

# **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, autorouting 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.

## **Sticky Sender**

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

### 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.

#### **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 If enabled, your Alpha Sender ID will be used for delivering messages to countries where  $\underline{Alphanumeric Sender IDs are support of the property of the sender IDs are supported by the sender$ Alphanumeric Sender IDs are not supported. Learn more 3 4 ALPHA SENDER ID Sticky Sender Maintain the same 'From' number each time you message a recipient. Learn More a V Delivers message from US or Canadian Twillo phone number with a matching area code or overlay to your recipient. Learn more a Area Code Geomatch 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 Fallback to Long Code Short Code Reroute Use a long code to deliver messages to carriers that do not accept short code messages. Learn more 3 Transliterate select characters to increase the count of characters that can fit in a message segment. Learn more 71 V 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 ~ 14400 Delete this Messaging Service

Figure 1 - Copilot Configuration Features

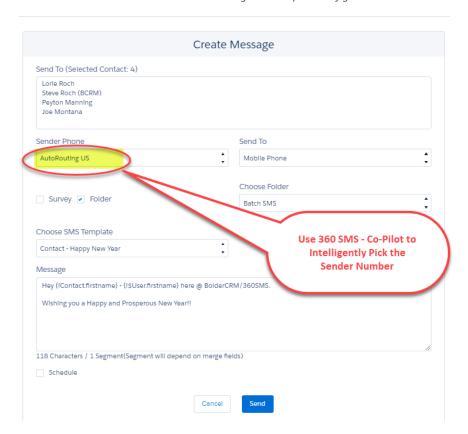


Figure 2 - Multiple Sender #'s are placed into the Auto-Routing Pool and chosen according to the rules defined in Figure 1