



360 SMS Phone Number Intelligence

Let **360 SMS** select the best phone number for every message. Whether it's using multiple numbers to send high volume messages or the same local recognizable number from each record owner, we handle the backend logic for you. Available from all batch/bulk SMS functions such as **List Views**, **Campaigns** and most importantly **Send SMS from Reports**. Dynamic Sender Number functionality is also available for triggered SMS.

- Marketing sends batch SMS but wants it to come from the Sales Persons known number, auto-routing remembers the last Sender Number per Contact
- Sales person mans multiple geographical territories and wants the Sender Number to “stick” with each customer whether the initial sender number was chosen manually or computed geographically, i.e. Country = UK gets a UK sender number.
- Large Bulk SMS campaigns can split the traffic, so as to increase throughput and avoid provider blockages on long codes which can be flagged as spam if to many of the same messages come from the same number. A cost-effective alternative to purchasing Short Codes.
- Use Dynamic Sender Numbers in automations
 - First SMS to a new Lead comes from the geographical region (State/Country) or a matching specific area code
 - Keyword marketing where customer texts a keyword and response comes either from the same number or some other dynamically computer number

Geo-Match

Use local numbers when sending messages via Batch or Triggered to automatically create a local experience for your customers.

Scaler

Distribute messages across a group of phone numbers to reach large audiences in a short amount of time and w/o using a short code.

Sticky Sender

Send messages from the same recognizable phone number to create a consistent experience and maintain conversation history.

Re-Router

Revert to standard long code numbers when automatically when a carrier is unable to receive messages from short codes.



Copilot Features

Select the Copilot Features you would like to use when sending messages with your Messaging Service. [Learn more](#)

COPILOT FEATURE	DESCRIPTION	PRICE	ENABLED
Alpha Sender ID	If enabled, your Alpha Sender ID will be used for delivering messages to countries where Alphanumeric Sender IDs are supported . A phone number from your Messaging Service will be selected for delivery if Alphanumeric Sender IDs are not supported. Learn more ALPHA SENDER ID: <input type="text"/> <input type="button" value="Verify"/>	Included	<input checked="" type="checkbox"/>
Sticky Sender	Maintain the same 'From' number each time you message a recipient. Learn More	Included	<input checked="" type="checkbox"/>
Area Code Geomatch	Delivers message from US or Canadian Twilio phone number with a matching area code or overlay to your recipient. Learn more	Included	<input checked="" type="checkbox"/>
Country Code Geomatch	Delivers message from a phone number that matches the recipient's country. If a phone number domestic to the recipient is not available, a US phone number will be selected. Learn more	Included	<input checked="" type="checkbox"/>
Fallback to Long Code	Selectively re-attempts unsuccessful short code messages over the long code phone numbers in this Service. Recipients must be opted into receiving SMS messages. Learn more	Included	<input checked="" type="checkbox"/>
Short Code Reroute	Use a long code to deliver messages to carriers that do not accept short code messages. Learn more	Included	<input checked="" type="checkbox"/>
Smart Encoding	Transliterate select characters to increase the count of characters that can fit in a message segment. Learn more	Included	<input checked="" type="checkbox"/>
Scaler	Automatically distribute outbound messages across all the numbers in your Service. Learn more	Included	<input checked="" type="checkbox"/>
MMS Converter	Messages sent with a MediaUrl to a recipient whose carrier does not support MMS will be sent as an SMS with a link to your media. Learn More	Included	<input checked="" type="checkbox"/>
Validity Period	The number of seconds the message can remain in Twilio's platform. After exceeding this time limit, the message will fail and not be sent. A maximum of 14,400 seconds (4 hours) can be set. Learn more	Included	<input type="text" value="14400"/> seconds

Figure 1 - Copilot Configuration Features

Create Message

Send To (Selected Contact: 4)

Lorle Roch
 Steve Roch (BCRM)
 Peyton Manning
 Joe Montana

Sender Phone: AutoRouting US | Send To: Mobile Phone

Survey Folder | Choose Folder: Batch SMS

Choose SMS Template: Contact - Happy New Year

Message: Hey {Contact.firstname} - {ISUser.firstname} here @ BolderCRM/360SMS. Wishing you a Happy and Prosperous New Year!!

118 Characters / 1 Segment (Segment will depend on merge fields)

Schedule

Use 360 SMS - Co-Pilot to Intelligently Pick the Sender Number

Figure 2 - Multiple Sender #'s are placed into the Auto-Routing Pool and chosen according to the rules defined in Figure 1