias keyword and press **Enter**. The alias keyword appears in the Alias Keyword(s) list.

    c. In the **Configured Messages Content** section, you can choose to keep the default

message content or customize it. To customize the message content, select the **Customize Messages** checkbox. The message content text boxes become active. In the **Locales** list, select a language to see its message content in the text boxes to the right. Click in the text box to edit the message content and use the **Select Smart Field** drop-down menu to add dynamic content (for example, a menu of services).

You can also add a locale to or delete a locale from the message flow. To add a new locale, from the **Locales** drop-down menu, select the language to add, then click the add ( ) icon. Enter message content into the text boxes. If you add a new locale, you must go back and add a keyword for this locale in the **Special Keywords** section. To delete a locale, select the language in the **Locales** list and click the delete ( ) icon. When you delete a locale all keywords assigned to it are also deleted.

11. In the **Generic Error Message** field, enter a general error message to send when the keyword is not recognized.

12. Click **Approve**.

The My Shortcodes overview page opens and displays the short code list, which includes the new short code.

Editing a Short Code

In this section you can edit which organization or organizations you want to give access to a short code as well as edit the message flows for the short code. (Short codes are not associated directly with a brand. You create a message route to assign a short code to a brand.) You can only edit a short code when there is no message route associated with it.

To edit a short code:

1. On your mGage™ application's navigation bar, click **My Shortcodes**.

    The My Shortcodes page opens and displays the existing shortcodes.
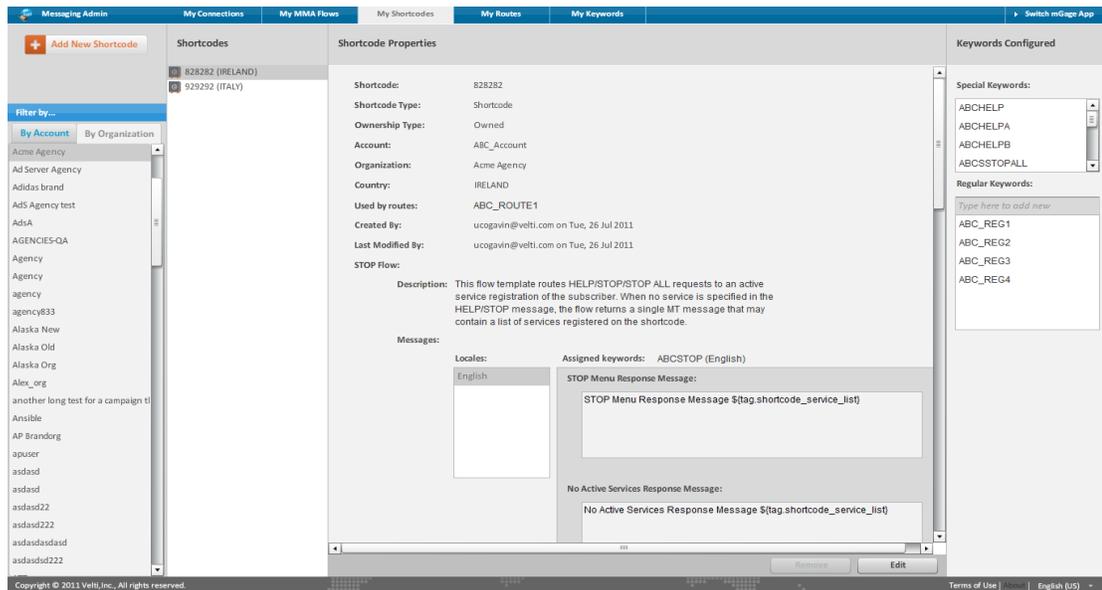
Figure 4-3 – My Shortcodes page

2. From the **Shortcodes** list, select the short code you want to edit.

    The Shortcode Properties section refreshes with the short code's detail information.

3. Click **Edit**.

    The Edit Shortcode page opens.

4. In the **Routing Attributes** section, you can edit the optional routing attributes.

5. You can add an organization, remove an organization, or select all organizations, by clicking on the organization's checkbox or the **Add Organizations** checkbox.

6. There are three message flow types, all of which you can edit:

    - **STOP Flow**—The message flow followed and message response sent when a mobile user requests to stop a service.

    - **STOP ALL Flow**—The message flow followed and message response sent when a mobile user requests to stop all services.

- **HELP Flow**—The message flow followed and message response sent when a mobile user requests information about a service.

Note: Which message flow is triggered depends on the special keyword that the mobile user sends to the short code. (The special keyword is set in the Special Keywords field.) Within a specific message flow (STOP, STOP ALL, or HELP), which message response is triggered depends on several triggers. For example, whether the mobile user is subscribed to one or more services, whether there are one or mores active services on the short code, or whether the message includes a service key. Each of the three message flows have a different logical flow.

For each of the message flow types, you can make the following edits:

a. You can select a different message flow template. To change the flow template, from the **Select Flow Template** drop-down menu, select a different flow template.

b. You can add or delete a keyword, add or delete an alias keyword, or assign a locale to a keyword.

To add a new keyword, in the **Special Keywords** field, enter a keyword to associate it with the message flow and short code, and press **Enter**. The keyword appears in the Special Keywords list. The currently selected locale is assigned to the new keyword. You can enter one or more keywords depending on how many locales are associated with the message flow template. You must add at least one keyword for each locale. To delete a keyword, select the keyword and click the delete (✖) icon. Its associated alias keywords are also removed. Because each locale must have a primary keyword associated with it you must either add a new keyword and assign it to the locale, assign an existing keyword to the locale, or remove the locale.

To change the keyword's locale, in the **Special Keywords** list, select the keyword and from the **Locale** drop-down menu, select a different language.

To add an alias keyword to a primary special keyword, in the **Special Keywords** list select the keyword to which you want to add the alias keyword. In the **Alias Keyword (s)** field, enter an alias keyword and press **Enter**. The alias keyword appears in the Alias Keyword(s) list. For each keyword you can add one or more alias keywords.

c. You can customize the default response messages.

In the **Configured Messages Content** section, you can choose to keep the default message content or customize it. To customize the message content, select the **Customize Messages** checkbox. The message content text boxes become active. In the **Locales** list, select a language to see its message content in the text boxes to the right. Click in the text box to edit the message content and use the **Select Smart Field** drop-down menu to add dynamic content (for example, a menu of services).

d. You can add a locale to or delete a locale from the message flow.

To add a new locale, in the **Configured Messages Content** section, from the **Locales** drop-down menu, select the language to add, then click the add (✚) icon. Enter message content into the new locales text boxes. If you add a new locale, you must go back and add a keyword for this locale in the **Special Keywords** section. To delete a locale, select the language in the **Locales** list and click the delete (✖) icon. When you delete a locale all keywords assigned to it are also deleted.

7. Click **Approve**.

Removing a Short Code

In this section you can remove a short code from the system. You can only remove a short code when there is no message route associated with it.

To remove a short code:

1. On your mGage™ application's navigation bar, click **My Shortcodes**.

    The My Shortcodes page opens and displays the existing short codes.

2. From the **Shortcodes** list, select the short code to remove.

    The Shortcode Properties section refreshes with the short codes' detail information.

3. Click **Remove**.

    A confirmation pop-up window appears.

4. Click **Yes**.

CHAPTER 5: Setting Up Message Routes

In this section you create a message route to assign a short code to a brand. In addition, you define whether the message route is an incoming/outgoing or outgoing routing type.

These message routes (short codes assigned to a brand) appear in the mGage™ Interact - Marketing Suite and mGage™ Interact - CRM product interfaces. From these product interfaces, you can use a message route with a brand's interaction, community, or broadcast. (You only see message routes for the brands to which your account has access.)

You create an incoming/outgoing message route for short codes that need to both receive and send messages (for example, an mGage™ Interact - Marketing Suite interaction). You create an outgoing message route for connection accounts that only need to send messages (for example, an mGage™ Interact - CRM broadcast). An outgoing message route does not require a short code.

You can create a message route at the organization level (all brands), at the brand level, or for a sub-set of brands within an organization.

Creating a Message Route

In this section you create a message route to assign a short code to a brand. In addition, you define whether the message route is an incoming/outgoing or incoming routing type.

You create an incoming/outgoing message route for short codes that need to both receive and send messages (for example, an mGage™ Interact - Marketing Suite interaction). You create an outgoing message route for short codes that only need to send messages (for example, an mGage™ Interact - CRM broadcast).

You can create a message route at the organization level (all brands), at the brand level, or for a subset of brands within an organization.
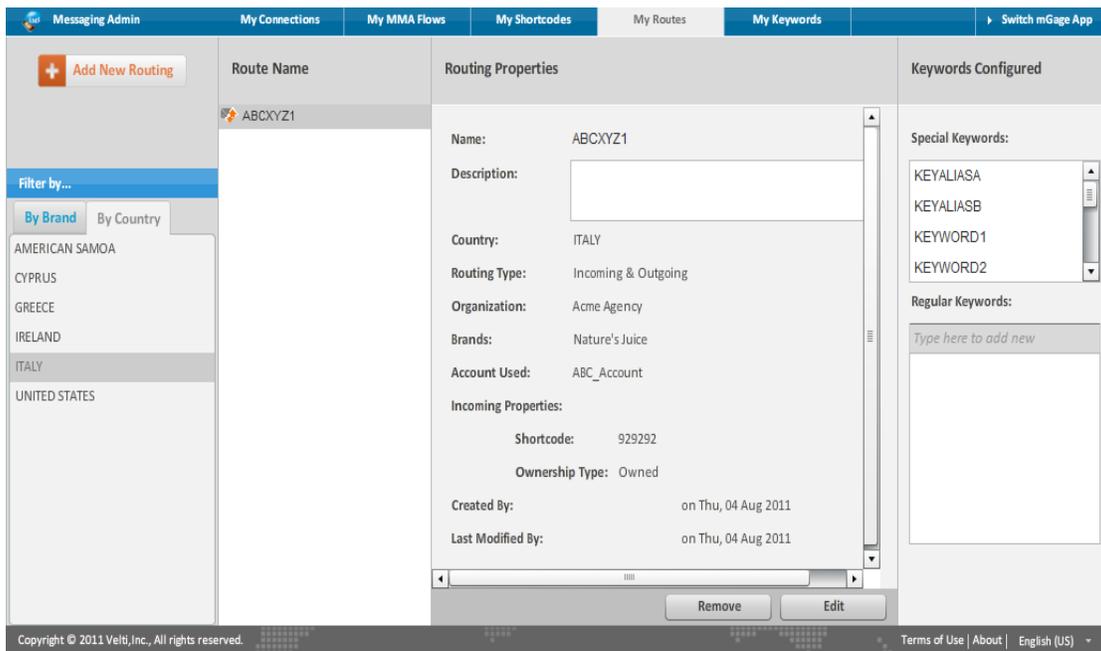
Figure 5-1 – My Routes page

To create a message route:

1. On your mGage™ application's navigation bar, click **My Route**.

   The My Routes page opens and displays the existing message routes.

2. In the left panel, click **Add New Routing**.

   The Create New Route page opens.

Figure 5-2 – Create New Route page

3. In the **Route Name** field, enter a unique name for the new message route.

4. In the **Route Description** field, enter a short meaningful description for the new message route.

5. From the **Routing Type** drop-down menu, select the type of routing to use with this message route.

   - **Incoming & Outgoing**—for short codes used to send and receive messages.

   - **Outgoing**—for connection accounts used to send messages.

6. From the **Organization** drop-down menu, select the organization for which you are creating the message route. (When you select an organization the table below updates and displays the available short codes/accounts for the organization.)

7. Do one of the following:

   - If you selected an Incoming & Outgoing routing type, in the **Shortcodes Available** table, select a short code for the message route by clicking in the short code's table row. The table includes columns for Account Name, Shortcode, Country, and Ownership. There are also columns for any optional message routing attributes, if available. You can change the table's sort order by clicking on the column headings (except for the optional message routing attributes columns).

   - If you selected an Outgoing routing type, in the **Accounts Available** table, select an account for the message route by clicking the account's table row. The table includes columns for Account Name and Country. You can change the table's sort order by clicking on the column headings.

8. In the **Select Brand** section, select the brand or brands that you want to assign to this message route. (Only brands associated with the organization, which you selected in the Organ-

ization drop-down menu, appear in the Select Brands list.) Alternatively, select the All Brands checkbox to associate all current and future brands with this message routing.

9. Click **Approve**.

The new message route is now available for all associated brands.

Editing a Message Route

In this section you can edit a message route by adding another brand or all brands, or by removing an existing brand. When you add a brand to or remove a brand from a message route, you change which brands are assigned to the message route's short code.

When you remove a brand from a message route, the message route itself is not canceled; all existing services can continue to use it. However, is you look up available message routes for the removed brand you will no longer see this message route available for use.

To edit a message route:

1. On your mGage™ application's navigation bar, click **My Route**.

   The My Routes page opens and displays the existing message routes.

2. From the Route Name list, select the message route to edit.

   The Routing Properties section refreshes with the message routes detail information.

3. Click **Edit**.

   The Edit Message Route page appears.

Figure 5-3 – Edit Route page

4. You can add a brand, remove a brand, or select all brands, by clicking on the brand's checkbox or the **Add Brands** checkbox.

5. Click **Approve**.

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Removing a Message Route

In this section you can remove a message route. You can only remove a message route when there are no reserved keywords associated with it for the present or future time period. When you remove a message route, the short code associated with it is no longer associated with the message route's brands.

To remove a message route:

1. On your mGage™ application's navigation bar, click **My Route**.

   The My Routes page opens and displays the existing message routes.

2. From the **Route Name** list, select the message route to remove.

   The Routing Properties section refreshes with the message route's detail information.

3. Click **Remove**.

   A confirmation pop-up window appears.

4. Click **Yes**.

CHAPTER 6: Setting Up Keywords

In this section you create a keyword and associate it with a short code. You can create a keyword on the My Shortcodes or My Routes tabs.

Note: Only a user account with the mGage MSM System Administrator user role can create a keyword on the My Shortcodes tab.

Creating a Keyword

In this section you create a keyword and associate it with a shortcode. You can create a keyword on the My Shortcodes or My Routes tabs.

Note: Only a user account with the mGage MSM System Administrator user role can create a keyword on the My Shortcodes tab.

To create a keyword on the My Shortcodes tab:

1. On your mGage™ application's navigation bar, click **My Shortcodes**.

   The My Shortcodes page opens and displays the existing shortcodes.

2. In the **Shortcodes** list, select the shortcode to which you want to add a keyword.

3. In the **Keywords Configured** section to the right, in the **Type here to add new** field, enter the new keyword and hit **Enter**.

   The keyword appears in the Regular Keywords list.
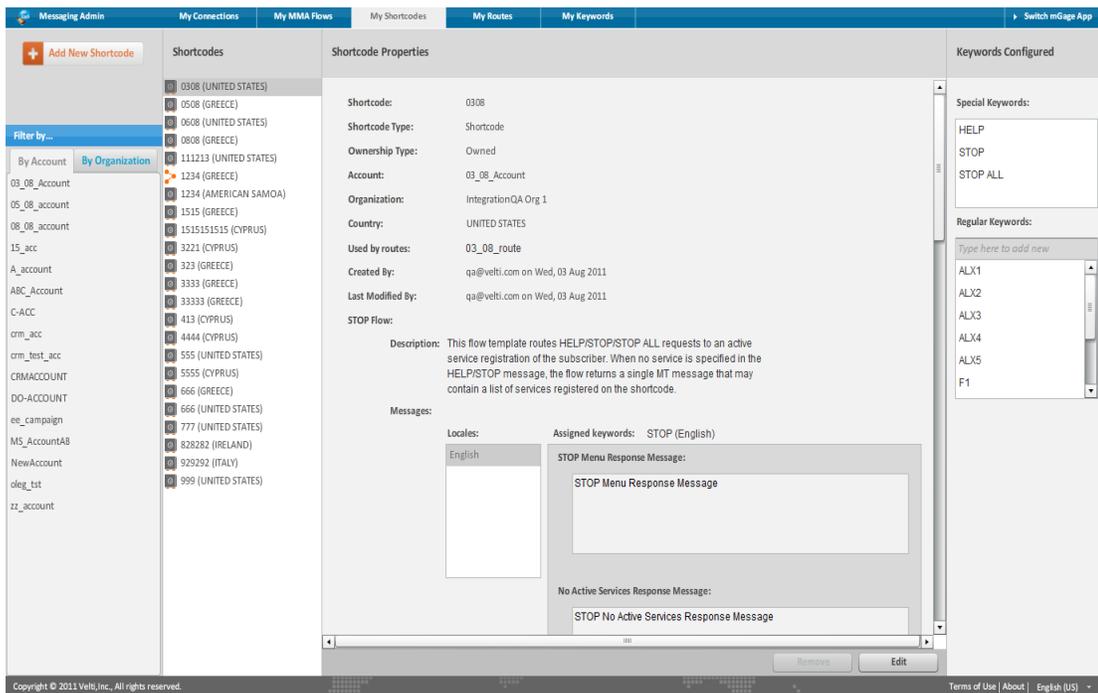
Figure 6-1 – My Shortcodes page

To create a keyword on the My Routes tab:

1. On your mGage™ application's navigation bar, click **My Routes**.

   The My Routes page opens and displays the existing message routings.

2. In the **Route Name** list, select the route to which you want to add a keyword.

3. In the **Keywords Configured** section to the right, in the **Type here to add new** field, enter

the new keyword and hit **Enter**.

The keyword appears in the Regular Keywords list.
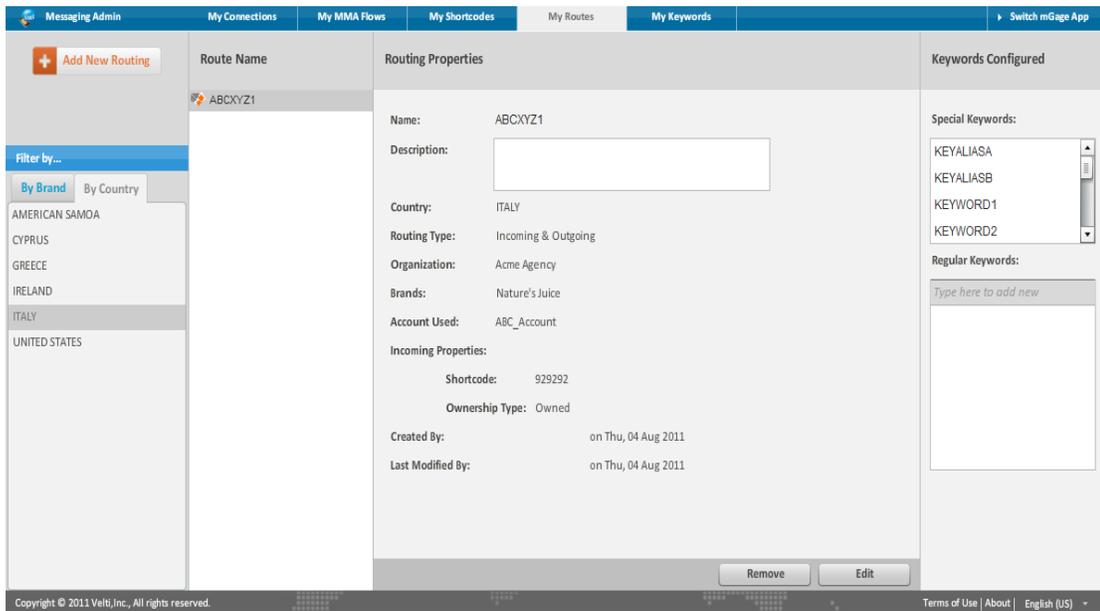
Figure 6-2 – My Routes page

Reserving a keyword

In this section you reserve a keyword, which removes the keyword from the available keywords list. By reserving the keyword you guarantee it is available only to you to use during the specified time period. When you use another mGage product that requires keywords, for example, if you create an interaction in mGage Marketing Suite, you will be guaranteed to have this reserved keyword available to you to use. This is provided your interaction is scheduled to run during the same period of time that the keyword is reserved. (You are not required to reserve keywords to use them, for example, in an interaction; however, reserving a keyword guarantees that keyword will be available to you.) You can also create a new keyword during the reservation proccess.

To reserve a keyword:

1. On your mGage™ application's navigation bar, click **My Keyword**.

    The My Keywords page opens.

2. Click **Reserve Keyword**.

    The Reserve Keyword page opens.

Figure 6-3 – Reserve Keyword page

3. In the **Brands** section, select a brand.

The Routes Available table refreshes with a list of routes for the brand. The table includes Route Name, Shortcode, Country, and Ownership information. There are also columns for any optional message routing attributes, if available.

4. In the **Routes Available** table, select a route.

5. From the **Keyword Matching** drop-down menu, select a keyword matching option. The keyword matching options are:

   - **EXACT**—Select to match the keyword exactly. (Matches on a single string of characters, for example, "ABC"). For example, if you create the keyword "ABC" and a message includes "ABC 123" then there is an exact keyword match. However, if the message includes "ABC123" then there is no exact match.

   - **PREFIX**—Select to match the keyword as part of a string. For example, if you create the keyword "ABC" and a message includes "ABC123" then there is a prefix keyword match. (This option is useful when working with coupons.)

6. In the **Reservation Period** section, select the period of time for which you want to reserve the keyword. Select the **From** date and time and the **To** date and time, and then click **Search**. Reservation dates and times are in UTC format.

   The keywords that are available for the selected time period appear in the Keyword Selection's Available Keywords list. (If you do not see a suitable keyword in the list, you can create a new keyword. See step 8.)

7. To reserve a keyword, from the **Available Keywords** list, drag and drop the keyword into the **Primary Keyword** field.

   (If you want to replace the primary keyword with a different keyword, simply drag and drop the new keyword to the Primary Keyword field to replace it. You must have at least one primary keyword.)

8. To add a new keyword to reserve , click **Add New...**The New Keyword pop-up window opens. Enter the keyword and click **Create**, and then **Apply**. To reserve the new keyword, see step 7.

9. (Optional.) In the **Media Tags** section, in the **Type here to add new** field, enter a media tag for this keyword, and then hit **Enter**. For example, enter TV, radio, or in-store to identify the media associated with this keyword. The media tag is user-defined.

10. (Optional.) To reserve a keyword as an alias keyword, from the **Available Keywords** list, drag and drop the keyword into the **Alias Keyword(s)** field. Alias keywords are alternative words that you think a mobile user might send instead of the primary keyword.

    (If you want to remove an alias keyword, hover over the alias keyword and a delete icon appears. Click the remove icon. The keyword in the alias list moves back into the Available Keywords list.)

11. Click **Approve**.

    The My Keywords page appears and the newly reserved keywords appear in the Reserved Keywords list. To the right the Keywords Properties section displays the reservation information for the keyword.

Viewing a Message Route's Reserved Keywords

In this section you can view a message route's list of reserved keywords. These are the keywords you previously reserved, removing them from the available keywords list.

To view a message route's list of reserved keywords:

1. On your mGage™ application's navigation bar, click **My Keyword**.

    The My Keywords page opens.

2. Use the **By Brand** or **By Country** filter options to find the message route for which you want to view the reserved keywords.

    The Route Name list refreshes with the list of routes for the selected brand or country.

3. In the **Route Name** list, select a message route.

    The Reserved Keywords list refreshes with the list of currently reserved keywords for the message route.

    In the **Keyword Properties** section, view the keyword's properties.
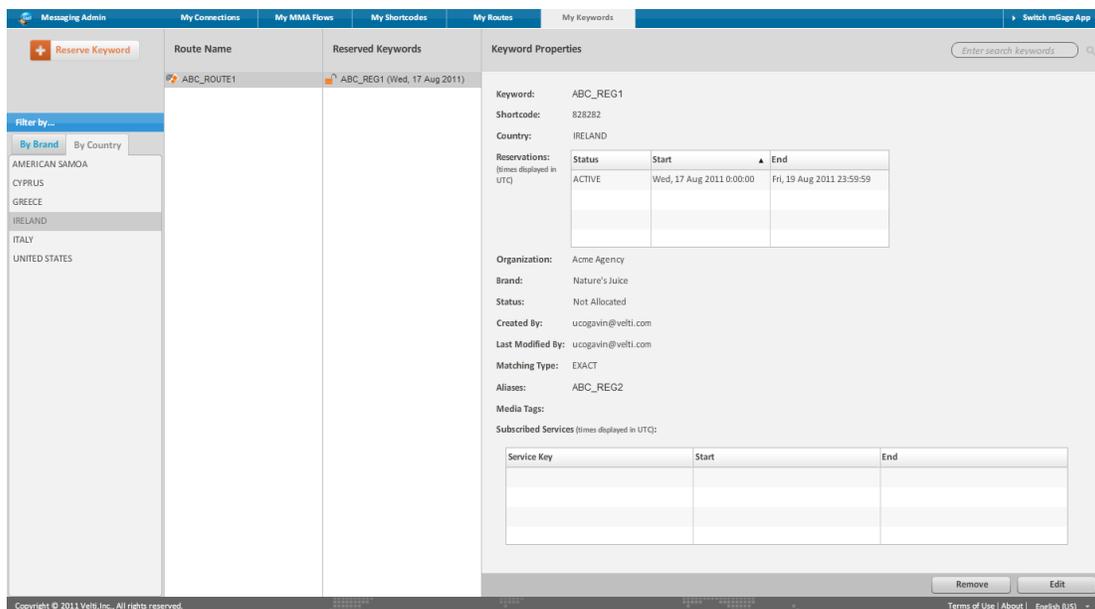
Figure 6-4 – View a Message Route's Reserved Keywords

Editing a Message Route's Reserved Keywords

In this section you can edit a message route's list of reserved keywords.

To edit a message route's list of reserved keywords:

1. On your mGage™ application's navigation bar, click **My Keyword**.

   The My Keywords page opens.

2. Use the **By Brand** or **By Country** filter options to find the message route for which you want to edit the reserved keyword.

   The Route Name list refreshes with the list of message routes for the selected brand or country.

3. In the **Route Name** list, select a message route.

   The Reserved Keywords list refreshes with the list of currently reserved keywords for the message route.

4. In the **Reserved Keywords** list, select a keyword and click **Edit**.

   The Edit Keyword Reservation page opens.

5. In the **Brands** section, you can change the brand, add a brand, or remove a brand by selecting the brand's checkbox. <What more can you do? This section is the only one active in the UI, but if you do change it you cannot approve. An error displays.>

6. In the **Keyword Selection** section, you can add or remove alias keywords. Alias keywords are alternative words that you think a mobile user might send instead of the primary keyword.

   To reserve a keyword as an alias keyword, from the **Available Keywords** list, drag and drop the keyword into the **Alias Keyword(s)** field.

   (If you want to remove an alias keyword, hover over the alias keyword and a delete icon appears. Click the remove icon. The keyword in the alias list moves back into the Available Keywords list.)

7. In the **Media Tags** section, in the **Type here to add new** field, you can enter a media tag for this keyword, and then hit **Enter**. For example, enter TV, radio, or in-store to identify the media associated with this keyword. The media tag is user-defined.

8. Click **Approve**.

Removing a Keyword Reservation

In this section you can remove a keyword reservation from a message route. You can remove a keyword reservation only when there are no present or future services associated with the keyword reservation. <What do we mean by services here? A Marketing Suite interaction?> Removing the reservation frees up the keyword allowing it to reappear on the available keywords list. It can be reserved for another message route or it can remain unreserved.

To remove a keyword reservation:

1. On your mGage™ application's navigation bar, click **My Keyword**.

    The My Keywords page opens.

2. Use the **By Brand** or **By Country** filter options to find the message route for which you want to remove the keyword reservation.

    The Route Name list refreshes with the list of routes for the selected brand or country.

3. In the **Route Name** list, select a message route.

    The Reserved Keywords list refreshes with the list of currently reserved keywords for the message route.

4. In the **Reserved Keywords** list, select a keyword and click **Remove**.

    A confirmation pop-up window appears.

5. Click **Yes**.

    The keyword is disassociated from the route.