



Sinch SMS Messaging Services for Adobe Campaign

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Enriching Engagement

ADOBE CAMPAIGN V6.11

Integration of the Extended
Generic SMPP 3.4 connector



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PREREQUISITES



- Sinch is certified on Adobe Campaign v6 and Adobe Campaign Standard (ACS)
- This document is focused on Adobe V6.11 with the Extended Generic SMPP driver
- https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html
- Your database must store the phone numbers in international format (country phone prefix + mobile number). For example 33615141312 or +33615141312 but not 0615141312
- The onboarding process recommends to do at least 3 tests with files of different sizes in order to verify, please contact your TAM



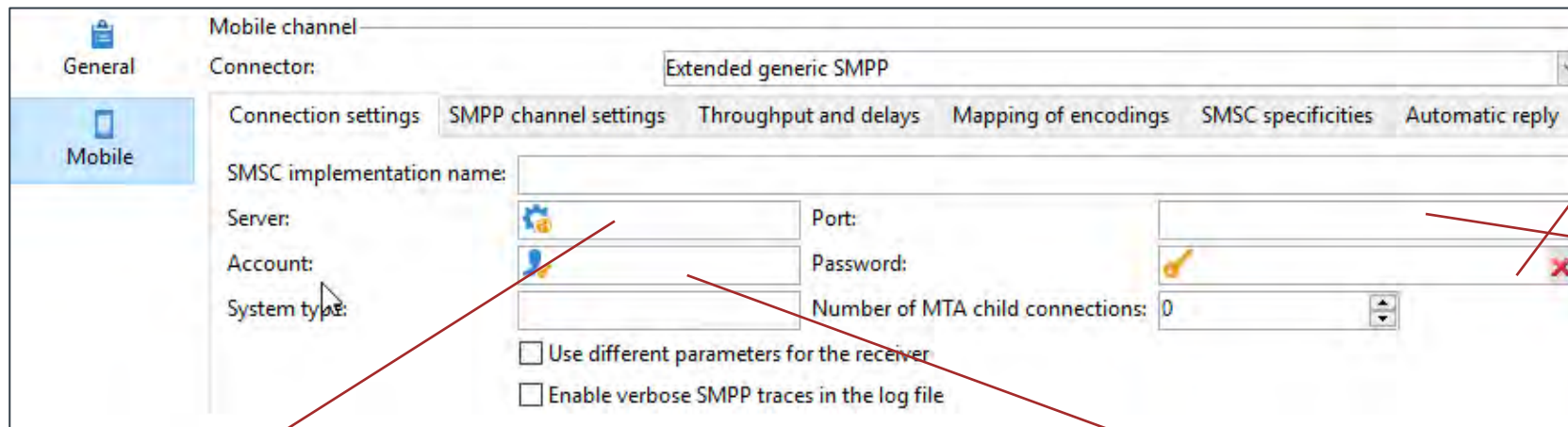
INTEGRATION of an 2 Way account

Response management
(STOP, CONTACT, etc.) in
France

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Account Settings



Password

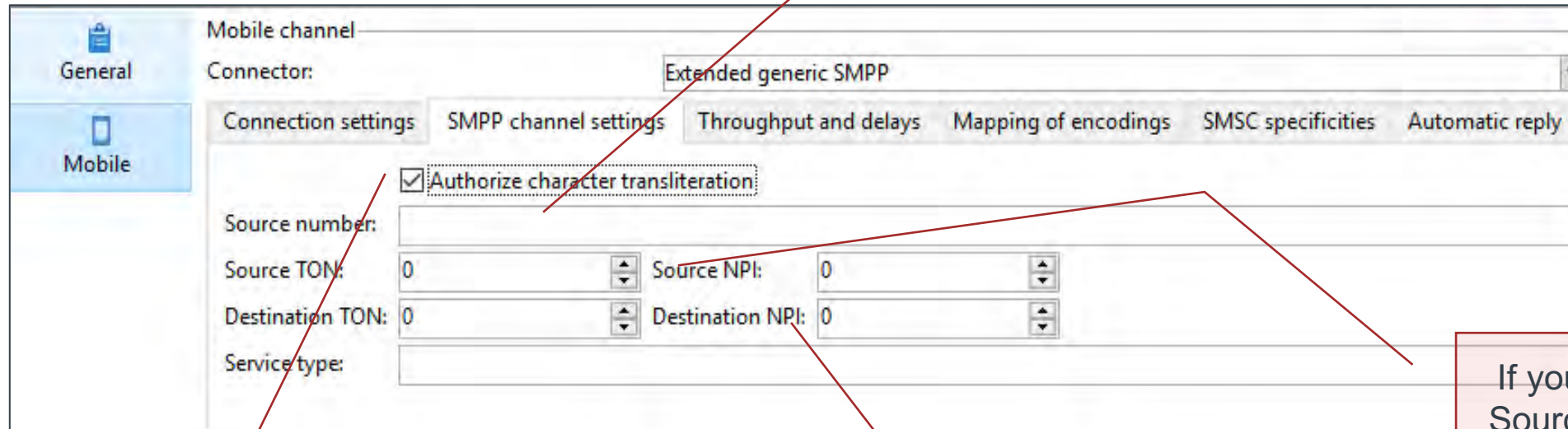
Check the CAD. It should be 3600

IP of the site 1. In a case of a second profile you need to put a second IP

Login

Sinch

SMPP Channel Settings



Mobile channel

Connector: Extended generic SMPP

Connection settings SMPP channel settings Throughput and delays Mapping of encodings SMSC specificities Automatic reply

☒ Authorize character transliteration

Source number:

Source TON: 0 Source NPI: 0

Destination TON: 0 Destination NPI: 0

Service type:

Indicate here the default Sender, "INFOSMS" for example or SC 36184 for France

Allows the replacement of non-GSM characters

Destination TON should always be set to 1 and Destination NPI to 1

If you customize the sender, Source TON must be set to 5 and NPI Source to 0

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Speed and Timeouts



External account 'SMS/MMS/WAP Push'

Mobile channel

General

Connector: Extended generic SMPP

Mobile

Connection settings SMPP channel settings Throughput and delays Mapping of encodings SMSC specificities Automatic reply

Sending window:	70	Max MT throughput:	70
Time before reconnection:	10	Expiration period of the MT:	30
Bind timeout:	60	enquire_link period:	30

Windowing : see your CAD

Leave by default

Bandwidth: see your CAD

Puu 172800 (48h)

Leave by default

Mapping and encoding 1/2



External account 'SMS/MMS/WAP Push'

Mobile channel

General

Connector: Extended generic SMPP

Connection settings SMPP channel settings Throughput and delays Mapping of encodings SMSC specificities Automatic reply

Mobile

Mapping of encodings:

data_coding	Encoding
-------------	----------

Mapping and encoding 2/2



External account 'SMS/MMS/WAP Push' *

Mobile channel

General Connector: Extended generic SMPP

Mobile

Connection settings SMPP channel settings Throughput and delays Mapping of encodings SMSC specificities Automatic reply

Mapping of encodings:

data_coding	Encoding
0	GSM 03.38 (7 bits)
	GSM 03.38 (7 bits)
	UCS2
	ISO-8859-1
	UTF-8
	UTF-7
	Shift-JIS
	Big5
	GB2312
	ISO 2022
	ISO 2022-2

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Specific SMS-C section



Mobile channel

General

Mobile

Connector: Extended generic SMPP

Connection settings | SMPP channel settings | Throughput and delays | Mapping of encodings | SMSC specificities | Automatic reply

☐ Activate message_payload

☐ Send full phone number (send characters other than digits)

Bind TON (Type Of Number): 0 Bind NPI (Numbering Plan Indicator): 0

Range of addresses:

Invalid ID acknowledge count: 0

Extraction regex of the ID in the SR: `\b[il][dD]:([a-zA-F0-9]{1,32})\b`

Extraction regex of the status in the SR: `\b[sS][tT][aA][tT]:([a-zA-Z0-9]{5,8})\b`

Regex applied to determine successful status: `^DELIV`

Regex applied to determine error status: `^(?:EXPIRED|DELETED|UNDELIV|UNKNOWN|REJECT)`

Extraction regex of the error code in the SR: `\b[eE][rR][rR]:([a-zA-Z0-9]{3})\b`

ID format in MT acknowledgment: Do not modify ID format in the SR: Hexadecimal string

☐ SR ID or error code in optional field

☐ SR ID or error code in text field

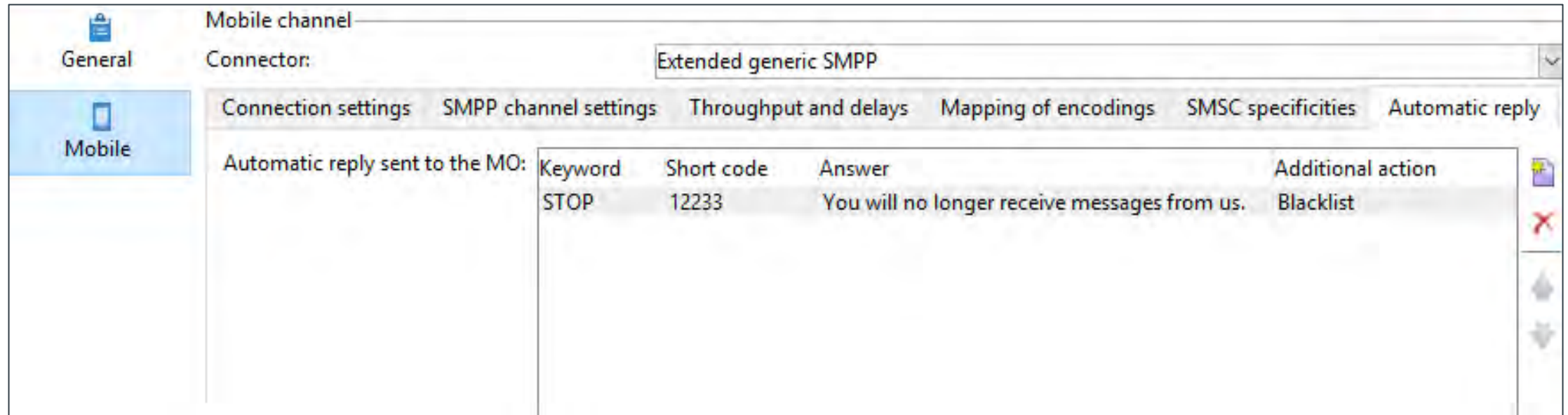
Service ID tag (hex format: 0x12AB):

ID of 32 characters

`\b[il][dD]:([a-zA-F0-9]{1,32})\b`

Put Hexadecimal string

Automatic answers



The screenshot shows the 'Mobile channel' configuration window. On the left, there are two tabs: 'General' and 'Mobile', with 'Mobile' selected. The main area is titled 'Mobile channel' and contains a 'Connector:' dropdown menu set to 'Extended generic SMPP'. Below this, there are six sub-tabs: 'Connection settings', 'SMPP channel settings', 'Throughput and delays', 'Mapping of encodings', 'SMSC specificities', and 'Automatic reply'. The 'Automatic reply' tab is active, displaying a table of automatic replies sent to the MO.

Keyword	Short code	Answer	Additional action
STOP	12233	You will no longer receive messages from us.	Blacklist

The STOP and the other key words included in the answers can be managed directly by the connector or in your workflow.

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ADOBE CAMPAIGN V6.11

Integration of the Generic
SMPP 3.4 connector



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PREREQUISITES



- Sinch is certified on Adobe Campaign v6 and Adobe Campaign Standard (ACS)
- This document is focused on Adobe V6 with the Generic SMPP driver
- https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html
- Sinch strongly recommends upgrading to a version with the new SMPP driver. The SMPP account must have a special configuration (autocorrect, enquire link, windowing, etc)
- Your database must store the phone numbers in international format (country phone prefix + mobile number). For example 33615141312 or +33615141312 but not 0615141312. If you have an other format check with your TAM we can help adding a filter on your account.
- The onboarding process recommends to do at least 3 tests with files of different sizes in order to check to configuration, please contact your TAM



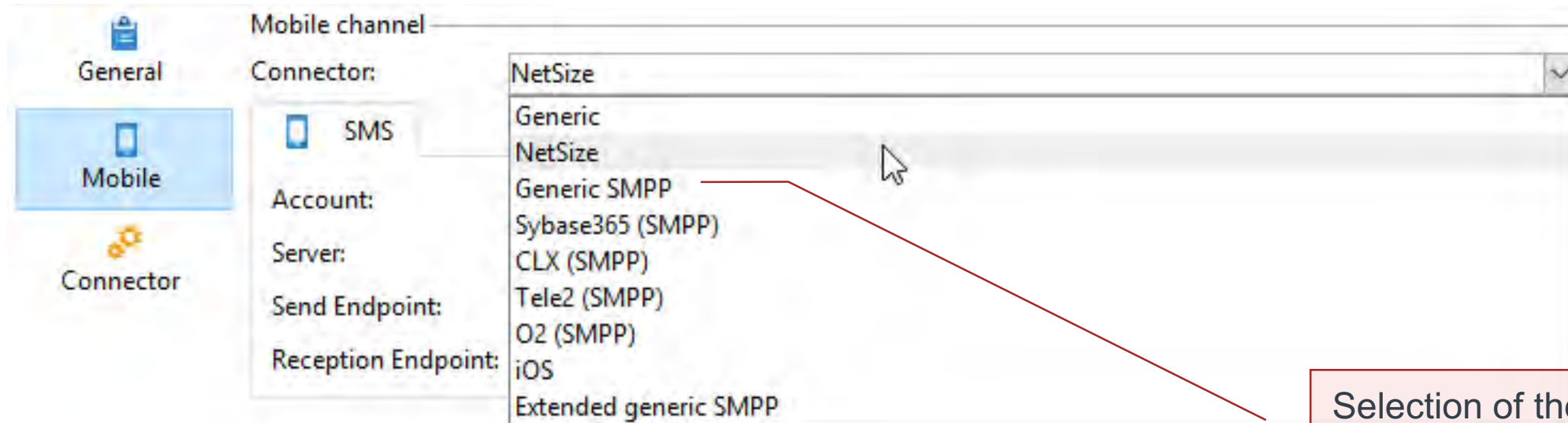
INTEGRATION of the 2 way account

Response management
(STOP, CONTACT, etc.) in
France.

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Selection of the driver



Selection of the Driver "Generic SMPP" or "CLX SMPP" (CLX = Sinch)

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SMS Channel settings



External account 'POC SMS 2: CLX'

Mobile channel (SMS/MMS/WAP Push)

General

Mobile

Connector

Connector: Generic SMPP

SMPP connection settings

Account: [redacted] Password: [redacted]

Server: 93.158.78.4 Port: 3600

SMPP specific settings

Source number: [redacted]

Source NPI: 0 Source TON: 5

Destination NPI: 0 Destination TON: 1

System type: [redacted] System type MO: [redacted]

Coding of identifiers returned by the gateway

Coding when sending: Default behavior Coding when receiving: Default behavior

Default character coding

Outbound SMS coding: GSM 7 Inbound SMS coding: GSM 7

Save

Password

Check the CAD. It should be 3600

IP of the Sinch site. An second profile is needed to put a second IP

Login

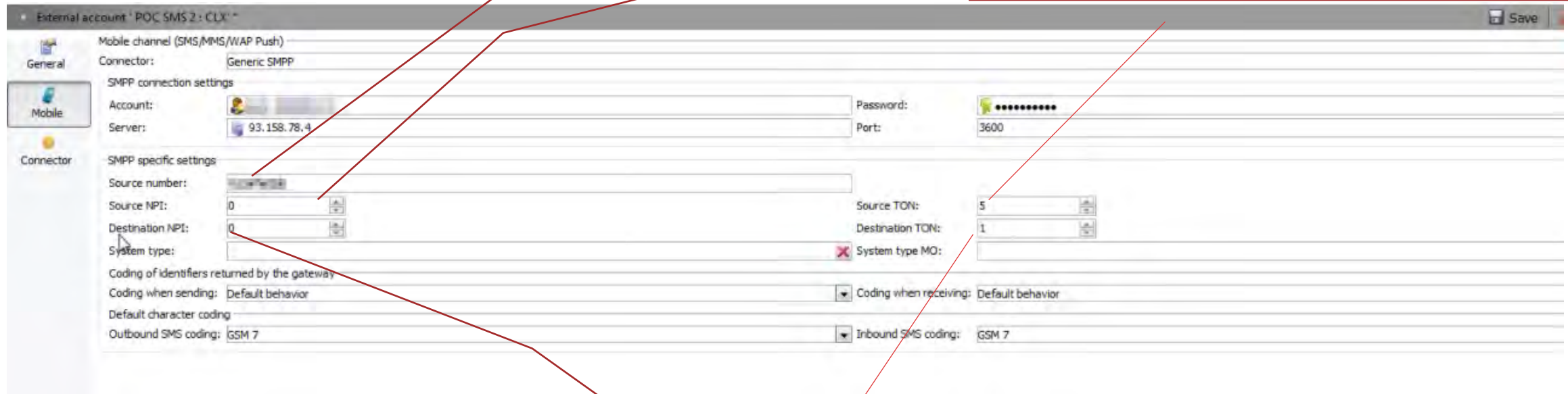
Sinch

SMS Channel settings



Indicate here the default Sender, "INFOSMS" for example or SC 36184 for France

If you customize the sender, Source TON must be set to 5 and NPI Source to 0



The screenshot shows the 'External account - POC SMS 2: CLX' configuration window. The 'Mobile' tab is selected in the left sidebar. The 'Connector' is set to 'Generic SMPP'. Under 'SMPP connection settings', the 'Account' is masked, 'Server' is '93.158.78.4', 'Password' is masked, and 'Port' is '3600'. Under 'SMPP specific settings', 'Source number' is masked, 'Source NPI' is '0', 'Destination NPI' is '0', and 'System type' is empty. Under 'Coding of identifiers returned by the gateway', 'Coding when sending' is 'Default behavior', 'Default character coding' is empty, 'Outbound SMS coding' is 'GSM 7', 'Coding when receiving' is 'Default behavior', and 'Inbound SMS coding' is 'GSM 7'. A 'System type MQ' checkbox is checked with a red 'X' icon. A 'Save' button is in the top right corner.

Destination TON should always be set to 1 and Destination NPI to 1

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SMS Channel settings



External account 'POC SMS 2: CLX'

Mobile channel (SMS/MMS/WAP Push)

General

Mobile

Connector

Connector: Generic SMPP

SMPP connection settings

Account: [redacted] Password: [redacted]

Server: 93.158.78.4 Port: 3600

SMPP specific settings

Source number: [redacted]

Source NPI: 0 Source TON: 5

Destination NPI: 0 Destination TON: 1

System type: [redacted] System type MQ: [redacted]

Coding of identifiers returned by the gateway

Coding when sending: Default behavior Coding when receiving: Default behavior

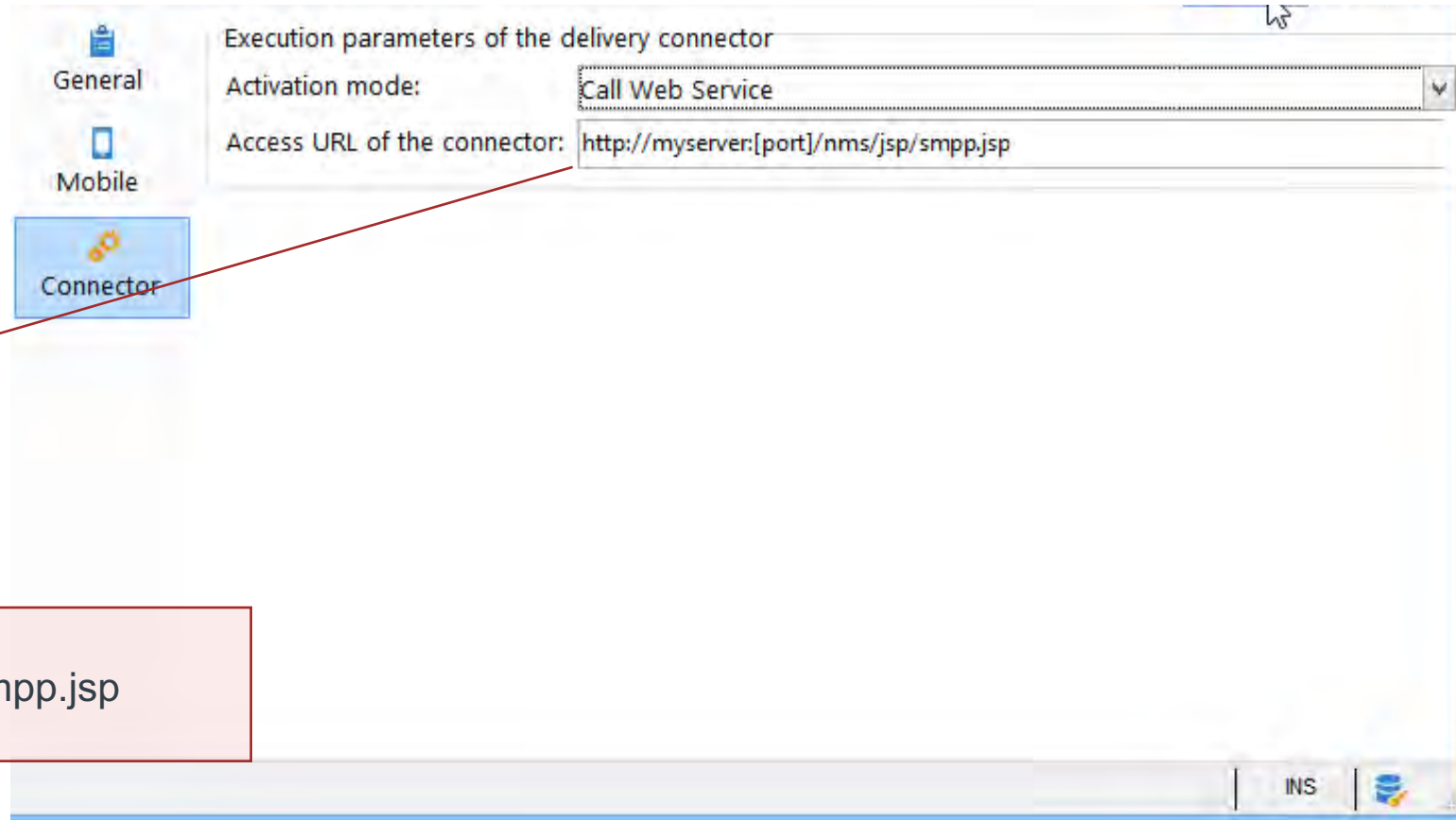
Default character coding

Outbound SMS coding: GSM 7 Inbound SMS coding: GSM 7

SMS coding Outbound by default

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SMS Channel settings

A screenshot of the Sinch SMS Channel settings interface. On the left, there is a sidebar with three tabs: 'General' (with a clipboard icon), 'Mobile' (with a mobile phone icon), and 'Connector' (with a gear icon). The 'Connector' tab is selected and highlighted in blue. The main area is titled 'Execution parameters of the delivery connector'. It contains two fields: 'Activation mode:' with a dropdown menu showing 'Call Web Service', and 'Access URL of the connector:' with a text input field containing 'http://myserver:[port]/nms/jsp/smpp.jsp'. A red line originates from a text box at the bottom left and points to the 'Access URL of the connector:' field. The bottom right corner of the window shows a taskbar with the text 'INS' and a small icon.

Chose the file smpp.jsp



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ADOBE CAMPAIGN STANDARD
SMPP connector integration in ACS

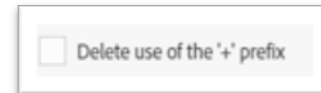


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PREREQUISITES



- **Sinch is certified on Adobe Campaign v6 and Adobe Campaign Standard (ACS)**
- **This document is focused on Adobe Campaign Standard (ACS)**
- <https://helpx.adobe.com/campaign/standard/administration/using/configuring-sms-channel.html>
- Your database must store the phone numbers in international format (country phone prefix + mobile number).
 - For example 33615141312 or +33615141312 but not 0615141312
 - If you store the numbers with the "+", you must select the option
 - If you have an other format check with your TAM we can help.
- **The onboarding process recommends to do at least 3 tests with files of different sizes in order to check to configuration, please contact your TAM**





INTEGRATION of the 2 way account

Response management
(STOP, CONTACT, etc.) in
France

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Account Settings



Adobe Campaign Home Marketing activities Timeline Profiles Audiences demo ?

External account 'SMS routing via SMPP (defa... ▾

Label

SMS routing via SMPP

Type

Routing ▾

Routing

Channel

Mobile (SMS) ▾

Connector

Generic SMPP ▾

ID *

defaultSmsBulk

☒ Enabled

Delivery mode

Bulk delivery ▾

Connection settings

SMPP connection mode

Transceiver ▾

Server

127.0.0.1

Account

smppclient1

SMSC implementation name

Generic

Port

2775

Password

Enter the label
name of
your choice

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Account Settings



Adobe Campaign Home Marketing activities Timeline Profiles Audiences acdemo

External account 'SMS routing via SMPP (defa...'

Type: Routing ☒ Enabled

Routing

Channel: Mobile (SMS) Delivery mode: Bulk delivery

Connector: Generic SMPP

Connection settings

SMPP connection mode: Transceiver SMSC implementation name: Generic

Server: 127.0.0.1 Port: 2775

Account: smppclient1 Password:

System type: Simultaneous connections: 1

Help Conditions of use Privacy and cookies © 2014 Adobe Systems Incorporated. All Rights Reserved

IP : 93.158.78.4

Port : 3600 (or 3601 for
SMPP over TLS)

Insert your login

Insert your password

Leave 1 as default,
depending on the number
of MTAs in your session

SMPP Channel Settings



Adobe Campaign

Home Marketing activities Timeline Profiles Audiences

demo ?

External account 'SMS routing via SMPP (defa...'

SMPP channel settings

☒ Authorize character transliteration

Source number

Short code

Delete use of the '+' prefix

Source TON

0

Source NPI

0

Destination TON

0

Destination NPI

0

Service type

> Throughput and timeouts

> SMSC specifics

> Automatic reply sent to the MO

Allows the replacement of non-GSM characters

SC default 36184 for France

Indicate here the default Sender, "INFOSMS" for example

If you customize the Sender, Source TON must be set to 5 and NPI Source to 0

Destination TON should always be set to 1 and Destination NPI to 1

Speed and Timeouts



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Adobe Campaign PM

External account 'CLX 336 (defaultSmsBulk)'

Throughput and timeouts

Sending window	Max MT throughput
10	10
Time before reconnection	Expiration period of the MT
10	30
Bind timeout	enquire_link period
60	30

Windowing : see your CAD

Leave by default

Leave by default

Bandwidth: see your CAD

Insert at least 300

Leave by default

Specific SMS-C Section



Adobe Campaign

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External account 'CLX 336 (defaultSmsBulk)'

▼ SMSC specifics

☐ Define a specific mapping of encodings. The default mapping will not be used.

☐ Enable message_payload

☐ Send full phone number (send characters other than digits)

Bind TON (Type Of Number)

0

Bind NPI (Numbering Plan Indicator)

0

Address range

Invalid ID acknowledge count

0

Extraction regex of the ID in the SR

`\b[il][dD]:([a-fA-F0-9]{10})\b`

Extraction regex of the status in the SR

`\b[sS][tT][aA]([a-zA-Z0-9]{5,8})\b`

Extraction regex of the error code in the SR

`\b[eE][rR]([a-zA-Z0-9]{3})\b`

ID format in MT acknowledgment

Do not modify

ID format in the SR

Do not modify

☐ SR ID or error code in optional field

☐ SR ID or error code in text field

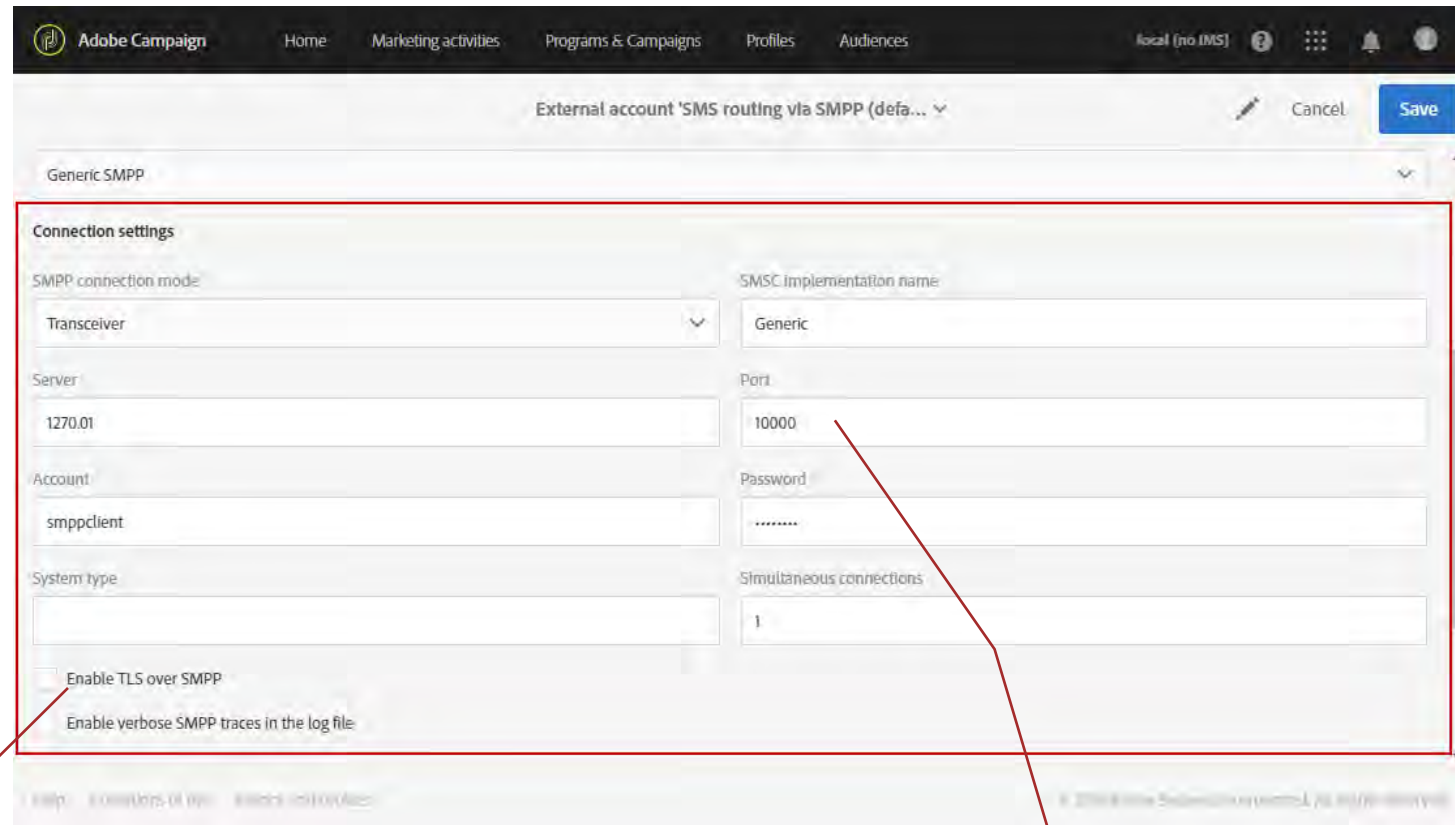
Service ID tag (hex format: 0x12AB)

ID of 32 characters

`\b[il][dD]:([a-fA-F0-9]{1,32})\b`

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Enabling encryption



Adobe Campaign Home Marketing activities Programs & Campaigns Profiles Audiences local (no IMS) ? [grid icon] [bell icon] [user icon]

External account 'SMS routing via SMPP (defa...'

Generic SMPP

Connection settings

SMPP connection mode: Transceiver

SMSC implementation name: Generic

Server: 1270.01

Port: 10000

Account: smppclient

Password:

System type:

Simultaneous connections: 1

☐ Enable TLS over SMPP

☐ Enable verbose SMPP traces in the log file

Check the box, if you want to switch to encrypted connections (TLS 1.2)

In case of encrypted connection the port becomes 3601 (and not 3600)

Automatic answer



✓ <u>Automatic reply sent to the MO</u>					
✓	Keyword	Short code	Answer	Additional action	
<input type="checkbox"/>	STOP	36184	Merci, Vous ne recevrez plus de SMS de notre part. SMS non surtaxé	Blacklist	⋮

STOP and other keywords can be managed directly by the connector or in your workflow

Attention, it is also possible to answer with an Alpha sender

Attention, the setting up of the “auto-correct” must be requested on the account SINCH

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Enriching Engagement

Sinch introduction



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ENRICHING ENGAGEMENT

**Global leader in
cloud communication**
Messaging - Voice - Video

Richer engagements
Rich media - Personalization
Conversation - Omni-channel

REACHING EVERY USER

100% reach
5 bn mobile users globally

Instant delivery
within seconds or less

98% open rate
90% read within 3 minutes

TRUSTED TO DELIVER

30 billion
engagements per year

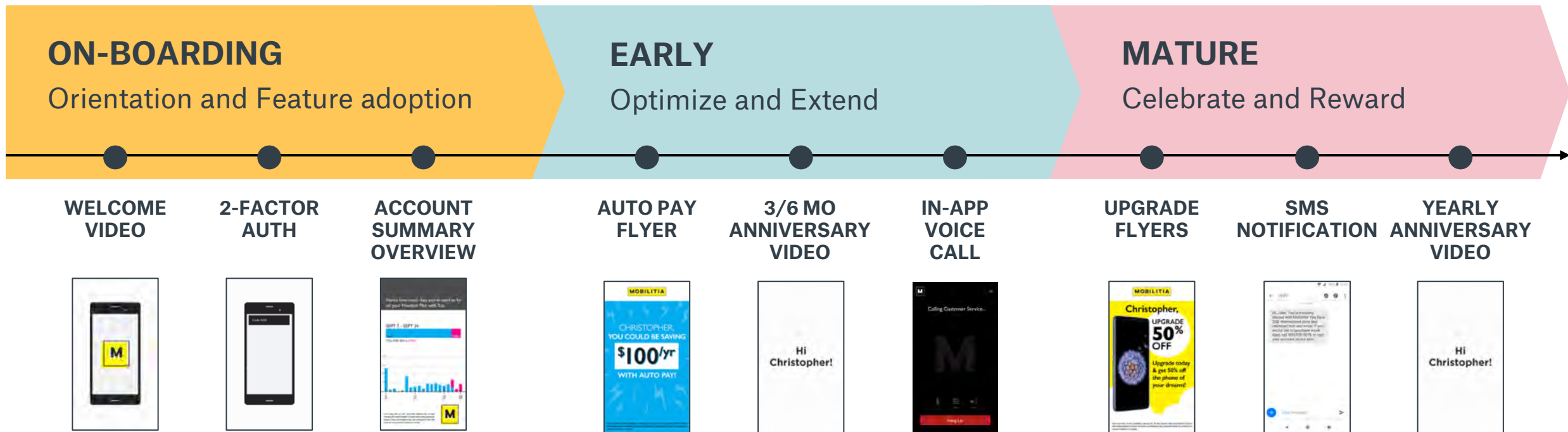
8 out of 10
largest U.S. tech companies

250 direct connections
with operators globally

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Enriching engagement throughout the customer journey

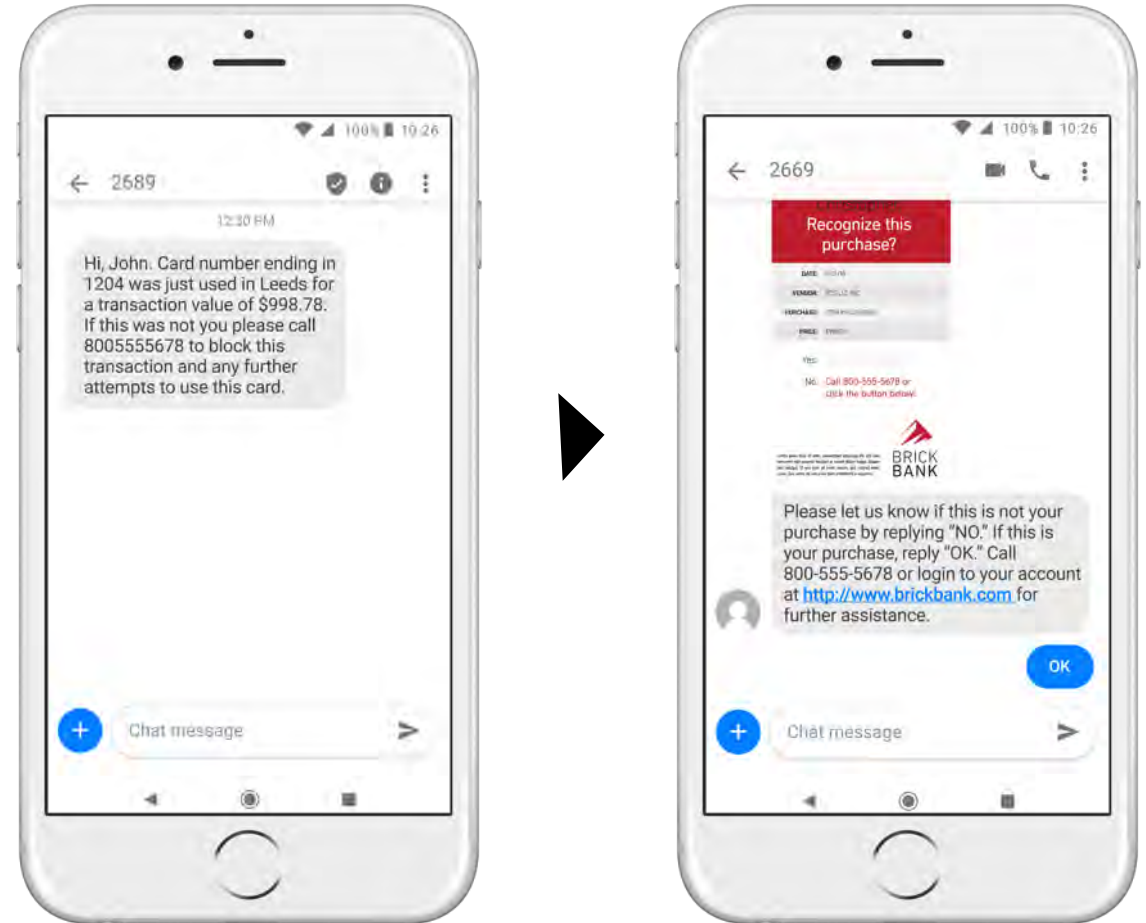
Example of a subscription based customer journey



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From 1-way notifications to **2-way conversations**





From bespoke solutions
and heavy integrations to
**global, scalable,
easy-to-use, cloud services**





ENRICHING ENGAGEMENT

We bring businesses and people
closer with tools enabling
personal engagement



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Numbers don't lie



\$450M

Annual revenue
and profitable

32%

YOY Growth (2018)

Publicly listed on

NASDAQ

in Stockholm

1000+

Enterprise
customers

80+

Operator
customers

30bn

Transactions
per year

250

Direct operator
connections

500+

Employees

20+

Countries



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Product Portfolio

ENGAGEMENT ENABLERS

Enrich engagement with software enablers for conversation and mobile communication

PERSONALIZED MESSAGING

Video, Rich Media, SMS

VERIFICATION

SMS, Flash call, Voice

NUMBER MASKING

Anonymized numbers

COMMUNICATION APIs

Enabling easy integration of scalable and reliable mobile communication channels

MESSAGING

SMS, MMS, RCS, WhatsApp

VOICE

Data calls, Phone calls

VIDEO

Video calls

SUPER NETWORK

World's largest global network of direct operator connections

Our super network connects directly to over 250 mobile operators globally, delivering 30 bn engagements per year with unsurpassed security, compliance and reach

OPERATOR PORTFOLIO

Carrier grade communication infrastructure

REVENUE ASSURANCE

A2P monetization

ENTERPRISE MESSENGER

White label A2P services

RCS AS A SERVICE

MaaP, RCS AS

NETWORK INFRASTRUCTURE

Fraud and Security, Policy and Charging, VAS, BSS, MVNO



Messaging

- Younger generations prefer messaging
- Consumers can engage when available, yet they're reached instantly and timely
- Ease of automation ensures lowest cost per contact



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SMS Messaging

Send to everyone, connect individually



Global reach in it's widest sense

No other messaging channel reaches more people

Instant attention

90% read within 3 minutes

Everyone is a trained user

Every phone has a pre-installed inbox



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SMS Messaging

Fits any business



BANKING

Confirmations
Transaction alerts
2FA, One time PIN codes



HEALTHCARE

Patient monitoring
Appointment reminders



INTERNET COMMERCE

Authorization
Two Factor Authentication



INDUSTRIAL & UTILITIES

Meter reading
Workforce automation



TRAVEL

Flight & ticket status
Local numbers



TRANSPORTATION

Process monitoring
Shipping confirmation



RIDE HAILING

Authentication
Arrival notifications



MEDIA

News alerts & updates
Sponsored data
Data from offline ads

SMS Messaging

Trusted for the right reasons



Tier 1 super network

- Direct connections to 250 operators, across 80 countries and 80% of global GDP
- No middlemen provides superior quality and speed

Scale with confidence

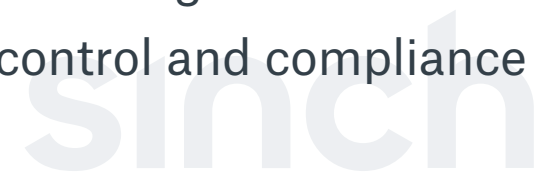
- Today we send 25bn messages yearly
- Fits any business, from local startups to global enterprises

Carrier grade platform

- Rely on a platform that's robust, secure and fast
- Trusted by 8 out of 10 largest U.S. tech companies

Global compliance, local expertise

- Globally distributed platform ensures compliance with regulation and keeps customers data safe - both in flight and at rest
- No middlemen ensures control and compliance



SMS Messaging

Get more from an SMS



Cost priority

Save money when speed doesn't matter that much, typically a marketing message

Speed priority

When the experience is completely reliant on the speed of delivery, for example 2FA and OTP

2-way messaging

Turn your message into a conversation by letting customers initiate a dialogue or respond to your message



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Rich media
**Bring your
message to life**



Conversation
**Turn your customer
engagements into
exciting dialogues**



Personalization
**Build 1:1 connections
with your customers**



Omni channel
**Create seamless
customer experiences
on any channel**





Thank you.

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