Mitto Messaging 101: SMS Onboarding Guide

mitto

Table of Contents

mitto

INTRODUCTION

Congratulations on beginning your messaging journey with Mitto! We've put together a short guide to walk you through some fundamentals, including: SMS basics, set up, performance, and more.

1. SMS Basics

Let's dig-in to the basics of Mitto's Messaging platform.

First, what is A2P Messaging?

A2P messaging (Application-to-Person) involves automated messages sent from applications or systems to individual users, often for purposes like notifications, alerts, and marketing. In contrast, P2P messaging (Person-to-Person) refers to direct communication between individuals, typically through platforms like SMS, chat apps, or social media.

The key differences are:

1. **Source:** A2P messages originate from applications or businesses, while P2P messages come from individual users.
2. **Purpose:** A2P is often used for transactional or promotional communication, while P2P focuses on personal conversations.
3. **Regulation:** A2P messaging is subject to stricter regulations to prevent spam, whereas P2P is generally less regulated as it involves personal exchanges.

mitto
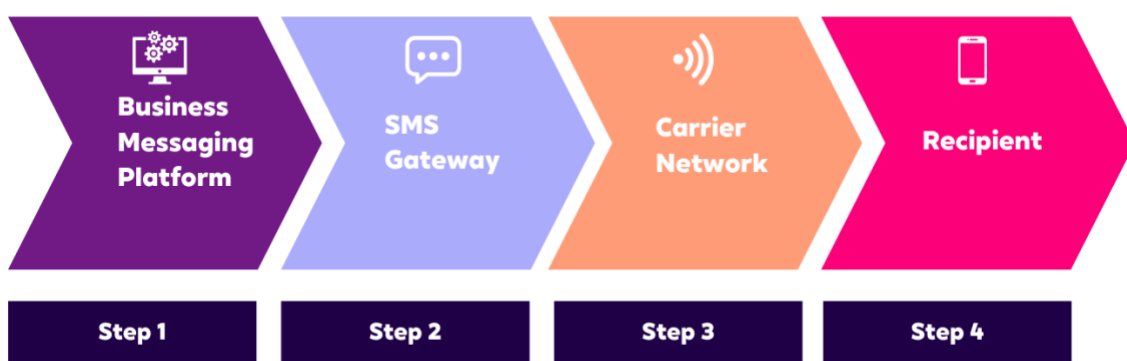
Terms of the Trade

A2P SMS messaging involves sending messages from an application to a mobile user. Here are some key terms commonly associated with A2P SMS:

1. **A2P SMS:** Messages sent from an application to an individual user's mobile device.
2. **Short Code:** A shorter phone number (typically 5-6 digits) used for sending and receiving SMS, often used for marketing or alerts.
3. **Long Code:** A standard 10-digit phone number used for A2P messaging; allows for two-way communication.
4. **SMS Gateway:** A service that enables applications to send SMS messages to mobile networks.
5. **Opt-in:** The process where users give permission to receive messages, ensuring compliance with regulations.
6. **Opt-out:** The ability for users to unsubscribe or stop receiving messages.
7. **Two-Way SMS:** Communication where both the application and the user can send messages to each other.
8. **Delivery Receipt:** A confirmation that a message has been successfully delivered to the recipient's device.
9. **Throughput:** The rate at which messages can be sent over a network, often measured in messages per second.
10. **Carrier:** The mobile network operator that provides service to the mobile devices receiving A2P messages.
11. **SMS Compliance:** Adhering to legal regulations and guidelines regarding SMS messaging, such as TCPA in the U.S.
12. **Brand Name Sender ID:** A recognizable name displayed as the sender of an SMS, often used in A2P messaging for branding.

Understanding these terms can help navigate the complexities of A2P SMS messaging effectively!

Use Cases for A2P Messaging

The following use cases highlight the versatility and effectiveness of A2P SMS in enhancing communication and engagement between businesses and their customers.

1. **Marketing and Promotions:** Businesses use A2P SMS for sending promotional offers, discounts, and updates to engage customers and drive sales.
2. **Two-Factor Authentication (2FA):** Companies implement A2P SMS to send one-time passwords (OTPs) for secure login processes, enhancing user security.
3. **Transactional Notifications:** E-commerce and banking sectors use A2P SMS to send order confirmations, shipping updates, and account alerts to keep customers informed.
4. **Reminders and Alerts:** Organizations send appointment reminders, event notifications, or bill payment reminders to reduce no-shows and late payments.
5. **Customer Support:** Businesses utilize A2P SMS for customer service communication, allowing users to receive updates or resolve issues quickly.
6. **Surveys and Feedback:** A2P SMS can be used to gather customer feedback or conduct surveys, helping businesses improve their services.
7. **Emergency Alerts:** Government and public safety organizations use A2P SMS to disseminate emergency alerts and critical information to the public quickly.
8. **Event Management:** Event organizers send updates, ticket confirmations, and logistical information to attendees via A2P SMS.

Reminders and Alerts

Low balance alert🔔:
Your account is currently below $10.

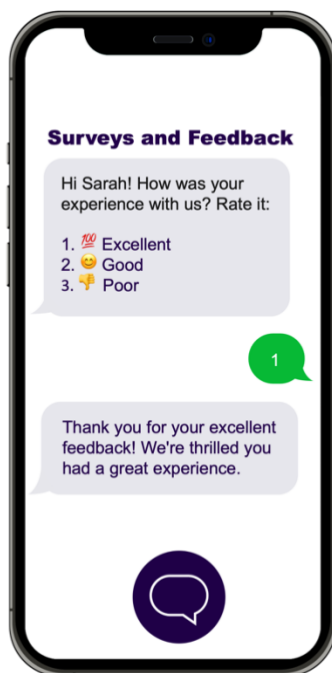**Transactional Notifications**

🎉 Order Confirmed!

Hi Antonio, your order has been successfully placed. Confirmation number: 5669854.

Marketing and Promotions

🌸 Spring Sale is here! Refresh your wardrobe with 30% off all spring collections. Use code SPRING30.
[Link]

Two-factor Authentication

Please use code 987654 for account verification.

Surveys and Feedback

Hi Sarah! How was your experience with us? Rate it:

1. 💯 Excellent
2. 😊 Good
3. 👎 Poor

1

Thank you for your excellent feedback! We're thrilled you had a great experience.

Customer Support

Hi, my flight was cancelled. Can you help me reschedule?

Sure thing, can you provide your booking reference number?

Emergency Alerts

Severe weather warning in your area. Stay indoors and follow updates from local authorities. For safety tips, visit [link]. Stay safe!

Event Invitations

🎉 You're Invited! Hi Lisa, join us for Gala Night on 7/23 at London Plaza. RSVP here: [Link]. We can't wait to see you!

mitto

SMS Compliance

As the world becomes increasingly interconnected, businesses leverage Application-to-Person (A2P) SMS messaging to communicate with customers, deliver alerts, and enhance engagement. However, with the rise in SMS usage comes the critical need for compliance with various regulations across different countries.

Key Regulatory Frameworks

1. United States

In the U.S., the Telephone Consumer Protection Act (TCPA) and the CAN-SPAM Act govern A2P messaging. Companies must obtain explicit consent from users before sending messages and must provide a clear opt-out mechanism. The Federal Communications Commission (FCC) enforces these regulations, which also emphasize the importance of transparency and data privacy.

2. European Union

The General Data Protection Regulation (GDPR) significantly impacts A2P SMS compliance in the EU. Businesses must ensure they have lawful grounds for processing personal data, which includes obtaining explicit consent from users. Additionally, the ePrivacy Directive mandates specific rules for electronic communications, further emphasizing user privacy and consent.

3. Canada

Canada's Anti-Spam Legislation (CASL) is one of the strictest in the world. It requires businesses to obtain explicit consent before sending A2P messages and mandates clear identification of the sender. Violations can result in severe penalties, making compliance crucial for businesses operating in or with Canada.

4. Asia-Pacific Region

Countries in the Asia-Pacific region, such as India and Australia, have varying regulations. In India, the Telecom Regulatory Authority of India (TRAI) sets strict guidelines for A2P messaging to prevent spam and ensure user consent. Australia follows similar principles under the Spam Act, requiring consent and providing opt-out options.

5. Latin America

Regulations in Latin America are still evolving, but countries like Brazil have begun implementing stricter laws regarding data protection and digital communication. The General

Data Protection Law (LGPD) in Brazil echoes GDPR principles, emphasizing user consent and data security.

Global Compliance Challenges

1. **Diverse Regulations**: The varying regulations across countries pose a significant challenge for businesses that operate globally. Understanding and adhering to different legal requirements is essential but can be complex.
2. **Rapid Technological Changes**: As communication technologies evolve, regulations may lag. Businesses must stay informed about legislative changes and emerging compliance requirements.
3. **User Privacy Concerns**: Growing consumer awareness of data privacy issues necessitates that businesses implement robust consent management systems. Failing to do so can lead to legal repercussions and loss of consumer trust.

Best Practices for A2P SMS Compliance

1. **Obtain Explicit Consent**: Ensure that users provide clear and informed consent before receiving messages. This can be done through double opt-in mechanisms, where users confirm their interest in receiving communications.
2. **Maintain Clear Opt-Out Options**: Provide an easy and straightforward way for recipients to opt out of messages at any time. This not only complies with regulations but also enhances user trust.
3. **Implement Data Protection Measures**: Safeguard user data by implementing strong security protocols and ensuring compliance with data protection regulations like GDPR and LGPD.
4. **Regularly Update Compliance Strategies**: Stay informed about changes in regulations and industry standards. Regular audits and updates to compliance strategies will help mitigate risks.
5. **Utilize Compliance Tools**: Consider leveraging compliance management tools and platforms that help track and manage compliance across different jurisdictions.

Managing A2P SMS compliance on a global scale is a complex but essential task for businesses engaged in mobile messaging. By understanding the regulatory landscape, addressing challenges, and implementing best practices, organizations can navigate compliance effectively while fostering positive relationships with their customers. Mitto is here to help - simply reach out to you Account Manager for any assistance.

2. Set Up Guide

Mitto is a provider of A2P messaging services. Mitto's **SMS API** lets customers send secure, reliable SMS messages. The service is available to **MITTO clients**. With this API you can:

- Make test API calls. (Test the operation of the API without actually sending SMS.)
- Send SMS messages. You can send a message to one recipient per API call.
- Create messages with more than 160 characters.
- Control the character encoding of the text messages you send. The supported encoding schemas are GSM, Unicode, Binary, and Auto.
- Receive callback notifications about sent messages.
- Send SMS messages in bulk.
- Add metadata to a message which the API returns to you in the callbacks.

Here is some additional information on Mitto's SMS API:

- Read details about Mitto's SMS API including available endpoints, authentication, and a sample request and a response – SMS
- See a list of use cases showing the capability of the API. – SMS Use Cases
- Review API details with the reference page, which shows each individual request and response parameter. – SMS API Reference
- If you want to implement SMPP, this page provides details for getting started. – SMPP Specification

To get started with Mitto's SMS API:

1. Sign up for a Mitto account at https://www.mitto.ch/contact/ or write to info@mitto.ch.
2. Submit the IPs you want to use for requests. They must be whitelisted on Mitto's system.
3. For callbacks, provide your dedicated callback URL and method (both GET and POST methods are supported). Alternatively, you can use dynamic callbacks. See Replace Callback URL in an API Call for more details. See **Retrieve Delivery Reports** for details about reports.

Mitto will respond with your API key and confirmation that your IP addresses and callback URL are configured.

Refer to Mitto's detailed **SMS API Documentation center** for a guide to how to use the Mitto SMS Platform. The Mitto SMS API Documentation center provides detailed guidance on how to integrate and utilize Mitto's SMS messaging service. Key components include:

1. **Overview:** The API enables sending SMS messages globally, offering features like delivery tracking and message scheduling.
2. **Authentication:** Users must authenticate using an API key to access the service.
3. **Endpoints:** The documentation outlines various endpoints, including those for sending messages, checking message status, and retrieving balance.
4. **Message Formatting:** Details on how to format messages, including character limits and encoding options, are provided.
5. **Error Handling:** Common error codes and troubleshooting steps are outlined to help users diagnose issues.
6. **Use Cases:** Examples of different use cases for the API, such as marketing campaigns and transactional notifications.
7. **Rate Limiting:** Information on API usage limits to ensure fair use among clients.

Overall, the documentation serves as a comprehensive guide for developers looking to implement SMS functionality in their applications using Mitto's services.

3. Performance

Mitto makes it easy to track the performance of your messaging programs, giving you the insights needed to continually enhance your use of this powerful customer communications channel.

With high open rates and immediate delivery, SMS campaigns can yield impressive results. However, to maximize their impact, it's crucial to track and analyze their performance. Here's a guide on how to effectively monitor the success of your SMS messaging campaigns.

1. Set Clear Objectives

Before launching your SMS campaign, establish clear, measurable goals. Common objectives include:

- Increasing sales: Track conversion rates from SMS to purchase.
- Enhancing customer engagement: Measure response rates and interactions.
- Growing your subscriber list: Monitor opt-in rates and list growth.

2. Use Unique Tracking Links

Incorporating unique tracking links into your SMS messages allows you to monitor user behavior after they click through. Use URL shorteners or analytics platforms to create these links, ensuring you can track metrics such as:

- Click-through rates (CTR)
- Landing page engagement
- Conversion rates

3. Monitor Delivery and Open Rates

One of the first indicators of your campaign's success is the delivery rate. Utilize your SMS marketing platform's analytics tools to track:

- Delivery Rate: The percentage of messages successfully delivered.
- Open Rate: While open rates for SMS are typically high, tracking how many customers engage further (like clicking links) is vital.

4. Analyze Customer Engagement

Engagement metrics will provide insight into how recipients are interacting with your messages. Key metrics to monitor include:

- Response Rate: The percentage of recipients who reply to your messages.
- Opt-out Rate: Keep an eye on how many customers unsubscribe after a campaign; a high rate may indicate that your messaging is not resonating.

5. Segment Your Audience

To gain deeper insights, segment your audience based on demographics, purchase history, or engagement levels. This allows for more targeted messaging, which can lead to higher engagement rates. Analyze performance across different segments to identify which groups respond best.

6. A/B Testing

Implement A/B testing by sending variations of your SMS campaign to different segments of your audience. Test elements such as:

- Message content (e.g., offers, tone)
- Send times
- Call-to-action (CTA) phrasing

Analyzing the results will help you understand what resonates best with your audience and improve future campaigns.

7. Track Conversions

Ultimately, the success of your SMS campaign can be measured by its impact on sales and conversions. Use tracking mechanisms to link SMS messages to:

- Online purchases: Integrate your SMS campaigns with your e-commerce platform to see direct sales.
- In-store visits: Use unique codes or promotions that customers can redeem in-store to track foot traffic.

8. Review and Optimize

After your campaign concludes, conduct a comprehensive review of all metrics collected. Analyze what worked, what didn't, and why. Use these insights to optimize future campaigns by adjusting your strategy, messaging, or audience targeting.

Tracking the performance of SMS messaging campaigns is essential for any business looking to leverage this powerful communication tool. By setting clear objectives, utilizing tracking links, monitoring engagement, and continuously optimizing your approach, you can enhance the effectiveness of your SMS marketing efforts and drive significant results. Remember, the key to success lies in analyzing data and adapting strategies based on customer behavior and preferences.

With a Mitto account, you can track performance across all Messaging programs with a Dashboard experience that provides at-a-glance information about your SMS traffic, cost, and delivery. The Dashboard screen's data is described in the below table.

Screen Feature	Description
SMS Traffic **Drop-down**	Use the drop-down in the right corner under the toolbar toa choose how many days of SMS traffic you want to show. Choices include: • Today • Yesterday • Last 7 days • Last 30 days • This month • Last month Adjusting this will adjust the graph showing how many messages were sent over time.
Traffic Accounts Dropdown	Use the drop-down in the right corner under the toolbar to filter the data by one or more traffic accounts.

mitto

SMS Traffic graph	The graph shows number of messages sent along the y-axis, and the time period along the x-axis. The time period can be changed using the SMS Traffic Drop-down.
SMS Traffic Quantity	The amount of SMS messages sent in the time period you chose in the drop-down.
SMS Traffic Cost	The cost of all the SMS messages for the time period you selected.
SMS Traffic Delivery Rate	The percentage of successful SMS messages delivered in the time period you selected.
Delivery status breakdown	A chart showing you the percentage of undelivered SMS in purple and the delivered SMS in gray.
Country breakdown	The breakdown by country of messages you sent.
Shortcuts	This tile provides a shortcut to: **Add Distribution List** where you can import contacts for additional SMS campaigns. **Create Campaign** where you can create new campaigns.

You can customize what traffic accounts you see by clicking on the overflow menu and choosing **Edit Layout**.

After you click this choice, you enter edit mode. In edit mode, you can:

1. Drag and drop widgets in the desired position.
2. Resize certain widgets inside the grid.
3. Choose if you want to hide the main graph, static boxes with metrics, pie chart graphs and widgets with shortcuts.
4. You can undo, redo, change layout (users can select widgets which they want to be included or select a default layout) and save.

The Statistics screen displays details about groups of messages that were sent. Messages are grouped into batches based on criteria you select. The columns will change based on

the criteria you choose and show you how many were sent, delivered, undelivered, and transmitted.

When you have made your choices, click Apply to filter.

Screen Feature	Description
Filter By Date	If you click in the field under Filter By Date, a menu and calendar pops up. You can use this to filter for the time period you want the message history for. The menu lets you choose from: • Last 10 minutes • Last hour • Today • Yesterday • Last 7 Days • Last 30 Days • This Month • Last Month • Custom range If you click in the calendars, the first calendar is for the start of the time period you want messages for, and the second calendar is for the end of the time period you want messages for. When you have made your choices, click Apply to filter.
Filter By	Click the **Filter By** button and the Filter By panel appears on the right side of the screen. You can search by: • **Account** – the account name. • **Country** – the name of the country. • **Network** – the network carrier. • **Network Code** – the network code. Each one allows you to search using a set of conditions: • **Equal** – an exact match for the term you type. • **Not equal** – a match for anything that does not match the term you type. • **Starts with** – anything that starts with the term you type. • **Ends with** – anything that ends with the term you type.

mitto

	• **Contains** – anything that contains the term you type. • **Does not contain** – anything that does not contain the term you type.
Group By	The Group By button brings up the Group By panel on the right side of the screen. This allows you to decide how to group statistics information in the columns. Check a box to group by that criteria, or uncheck a box to ungroup by that criteria. Choices include: • **Year** – the year messages were sent. • **Month** – the month messages were sent. • **Day** – the day messages were sent. • **Account** – the account that sent the messages. • **Country** – the country messages were sent to. • **Network** – the network the messages were sent through. • **Network Code** – the network code for the network that sent the messages. • **Price** – the cost of each message.
Table Columns	These change based on how you choose to group batches of messages. However you group them, you will always be able to find out: • **Sent** – how many messages were sent. • **Delivered** – how many messages were delivered. • **Undelivered** – how many messages were not delivered. • **Transmitted** – how many messages were transmitted and did not arrive.
Items per page drop-down	Choose how many items to display per page. You can set it to 15, 25, 50 or 100.
Page navigator	Click on the page numbers or arrows to navigate through the filtered messages.
Export as Excel	Click the Export as Excel button to download all messages in the table to an Excel file.

Message History

mitto

The Message History screen provides details about every single message that was sent for your campaigns. (The numbers are blocked out past the first digit for privacy.)
The table provides details about the features of the Message History screen.

Filter By Date

If you click in the field under Filter By Date, a menu and calendar pops up. You can use this to filter for the time period you want the message history for. The menu lets you choose from:

- Last 10 minutes
- Last hour
- Today
- Yesterday
- Last 7 Days
- Last 30 Days
- This Month
- Last Month
- Custom range

If you click in the calendars, the first calendar is for the start of the time period you want messages for, and the second calendar is for the end of the time period you want messages for.

Screen Feature	Description
Filter By	Use the purple Filter By button to search by the contents of any field except the sent date, which is handled by the Filter By Date field. The choices include: • **Receiver** – The phone number for the recipient of the message, or a part of a phone number. • **Sender** – The name or phone number for the sender of the message or a part of the name or phone number. • **Message ID** – The unique identifier for a sent message. • **Country** – The country the message(s) were sent to. • **Network** – What network the message was sent through. • **MCCMNC** – Mobile Country Code or Mobile Network Code • **Delivery Status** – The delivery status for the message(s). It can be Delivered, Submitted, or Undelivered.

![mitto]

	• **Error Code** – If you know what error code occurred for messages you can use that to search. When you are done, click Search to filter for messages or Cancel to cancel the search.
Column Options	Choose columns you want to display on the Message History screen. Check a box to display, or uncheck to stop displaying a column. The choices include: • **Sent Date** – the date the message was sent. • **Receiver** – the phone number of the message recipient. • **Sender** – the phone number or name of the message sender. • **Country** – the country the message was sent to. • **Network** – what network the message was sent through. • **MCCMNC** – the mobile country code or mobile network code. • **Error Code** – the error code that explains why a message was not delivered. • **Delivery Status** – whether the message was delivered or not. • **Delivery Date** – the date the message was delivered. • **DLR Time** – how long it took to deliver the message. • **Price [EUR c]** – how much the message cost, in euros. • **Unicode** – whether the message was sent in unicode. • **Message ID** – the unique identifier for the message. • **Account** – the account associated with the message sender.
Checkbox	If you click the checkbox by the table header row, it will select every message on the current screen. Otherwise, you can select messages individually by clicking the checkbox next to the message or messages you want.
Column Headings	These headings are described in the write up for the Column Options button. You can pick and choose what columns to display using that feature.
Page navigator	If there is more than one page of messages for your search, you can click available page numbers or use the left and right arrows to browse.

mitto

mitto