

Sending Alpha Tagged Messages from the SMS Campaigner

Alpha tagging is a great way for companies to brand their message with a unique sender ID; this for example can be your brand, company or promotion name. The tag will appear as the “from” address on the recipients mobile instead of a mobile number, so your customers know straight away whom the message is from.

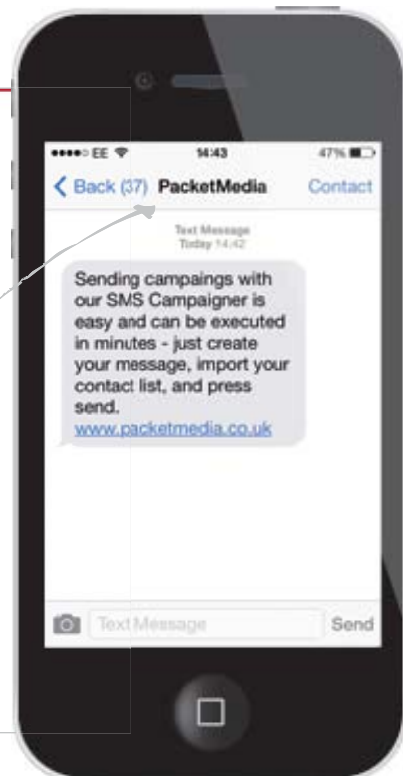
Create your own alpha tagged campaigns

Sending campaigns with our SMS Campaigner is easy and can be executed in minutes – just create your message, import your contact list, and press send.

The SMS campaigner has a simple layout, making it very user-friendly and easy to navigate. Built with the customer at the heart of design, clever features like an automated opt-out process, contact importing, and campaign scheduling mean you can relax safe in the knowledge that your campaigns will go out at the right time and in the right way.

When sending the campaign, ensure that ‘Send via Aggregator’ is checked and then choose the alpha tag that you want to use for the campaign.

The screenshot shows the 'Step 1/3: Define your campaign' form in the PacketMedia interface. The form includes fields for 'Choose your campaign Group', 'Give your campaign a name', 'CLI / Alpha Tag', and 'Landing Page'. The 'CLI / Alpha Tag' field is circled in red, and a blue handwritten note says 'create your own alpha tagged campaigns' with an arrow pointing to the field. The 'Send via Aggregator' checkbox is checked.



An alpha tagged message would display your tag in the “from” address on the recipients mobile. Please note, alpha tags are non-numerical tags recipients can’t reply to. For any 2-way SMS Campaigns please send your campaign using the standard method. For more information on 2-way SMS please contact us on 0800 652 3461.