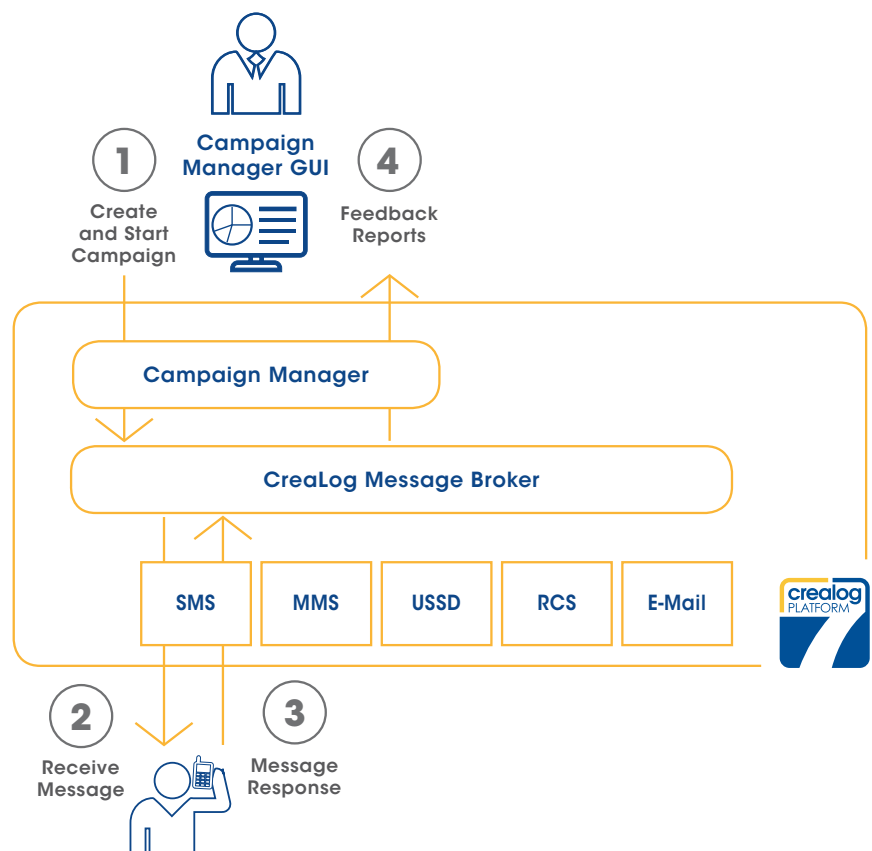# CAMPAIGN MANAGER
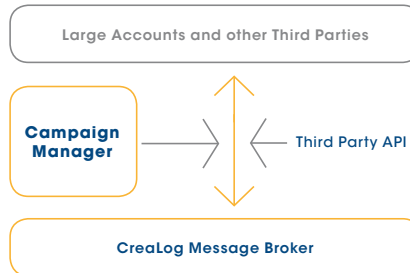
SET-UP AND CONFIGURE BULK MESSAGING CAMPAIGNS AND SERVICES

Targeting Large Accounts and Third Parties who prefer a graphical user interface over the offered Third Party API, the Campaign Manager is the interface of choice to set-up and configure bulk messaging campaigns and services running on the CreaLog Message Broker for SMS, MMS, USSD, RCS and E-Mail.

Upon request CreaLog integrates the Campaign Manager for Bulk Messaging customers into the Telco's corporate clients web portal taking into account the necessary CI and user management requirements.
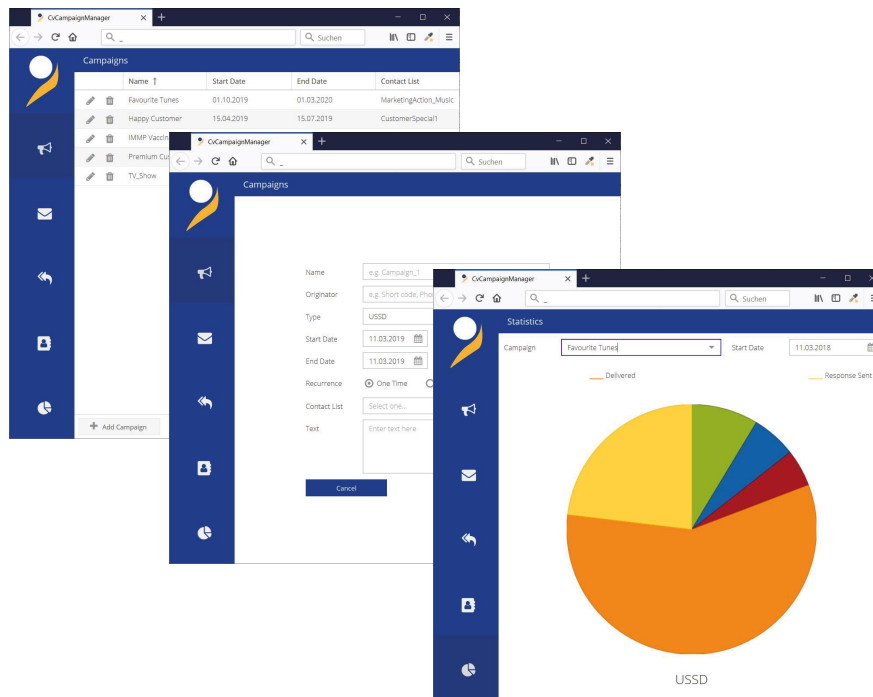
Using the Telco's web portal, Telco departments as well third parties use the multi tenant Campaign Manager to update their profile, trigger message blasts and setup new campaigns. Uploading recipient lists and scheduling campaigns is straightforward and content entered in no time. Determining and prioritizing delivery channels as well as managing start and end times of campaigns is easy and self explaining.

Common campaign templates include advertising and promotion, network and service and emergency notifications, messages for employees, and public service broadcasts are supplied and own templates may be set up.

SAMPLE SCREENS

FEATURES

The following features are supported by the multilingual SMS / MMS / USSD / RCS / E-Mail services Campaign Manager:

- Manage contacts and contact lists
- Contact list upload in various formats
- Contact filtering, validation (via HSS) and duplicate search
- Compose campaigns
  Select communication channel(s)
  Schedule and prioritize campaigns
  Text input including dynamic message content
  Add multimedia content
  Define short code / originator ID
- Customer message / delivery notification reception (outbox / inbox)
- Auto reply management
- Subscription management
- Concise reports and statistics

GERMANY

MUNICH
Frankfurter Ring 211
80807 München

FRANKFURT
Letzter Hasenpfad 64
60598 Frankfurt / Main

Phone: +49 89 324656-0

AUSTRIA

VIENNA
Simmeringer Hauptstraße 24
1110 Wien
Phone: +43 1 74040-640

info@crealog.com
www.crealog.com