



User Guide

Welcome to the Cont3xt text message marketing system.

Cont3xt lets you create and manage text messaging marketing campaigns. You can also personalise your text messages by inserting your customers' names and personal details in your message copy.

This User Guide will explain how to create and publish your first text messaging campaigns. Once you have used the system a couple of times, you will find it very easy to use.

Although this User Guide may appear to be a bit daunting, Cont3xt is a very simple system to use and you will find most of the operations are obvious and intuitive.

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About Cont3xt

Cont3xt is a web-based text messaging **publishing** service. The majority of Cont3xt business users will hold and manage their customer data using internal programs such as Microsoft Outlook, Microsoft Access databases, spreadsheets or Customer Relationship Management (CRM) systems such as salesforce.com.

We have designed Cont3xt so that all the customer data sorting and filtering is done using your current internal systems. Once you have created the dataset that you want to use for your campaign, you upload a data file (.CSV file) of all the mobile numbers and personal data that you want to include in your message.

Once you have uploaded your contact data, you then write the message copy and include any merged fields (such as the contact's First name or Company name) to personalise the message. When you have checked your message content, you can then publish the campaign immediately or schedule it to go out at a later date.

The Cont3xt system does not hold or store any of your customer data so there is no security risk to your business. Cont3xt simply uses the contact data you upload to publish your campaign.

Using Cont3xt is as easy as that.

Plan your campaign and draft your message

Before starting the process of using Cont3xt to publish your campaign, think through what you want to do and achieve.

Are you clear about the objective of the campaign, and how you are going to communicate your message and encourage a call to action? Have you also confirmed who you wish to receive your messages?

First of all, your Cont3xt text message is a **maximum 160 characters** including spaces, so you only have a limited amount of copy to use.

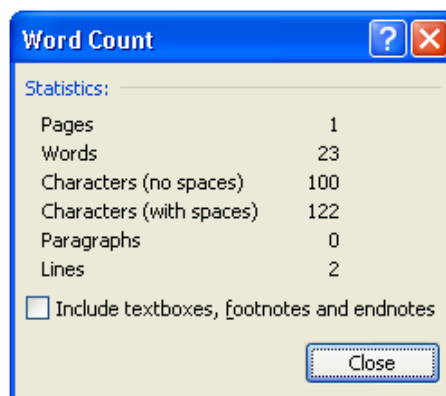
Secondly, Cont3xt allows you to customise your message by including merge data fields to personalise the message that you send out.

It is a good idea to write your message out in advance so that you approve the copy to make sure it communicates your main points, and check the character length to make sure you do not exceed the 160 characters maximum.

Drafting your campaign message beforehand also lets you plan the different merge fields you want to include to ensure that you export the relevant data from your customer contact database.

In the illustration below, the copy has been written in **Microsoft Word** with the **Word Count** tool used to show the total message length including spaces.

Hello **David**, we would like to invite **Synergy** to our new shopping opening in **London**. Call Emma on 020 0888 7765 to confirm.



This draft copy has also confirmed that the message needs 3 merge data fields; First name; Company name; and Location.

Once you have confirmed your message copy and the data you need, you can then export it from your contact system or customer database.

Buying text messaging credits

You must have enough text messaging credits to allow you to publish your planned campaign.

Your Cont3xt Home page will show you how many credits you currently have

If you are new to Cont3xt, please explore our [Help](#) section which system. Once you've used the system a couple of times, you'll find

You currently have **4964 credits** to use.

Use the options on the left-hand side to create and manage your get the best from your Cont3xt account.

If you need to buy more credits before publishing your next campaign, then select the **Buy Text** option on the left-hand navigation device.

Select the Bundle of text messages from the drop-down list that you want to buy, and then select the **Buy Text Bundle** button.

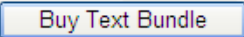
Buy Texts

You must have enough text message credits in your Cont3xt account to be able to send text messages to your contacts.





You currently have **4964** text credits.

To buy more text credits select the amount you want to purchase below.

I want to purchase

| | |
|--------------------------------------|--|
| 100 SMS Credits for £8.00 +VAT |  |
| 100 SMS Credits for £8.00 +VAT | |
| 500 SMS Credits for £37.50 +VAT | |
| 1,000 SMS Credits for £70.00 +VAT | |
| 2,500 SMS Credits for £170.00 +VAT | |
| 5,000 SMS Credits for £325.00 +VAT | |
| 10,000 SMS Credits for £490.00 +VAT | |
| 25,000 SMS Credits for £1100.00 +VAT | |
| 50,000 SMS Credits for £1950.00 +VAT | |

Payment methods:



Click [here](#) for our refund policy.

You will be transferred to a secure online payment environment managed by **WorldPay**.

After you correctly enter your credit card details and complete the transaction successfully, you will be transferred back to your Cont3xt Home page with your text messaging credits balance increased by the number of credits you have just bought.

Publishing a Cont3xt campaign

To publish a Cont3xt campaign, **login** to your Cont3xt account and go to **My Campaigns** and then select **New Campaign**.

In the **Step 1 of 3 page** enter a name for your campaign in the **Campaign Name** field. It is a good idea to choose a Campaign Name that is unique and memorable so that it is obvious to you later what the campaign was about.

In the **Select upload file** field, browse your computer and select your contact data .CSV file and then select **Open**. The full file name and path on your computer will then display in the field.

My Campaigns - New Campaign (Step 1 of 3)

Please enter the name of your new campaign and select the Comma Separated Variable (CSV) file that contains your contacts.

Please enter your campaign details

Campaign Name (?) *

Select upload file (?)

Some tips on creating your campaign

Select the **Upload File** button to upload your contact data into your Cont3xt account.

In the **Step 2 of 3 page** the first 3 records from your .CSV file will be shown to confirm that you have uploaded the correct dataset.

File Preview - first 3 contacts of your CSV file

| C0 | C1 | C2 | C3 | C4 |
|--------|--------|-----------------|-------------|---------|
| David | Hughes | Synergy | 07954958718 | London |
| George | Duke | Border Services | 07733654221 | Glasgow |
| Alison | McEwan | White & Co | 07885678443 | Leeds |

Next, enter the column label which contains the mobile phone numbers. In the illustration above, the column is **C3**.

Enter the column label which contains the mobile numbers

is the column containing the mobile number.

Now enter the copy for your text campaign in the message box.

As shown below, you can personalise the message by including any of the data from your dataset as **merged data** by entering it in the message box with a % sign on either side of the column label.

Please enter your message

Hello %C0%, we'd like to invite %C2% to our new shop opening in %C4%. Call Emma on 020 0888 7765 to confirm

You can include any of the above columns as merged data by entering it in the message box with a % sign either side. For example, to use the C1 variable, enter it as %C1%. You can include as many merged fields as you want within the 160 character limitation.

53 characters remaining

For example, the message above will merge with the first data record and send a message saying “Hello David, we’d like to invite Synergy to our new shop opening in London. Call Emma on 020 0888 7765 to confirm.”

David (%C0%), Synergy (%C2%) and London (%C4%) are all merged data fields.

You will also see that the count in the **characters remaining** box reduces as you enter your text and will show you how many characters remain out of your 160 character maximum message length.

You next **confirm the identity** shown on your outgoing messages.

The Cont3xt system defaults to show **your keyword** as the sending identity. If you want, you can also select **your own mobile number** from the drop-down list if you want your recipients to reply to your personal mobile phone.

Select the identity to show on your outgoing messages

You can also select your own mobile number from the drop-down list if you want your recipients to reply to your personal mobile phone.

webenergy ▼

webenergy

447973958771 ge

Recipients can also **reply** to your **Cont3xt keyword** with all their replies stored in the **My Inbox** section. See the following section of this User Guide for more information.

Once you have confirmed your sending identity, select the **Confirm Message** button to publish your campaign.

The **Step 3 of 3 page** will confirm the copy of your text message and the number of recipients scheduled to receive it

My Campaigns - New Campaign (Step 3 of 3)

Confirm your campaign. You are about to send the following message:

Hello %C0%, we would like to invite %C2% to our new shopping opening in %C4%. Call Emma on 020 0888 7765 to confirm.

to 4 valid recipients.

If you wish to send the campaign **immediately**, select the **Send Message Now** button and your text campaign will be sent immediately.

If you want to schedule a later delivery of your campaign, select the **Schedule Message** button.

On the next page, enter your scheduled campaign delivery **Date** and **Time** by selecting from the drop-down boxes.

My Campaigns - Schedule Campaign

To schedule the later delivery of your new campaign, please select the delivery date and time.

Date: Time: **UK Time**

When you are happy with the scheduled Date and Time, select the **Schedule Campaign** button and your campaign will be automatically published on the Date and Time you have specified.

When your campaign is published, you can view its status and reports in the **My Campaigns** section of Cont3xt.

Receiving replies

As described in the previous section on page 6, you can receive replies to your text messages by using your personal mobile phone number as the sender identity.

The alternative method is to include instructions in your outgoing message telling recipients to send a message to your **Cont3xt keyword** at **07797 801010**.

By texting your keyword at 07797 801010, all the replies received are held in **My Inbox** in your Cont3xt account.

For example if you want your customers to respond for more information on a new service or sales promotion, your message could contain the reply response "To find out more, text ABCDESIGN INFO to 07797 801010".

Providing that the sender starts their message with your Cont3xt keyword (in this case ABCDESIGN) and sends it to **07797 801010**, their message will be received in My Inbox.

My Inbox

Please see your inbox below. Your items are in date order. To action your inbox select the checkbox next to the message.

| Date | From | Message |
|-------------------|----------------|-----------|
| 11/18/08 10:10 AM | ++447973958771 | subscribe |

When you receive the text with this response, you can call the prospective customer and manage their sales enquiry.

In addition, reply text messages are automatically e-mailed to the e-mail account you nominated when you created your Cont3xt account.

Campaign reporting

The **My Campaigns** section of Cont3xt lets you view your current campaigns.

My Campaigns

These are your current campaigns. Click the Campaign Name or the View Details link to view the campaign status and report.

You can also Archive or Delete campaigns by checking the appropriate campaign checkbox, and selecting the Archive or Delete buttons.

Select **New Campaign** to create a new campaign.

| Campaign Name | Date | Action? |
|---|---------------------|---|
| London opening invitation | 14/11/2008 07:44:17 | View Details <input type="checkbox"/> |
| Internet seminar | 14/11/2008 07:25:50 | View Details <input type="checkbox"/> |
| Leisure clubs | 14/11/2008 07:25:10 | View Details <input type="checkbox"/> |
| Friday | 14/11/2008 04:18:44 | View Details <input type="checkbox"/> |
| Atlanta | 13/11/2008 06:31:22 | View Details <input type="checkbox"/> |

Archive

Delete

To view a campaign status or report, select the Campaign Name or the View Details links.

London opening invitation

You are currently viewing the campaign named **London opening invitation**. A summary of the success of this campaign is detailed below.

SUMMARY

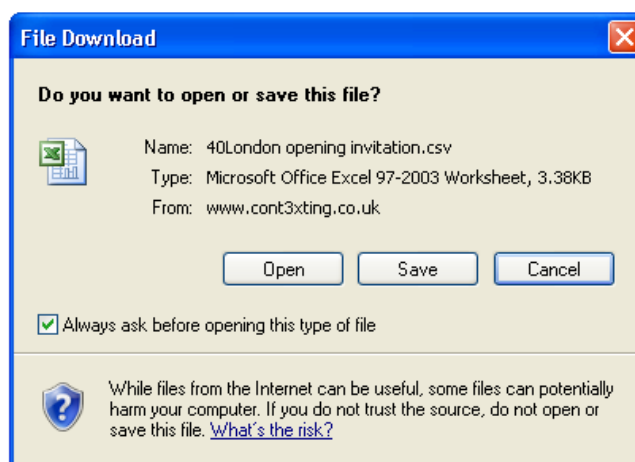
| | |
|-----------------------|--|
| Campaign Name: | London opening invitation |
| Originator: | webenergy |
| Date/Time: | 14/11/2008 07:44:17 |
| Recipients: | 42 |
| Scheduled for: | |
| Reply to: | No reply option selected |
| Message: | Hello %C0%, we would like to invite %C2% to our new shopping opening in London. Call Emma on 020 0888 7765 to confirm. |

REPORT

| Delivery Status | Total |
|-----------------|-------|
| sms submitted | 42 |

To view the full delivery report [click here](#)

At the foot of the campaign report page is a link to view a **full delivery report** for the campaign. Selecting the link will display a pop-up window that prompts you to either **Open** or **Save** the .CSV file report.



When you view the report, you will see columns of automatically generated data that confirm whether the campaigns messages were received, are still in transmission or have failed.

| | A | B | C | D | E | F | G | H | I |
|---|------------|---------------|-----------|----|------------|----------------------------------|---|---|---|
| 1 | 7973958771 | sms submitted | Delivered | 4 | 2.0081E+11 | bbc1fbc511885ec733fd79a31ffe4c1e | | | |
| 2 | 7755673643 | sms submitted | Delivered | 4 | 2.0081E+11 | 3022c7268bd5ca6ab8d701ad4407e84c | | | |
| 3 | 7778863643 | sms submitted | Delivered | 4 | 2.0081E+11 | dd5cd3dbd9d4216c68839e698f86c4d2 | | | |
| 4 | 7714993643 | sms submitted | Delivered | 4 | 2.0081E+11 | e1ce9a0544c981019695fa8b8503530b | | | |
| 5 | 7765338776 | sms submitted | acked | 3 | 2.0081E+11 | b27ece2794400ec052e2a47874513583 | | | |
| 6 | 7733351426 | sms submitted | Delivered | 4 | 2.0081E+11 | 6606b49f943fae6474e2d3c69a1bb7bc | | | |
| 7 | 7778823637 | sms submitted | Failed | 21 | 2.0081E+11 | 8832768e8b22e61ec65db0fed5bc2439 | | | |
| 8 | 7771927756 | sms submitted | Delivered | 4 | 2.0081E+11 | dbd8ce254b3d498504a197621d94593f | | | |
| 9 | 7765143378 | sms submitted | Delivered | 4 | 2.0081E+11 | 7edb37e38e4e189834fbcaaf7d76305a | | | |

Column A shows the mobile number the message was sent to.

Column B confirms that the message was sent by Cont3xt.

Columns C and **D** confirm the status of the message.

Delivered (code 4) means that the message has been received by the phone number.

acked (code 3) means that the message is still with the network provider and has yet to be delivered.

Failed (code 21 and others) means that the message was not received by the phone number. This could be for a variety of reasons including an invalid mobile phone number, poor network coverage, or a problem with the handset. There are a number of different Failed codes that will let you understand why the particular message was not received.

Column E is code showing the time the message was sent.

Column F is code that provides a unique identifier for each message.

Archiving campaigns

You can use the **My Campaigns** section of Cont3xt to Delete or Archive listed campaigns.

You may decide to **Archive** old campaigns to tidy up your My Campaigns section and to provide an audit trail for any historical campaigns if the need arises in the future.

If you want to Archive campaigns, check the appropriate campaign checkboxes and select the **Archive** button.

| Campaign Name | Date | Action? |
|---|---------------------|--|
| London opening invitation | 14/11/2008 07:44:17 | View Details <input checked="" type="checkbox"/> |
| Internet seminar | 14/11/2008 07:25:50 | View Details <input type="checkbox"/> |
| Leisure clubs | 14/11/2008 07:25:10 | View Details <input checked="" type="checkbox"/> |
| Friday | 14/11/2008 04:18:44 | View Details <input type="checkbox"/> |
| Atlanta | 13/11/2008 06:31:22 | View Details <input checked="" type="checkbox"/> |

[Archive](#)

[Delete](#)

You will then be prompted to confirm that you wish to Archive the selected campaigns.

My Campaigns

To return to the your campaigns without confirming your action click [here](#)

You have chosen to **Archive** the following campaign(s).

[London opening invitation](#)
[Leisure clubs](#)
[Atlanta](#)

[Archive](#)

Select the **Archive** button again and your selected campaigns will now be published in the **Archived Campaigns** section of **My Campaigns**.

| | |
|--|---|
| Cont3xt home | <h3>My Campaigns Archive</h3> <p>Below is a list of all of your archived campaigns. To view the success of these campaigns, simply click on the campaign name or the view details link. To add a new campaign, simple click here.</p> |
| My Campaigns | |
| New Campaign Archived Campaigns | |
| My Inbox | |
| Instant Text | |

| Campaign Name | Date | Action? |
|---|---------------------|---|
| London opening invitation | 14/11/2008 07:44:17 | View Details <input type="checkbox"/> |
| Leisure clubs | 14/11/2008 07:25:10 | View Details <input type="checkbox"/> |
| Atlanta | 13/11/2008 06:31:22 | View Details <input type="checkbox"/> |

[Delete](#)

Deleting campaigns

You can also use the **My Campaigns** section of Cont3xt to **Delete** listed campaigns.

You cannot restore a campaign or its report once it has been deleted.

If you want to **Delete** campaigns, check the appropriate campaign checkboxes and select the **Delete** button.

| Campaign Name | Date | Action? |
|-------------------|---------------------|--|
| Edinburgh invites | 14/11/2008 08:28:08 | View Details <input checked="" type="checkbox"/> |
| Internet seminar | 14/11/2008 07:25:50 | View Details <input type="checkbox"/> |
| Friday | 14/11/2008 04:18:44 | View Details <input checked="" type="checkbox"/> |

Archive

Delete

You will then be prompted to confirm that you wish to Delete the selected campaigns.

My Campaigns

To return to the your campaigns without confirming your action click [here](#)

You have chosen to **Delete** the following campaign(s).

Edinburgh invites
Friday

Delete

Select the **Delete** button again and your selected campaigns will removed from the **My Campaigns** section of Cont3xt.

Change password and contact details

You can use the **My Profile** page to update your **personal contact details**.

You can also use this page to change your Cont3xt **Username** and **Password**.

Logout

For personal security reasons, it is always best to **logout** of Cont3xt when you have finished your session rather than just closing your browser.

It is especially important to make sure you logout if you share your computer with another person or work in a public area.

Further information and Cont3xt contact details

Please contact us if you have any further questions about using Cont3xt or managing your text messaging campaigns.

Telephone 0141 227 2186

E-mail info@cont3xt.co.uk

Fax 0141 221 2318

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135 Buchanan Street
Glasgow
G1 2JA

Thank You and good luck with your text messaging marketing campaigns.

The Cont3xt team

END