

## CAMPAIGN MANAGER

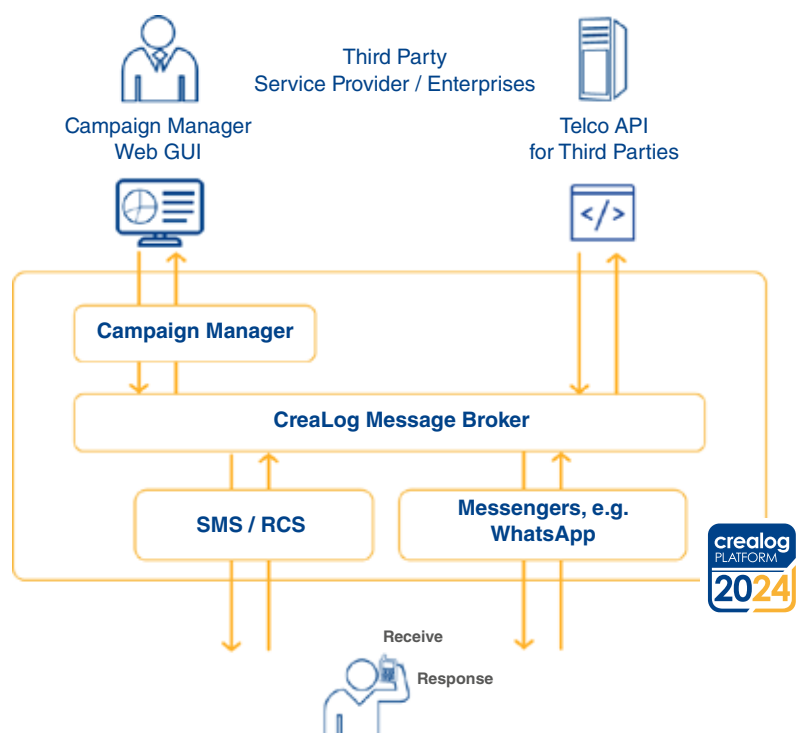


### SET-UP AND CONFIGURE BULK MESSAGING CAMPAIGNS AND SERVICES

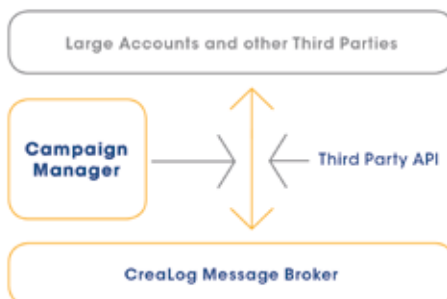
Targeting Enterprise Accounts and service providers who prefer a graphical user interface over the offered Third Party API, the Campaign Manager is the interface of choice to set-up and configure bulk messaging campaigns and services running on the CreaLog Message Broker for SMS, MMS, USSD, RCS, Messengers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

Upon request CreaLog integrates the Campaign Manager for Bulk Messaging customers into the Telco's corporate clients Service Manager taking into account the necessary CI and user management requirements.

Telcos can resell this service to enterprises, enabling them to send various types of campaigns, such as advertisements, promotions, meeting requests and many more.



Using the CreaLog Service Manager, Telco departments as well as third parties use the multi tenant Campaign Manager to update their profile, trigger message blasts and set-up 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. Collection & visualization of statistics to monitor.



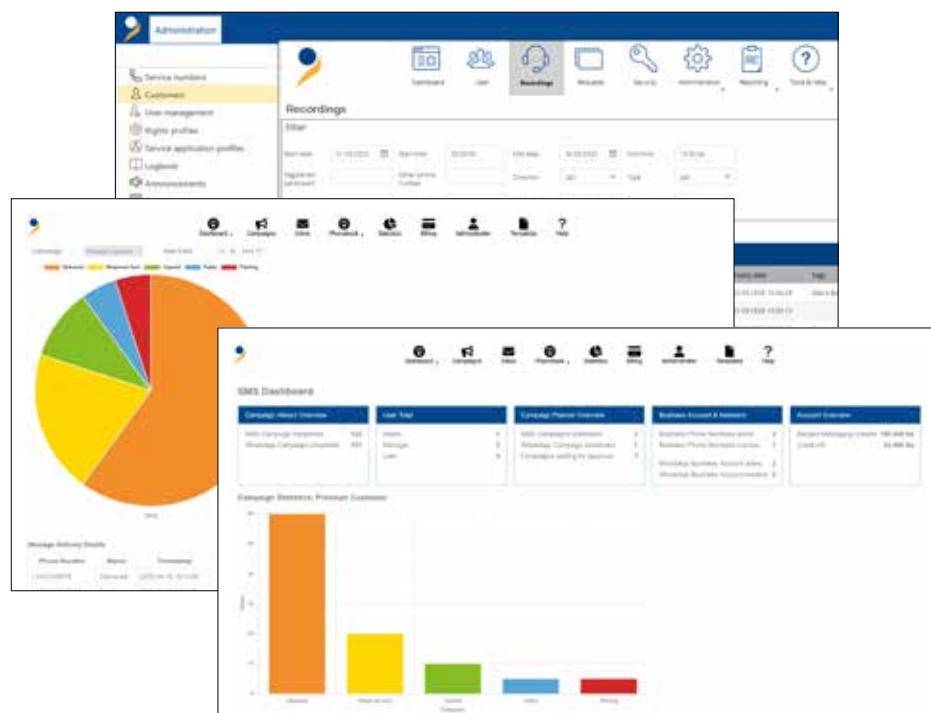
Common campaign types as advertising and promotion, meeting requests, network and service and emergency notifications, messages for employees, and public service broadcasts are supported and own templates may be set up.

## FEATURES

The following features are supported by the multilingual SMS / MMS / USSD / RCS / What's APP and Messenger / 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
- Integration of CRM APIs

## SAMPLE SCREENS



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