



**ValueFirst SMPP SMS Services
for ADOBE Campaign**

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ValueFirst Overview

Digital Engagement

ADOBE Campaign v6.11

Integration of the Extended
Generic SMPP 3.4 Connector



ValueFirst is the **Certified Partner** of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)



This document is mainly focused on the **Adobe v6.11** with the Extended Generic SMPP driver



For more information, kindly click on the **below link**:

https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html



The client contact database must be stored with mobile numbers in **International Format** i.e. with ISD code of the country as prefix + mobile number


Connection Settings


Mobile channel

Connector: Extended generic SMPP

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



SMSC implementation name:

Server: 

Account: 

System type:

Port:

Password:  

Number of MTA child connections: 0

☐ Use different parameters for the receiver

☐ Enable verbose SMPP traces in the log file

SMPP Server IP. In case of 2nd Account profile, you need to put the 2nd Server IP

Account Name

Verify the CAD for the assigned Port.

Password

SMPP Channel Settings

The screenshot shows the 'Mobile channel' configuration window. The 'General' tab is selected on the left. The 'Connector' is set to 'Extended generic SMPP'. The 'SMPP channel settings' tab is active, showing a checked box for 'Authorize character transliteration'. Below this are fields for 'Source number', 'Source TON' (set to 0), 'Source NPI' (set to 0), 'Destination TON' (set to 0), 'Destination NPI' (set to 0), and 'Service type'. Four blue callout boxes with arrows provide additional context: the first points to the 'Authorize character transliteration' checkbox; the second points to the 'Source number' field and is labeled 'Sender ID'; the third points to the 'Source TON' and 'Source NPI' fields, stating that if the Sender ID is customized, Source TON must be 5 and Source NPI must be 0; the fourth points to the 'Destination TON' and 'Destination NPI' fields, stating they should always be 1.

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:

This option allows the replacement of non-GSM characters

Sender ID

If the Sender ID is customized, then Source TON must be set to 5 and NPI Source to 0

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

Throughput & Delay Settings

External account 'SMS/MMS/WAP Push'

General Mobile

Mobile channel

Connector: Extended generic SMPP

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

SMPP Session Window Size, verify the CAD for this setting

Keep this with Default Value

Throughput Bandwidth, verify the CAD for this setting

Put the value at least 300

Keep this with Default Value

Mapping of Encoding Settings

...

External account 'SMS/MMS/WAP Push' *

Mobile channel

Connector: Extended generic SMPP

General 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

SMSC Specification Settings

Mobile channel

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

Provide Hexadecimal String Value

2-Way SMS Communication

**Keyword-based Response Management
(e.g. STOP, CONTACT etc.)**

Automatic Reply Settings

External account 'NetSize mobile delivery' *

Save

General

Mobile

Mobile channel

Connector: Extended generic SMPP

Connection settings

SMPP channel settings

Throughput and delays

Mapping of encodings

SMSC specificities

Automatic reply

Automatic reply sent to the MO:

Keyword	Short code	Reply	Additional action
STOP	56070	You will no longer receive messages from us.	Send to quarantine

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

Digital Engagement

ADOBE Campaign v6.11

Integration of the Generic
SMPP 3.4 Connector



ValueFirst is the **Certified Partner** of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)



This document is mainly focused on the **Adobe v6** with the Generic SMPP driver



For more information, kindly click on the **below link**:

https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html



ValueFirst recommends for upgrading to a version with the **new SMPP driver**. The SMPP account must have special configuration (autocorrect, windowing, enquire etc.)

Selection of the Driver

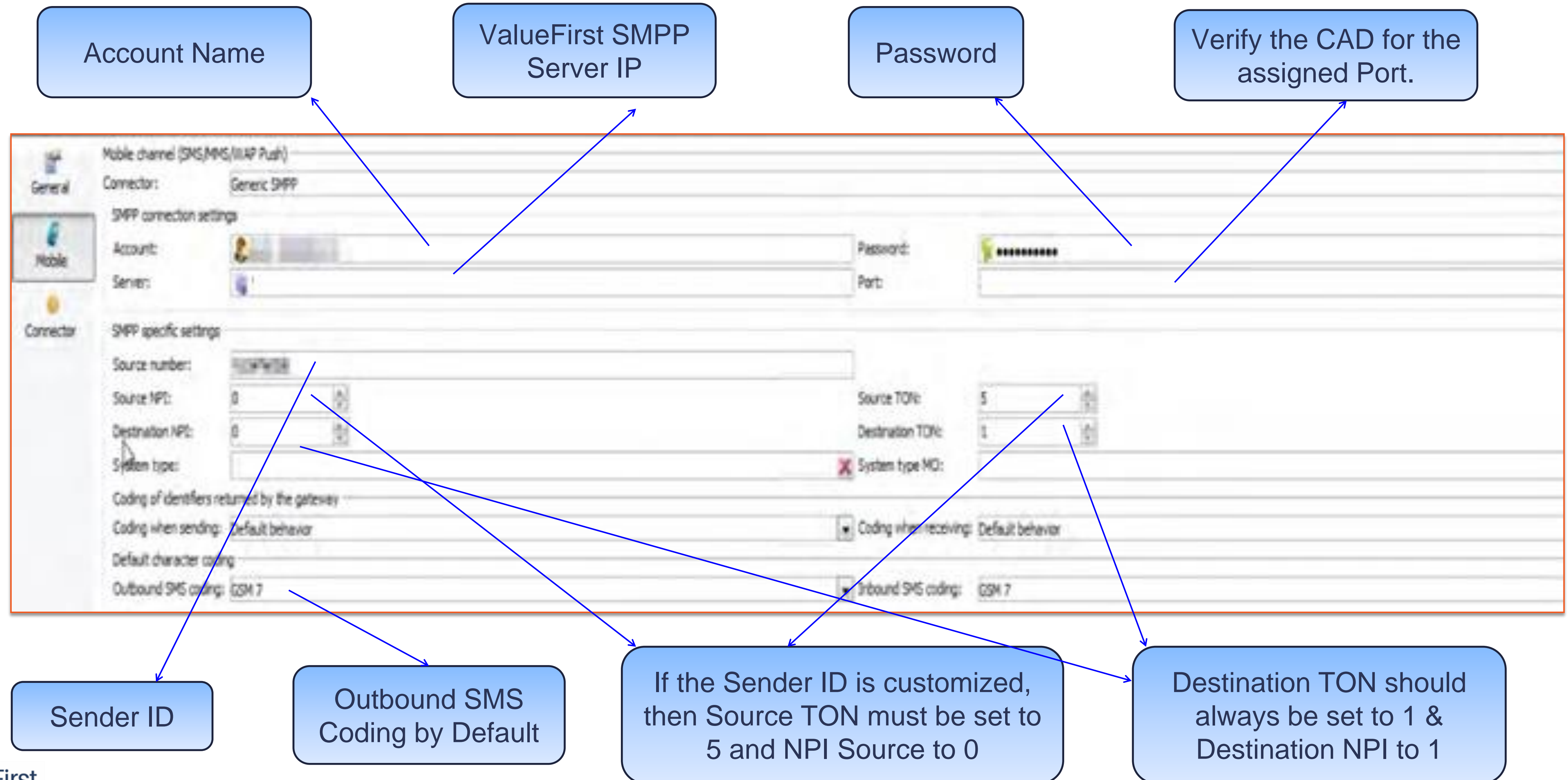
...

The screenshot shows a configuration window for a 'Mobile channel' connector. On the left, there is a sidebar with three icons: 'General' (a folder icon), 'Mobile' (a mobile phone icon), and 'Connector' (a gear icon). The 'Mobile' icon is selected and highlighted in blue. The main area of the window is titled 'Mobile channel' and contains a 'Connector:' dropdown menu set to 'SMS'. Below this, there are fields for 'Account:', 'Server:', 'Send Endpoint:', and 'Reception Endpoint:'. To the right of these fields is a large list box containing the following options: 'NetSize', 'Generic', 'NetSize', 'Generic SMPP', 'Sybase365 (SMPP)', 'CLX (SMPP)', 'Tele2 (SMPP)', 'O2 (SMPP)', 'iOS', and 'Extended generic SMPP'. A mouse cursor is hovering over the 'Generic SMPP' option. A blue arrow points from this option to a callout box below the window.

Selection of the Driver "Generic SMPP"

SMS Channel Settings

...



SMS Channel Settings



Execution parameters of the delivery connector

Activation mode:

Access URL of the connector:

Put the required access
URL of the connector

Digital Engagement

ADOBE Campaign

Standard SMPP Connector

Integration in ACS



ValueFirst is the **Certified Partner** of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)



This document is mainly focused on the **Adobe Campaign Standard (ACS)**



For more information, kindly click on the **below link**:

<https://helpx.adobe.com/campaign/standard/administration/using/configuring-sms-channel.html>



Client contact database must be stored with mobile number in International format i.e. with ISD code as **prefix+number**. If you have another format, check with out technical team

Account Configuring Settings

Adobe Campaign

Home Marketing activities Timeline Profiles Audiences

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

Label: SMS routing via SMPP

ID: defaultSmsBulk

Type: Routing

Routing: ☒ Enabled

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:

Enter the label name as per choice

Account Configuring Settings

Adobe Campaign | Home | Marketing activities | Timeline | Profiles | Audiences | demo

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 policy

SMPP Server IP

Account Name

Port to connect

Password

Keep value 1 as default,
depending on the no of
MTAs in session

SMPP Channel Settings

The screenshot shows the 'SMPP channel settings' section of the Adobe Campaign interface. The 'Authorize character transliteration' checkbox is checked and highlighted with a red box. Below it are input fields for 'Source number', 'Short code', 'Source TON' (set to 0), 'Source NPI' (set to 0), 'Destination TON' (set to 0), 'Destination NPI' (set to 0), and 'Service type'. At the bottom, there are expandable sections for 'Throughput and timeouts', 'SMSC specifics', and 'Automatic reply sent to the MO'. Blue arrows point from text boxes on the right to specific fields: 'Authorize character transliteration', 'Short code', 'Source TON', 'Source NPI', 'Destination TON', and 'Destination NPI'.

This option allows the replacement of non-GSM characters

Put the Short code

Sender Id

If the Sender ID is customized, then Source TON must be set to 5 and NPI Source to 0

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

Throughput & Delay Settings



Adobe Campaign

Home Marketing activities Programs & Campaigns Profiles Audiences Reports

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

SMPP Session Window Size, verify the CAD for this setting

Keep this with Default Value

Throughput Bandwidth, verify the CAD for this setting

Put the value at least 300

Keep this with Default Value

SMSC Specification Settings

Adobe Campaign

HomeMarketing activitiesPrograms & CampaignsProfilesAudiencesReports

Adobe Campaign PM

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

Address range

Extraction regex of the ID in the SR

`\b[i][dD]:([a-fA-F0-9]{1,10})\b`

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

☐ SR ID or error code in optional field

☐ SR ID or error code in text field

Service ID tag (hex format: 0x12AB)

Bind NPI (Numbering Plan Indicator)

0

Invalid ID acknowledge count

0

Extraction regex of the status in the SR

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

ID format in the SR

Do not modify

ID of 32 characters

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

Enabling Encryption

...

Adobe Campaign

Home Marketing activities Programs & Campaigns Profiles Audiences

local (no IMS)

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

Cancel Save

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)

2-Way SMS Communication

**Keyword-based Response Management
(e.g. STOP, CONTACT etc.)**

Automatic Reply Settings

A screenshot of a web interface for 'Automatic Reply Settings'. At the top, there is a dropdown menu labeled 'Automatic reply sent to the MO' with a downward arrow. Below this is a table with five columns: a checkbox, 'Keyword', 'Short code', 'Answer', and 'Additional action'. The first row shows a checked checkbox, the keyword 'STOP', the short code '56070', the answer 'Merci, Vous ne recevrez plus de SMS de notre part. SMS non surtaxé', and the action 'Blacklist'. To the right of the 'Blacklist' text is a vertical ellipsis icon.

<input checked="" type="checkbox"/>	Keyword	Short code	Answer	Additional action
<input type="checkbox"/>	STOP	56070	Merci, Vous ne recevrez plus de SMS de notre part. SMS non surtaxé	Blacklist

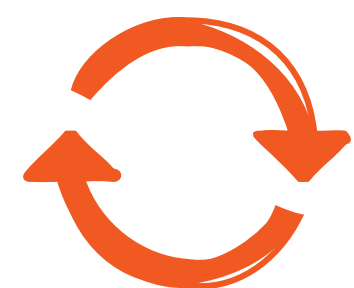
- STOP and other keywords can be managed directly by the connector or in your workflow
- Attention, it is also possible to answer with an Alpha sender
- Attention, the setting up of the “auto- correct” must be requested on the account SINCH



An Overview of ValueFirst



“Founded in 2003, ValueFirst empowers
businesses globally to interact with their
consumers across internet & telecom channels”



In 2019, we enabled over **90 Billion Interactions** between brands and their consumers across channels



Amongst **top 7 companies globally** in number of interactions empowered for businesses



Backed by marque venture capital and private equity including **NEA VC and Headland Capital** (formerly HSBC PE)



Over **350 employees** across the world servicing **2500+ clients** on numerous use-cases

The Journey



Ideating

- Delhi, India
- 14 people

2003

2004-08

Concepting

- Multiple Indian Cities and UAE
- Emergic VC funding
- Launched voice services

Committing

- NEA VC and Headland Capital funding
- Acquired Cellnext, PacketShapers, mGinger and IndyaRocks
- Won Fastest 50 Company Award from Deloitte

2009-12

2013-14

Validating

- Acquired Cellcast
- Launched B2C offerings
- Launched email services

Diversifying

- Started Operations in Bangladesh, Indonesia & KSA
- Acquired Octane and TechMobia
- Launched artificial intelligence based chatbot

2015-18

2019

Expanding

- Launched in Australia
- 320 People
- Launch of WhatsApp and Google SMS

Hello World!

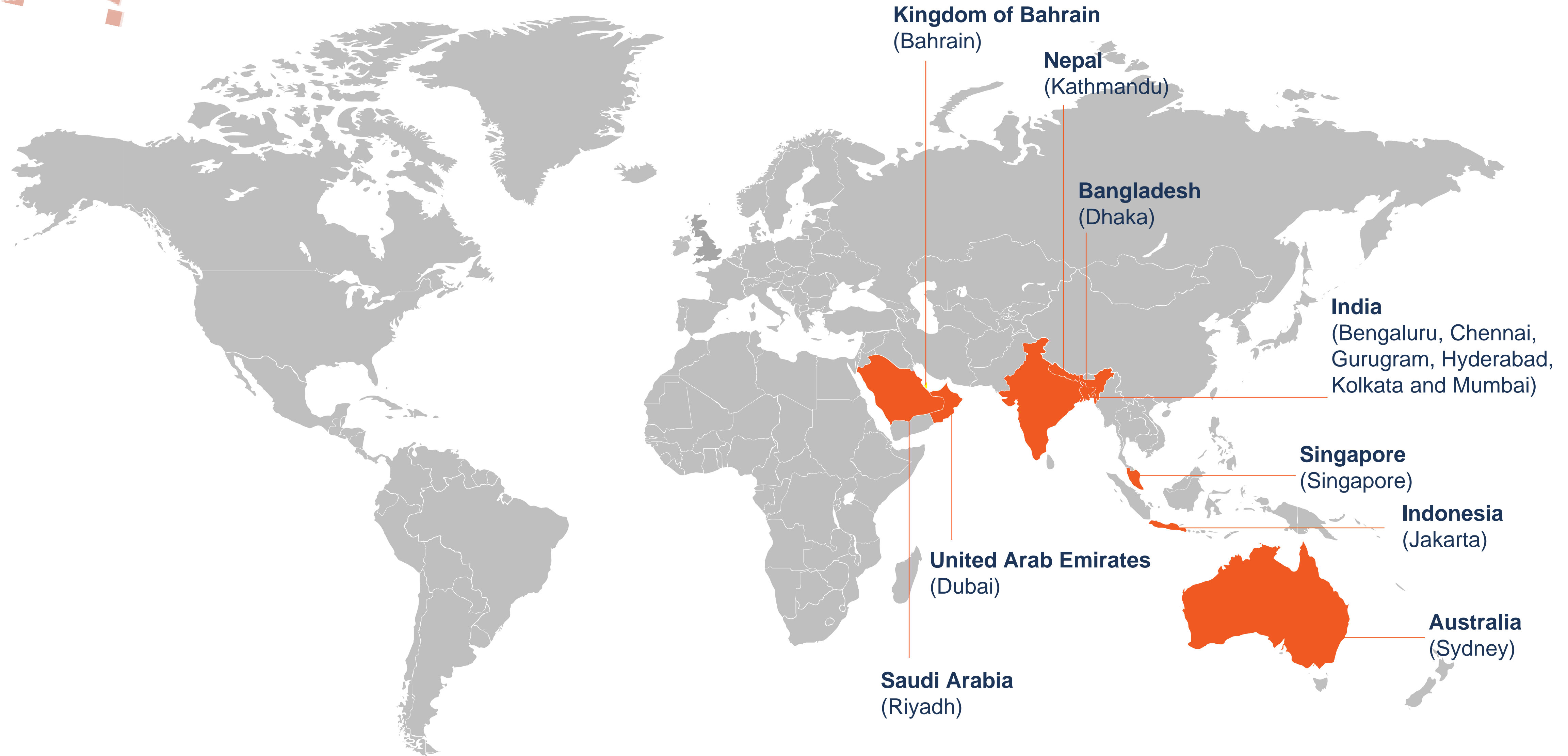
- US Launch
- Launched in Nepal and Singapore

2020

Our Customers



Global Presence – Current Footprint



Our global headquarter in Gurugram, India

Product Portfolio



WhatsApp for Business

Communicate with your customers on their favorite messaging app



ValueFirst brings you a single step integration of WhatsApp right into the core of your business. Our API enables intelligent re-routing, SLA management and flexible MIS

Simple Integration



Send WhatsApp messages without having to manage hosting or software updates

High Delivery Rates



Optimize delivery rates with failover capabilities to SMS and real time insights

Rich Media



Enrich your messages with images, audio, video and files to engage customers



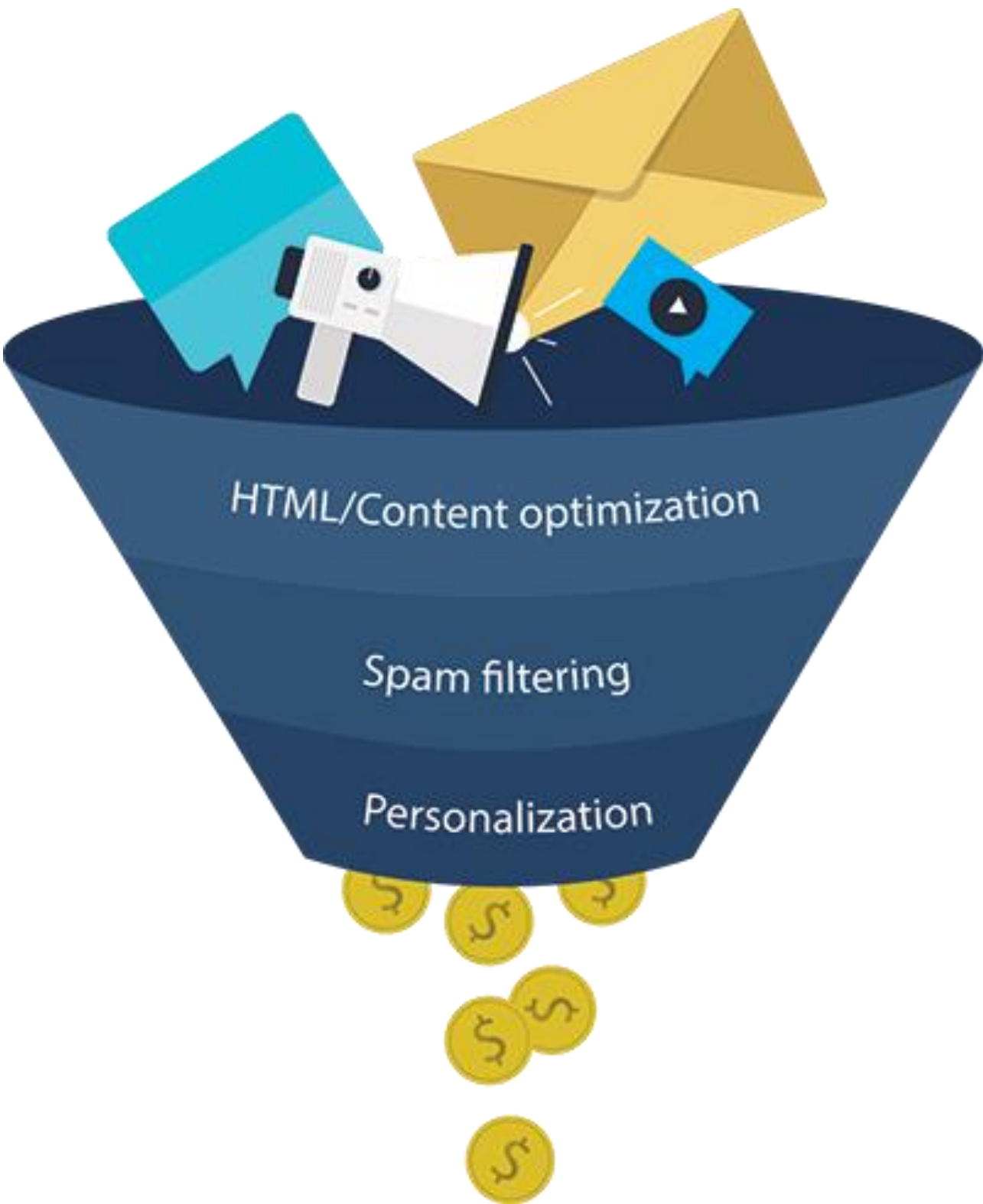


Email Platform

We don't send emails only, we deliver ROI



Octane is India's leading email platform for transactional emails and marketing campaigns. Easy to use, an on-demand cloud platform for planning and executing your campaigns.



Scalable platform handling
1 Billion e-mails monthly



Solutions across
varied protocols



Dynamic content
rendering



Assistance to
optimise design





Voice Platform

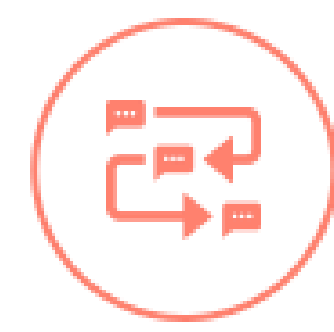
Get the best out of Voice



ValueCallz is an integrated platform for two-way consumer interaction at scale. OBD, IVR, Missed Call, Click to Call, Number Masking etc are some of the features the platform can easily ace. High throughput of 15000 channels, Vernacular support, Text2Speech, Speech2Text, Real time MIS



HTTP/XML
API



Exceptional
Throughput



24*7 &
Support



Custom
IVR Flow



Regulatory
Compliant



Real time
reports











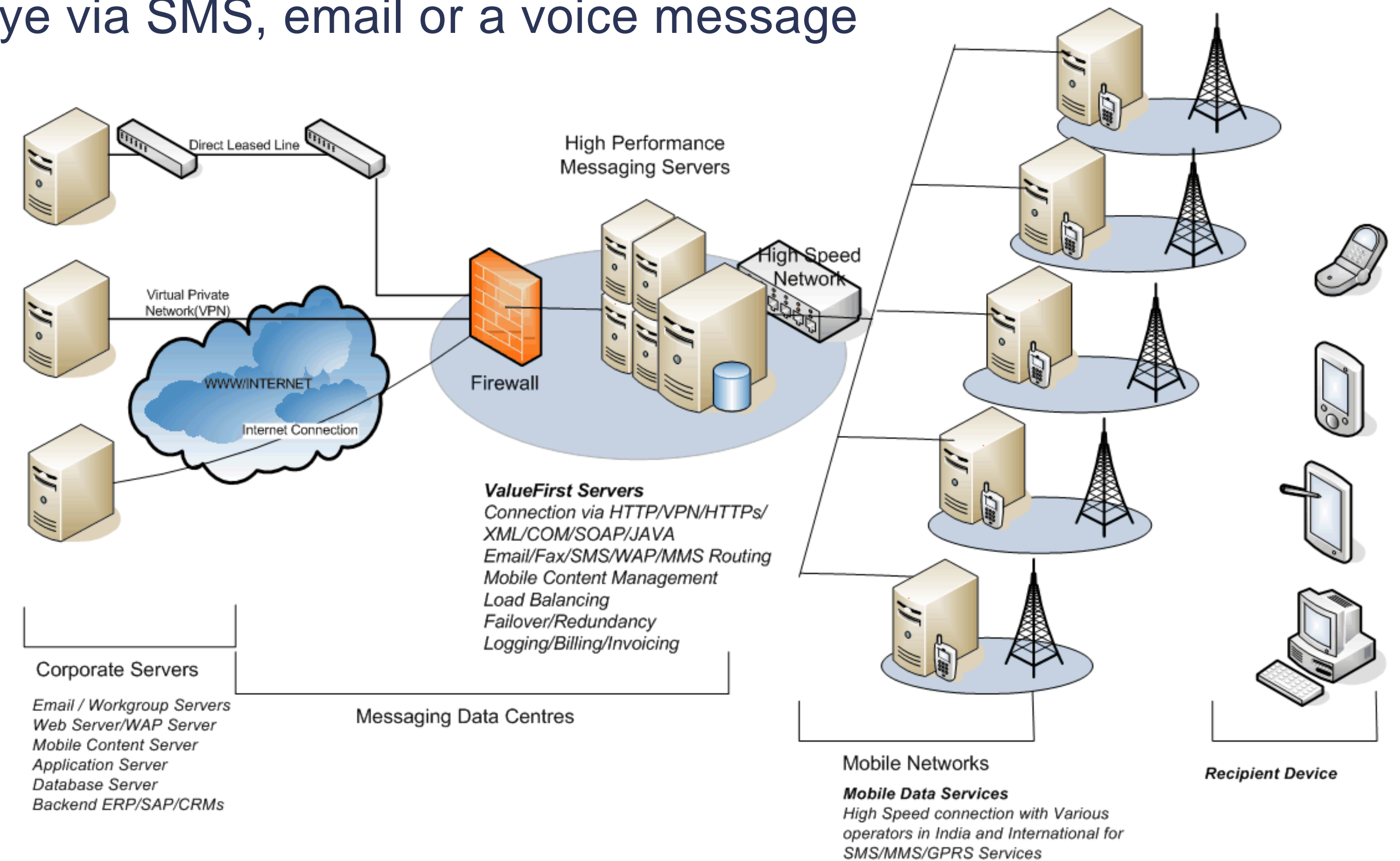
SMS Platform

Enterprise SMS at its best



With **ValueFirst's** two-way SMS messaging platform, you can cater to your transactional and marketing needs easily. **VeriSure** ensures to deliver one time passwords to your customers in a blink of the eye via SMS, email or a voice message

-  99.99% API Success Rate
-  Automated QOS based routing
-  Regulatory Compliance
-  Highly scalable
-  Real time MIS
-  Automated Monitoring/Alerting





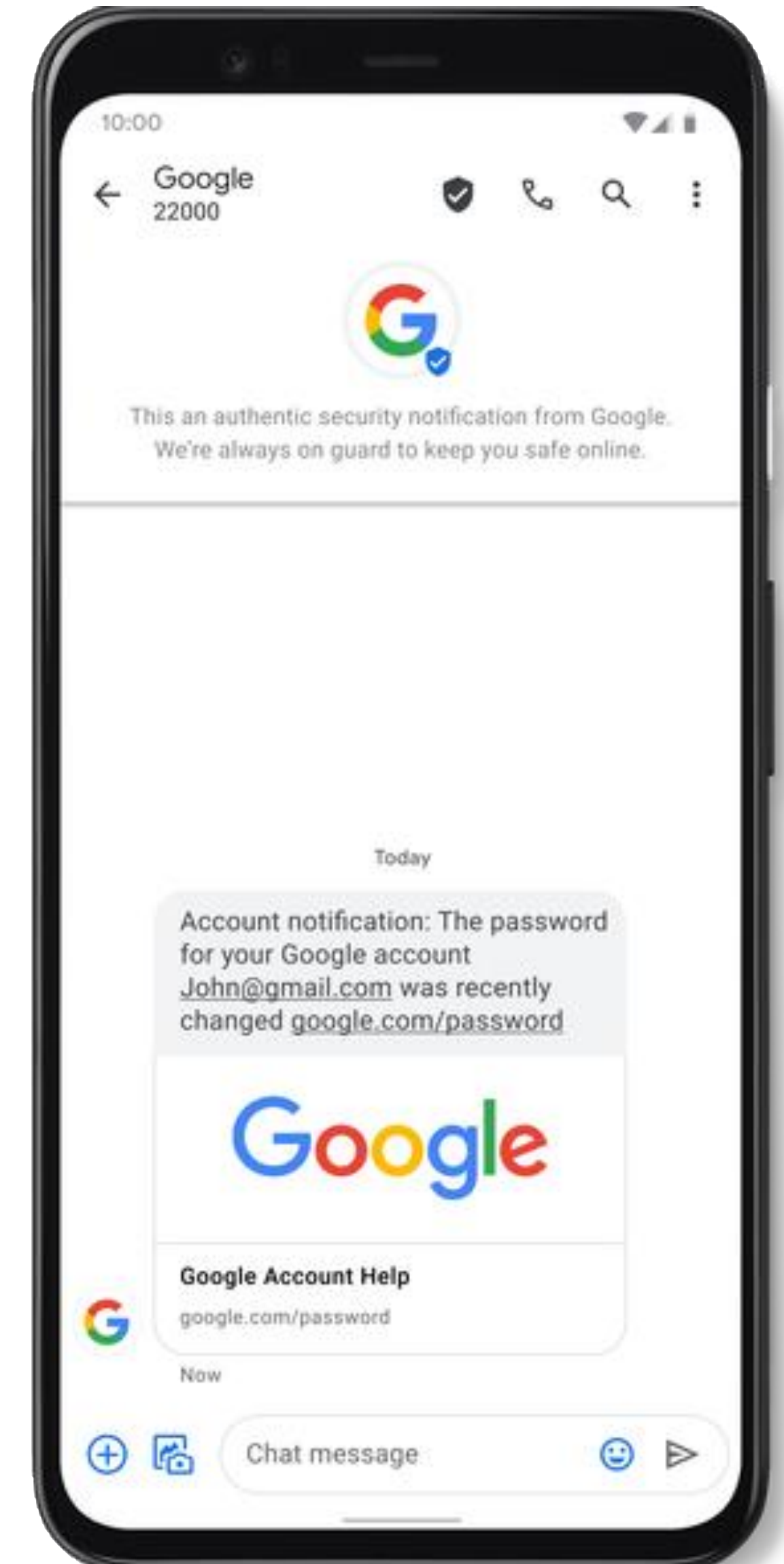
Google verified SMS

Verified SMS and Spam Detection



Building user's confidence in their interactions with brands

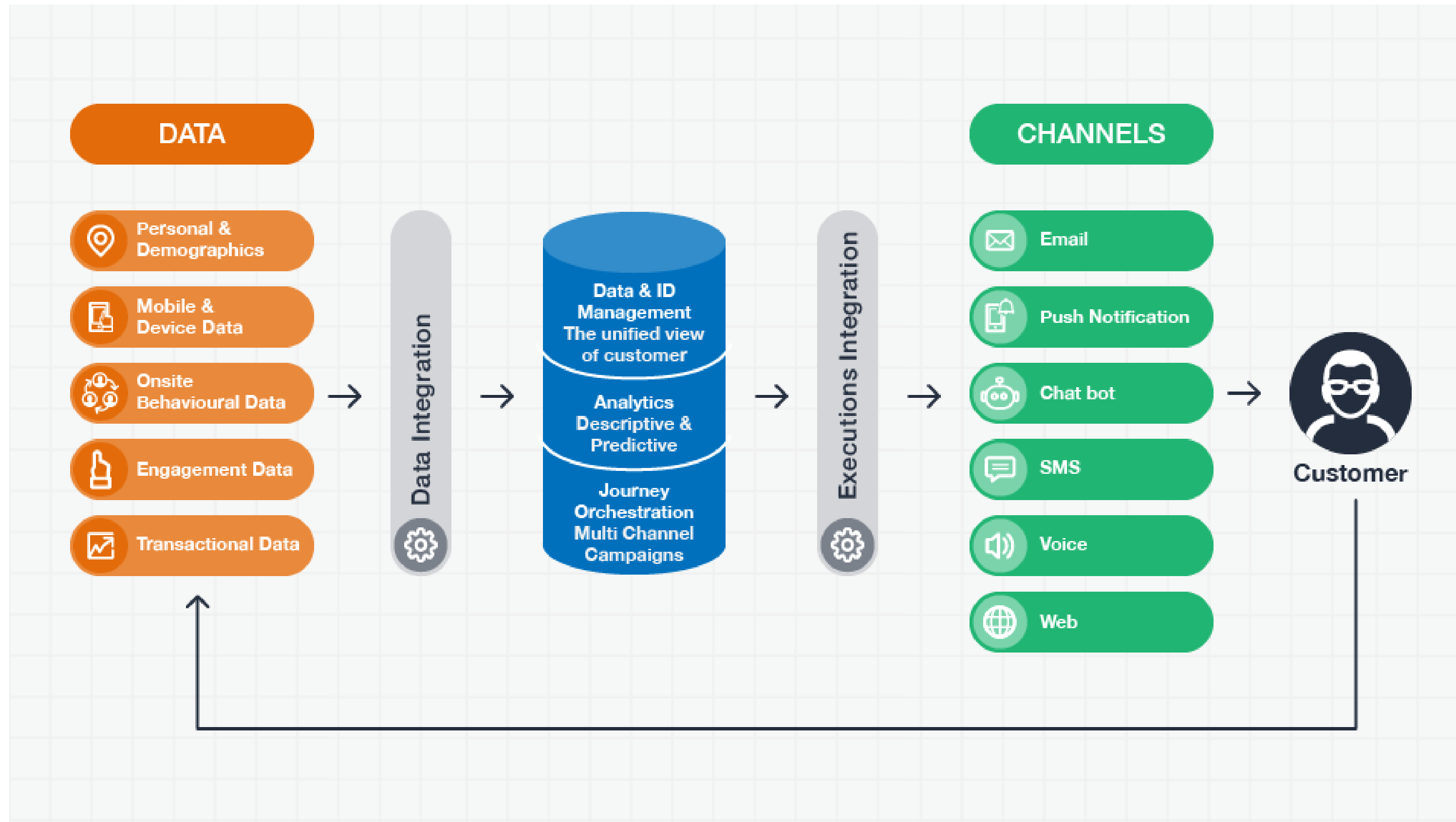
- ✓ Sender Verification for Incoming SMS
- ✓ Brand's Logo & Description
- ✓ Single SMS Conversation Thread
- ✓ URL Preview on all Links
- ✓ No Cost or Effort Overhead for Brands
- ✓ Warning against Unverified Message Content
- ✓ Options to Report Spam





Augmento – Identify, Intelligence, Interaction

AI Driven Marketing Automation Platform



Identify and Analyse customer behaviour to Automate contextual interactions

- 👍 Extend Customer Lifetime Value
- 👍 Increase Conversion Rate
- 👍 Optimize Marketing Budgets

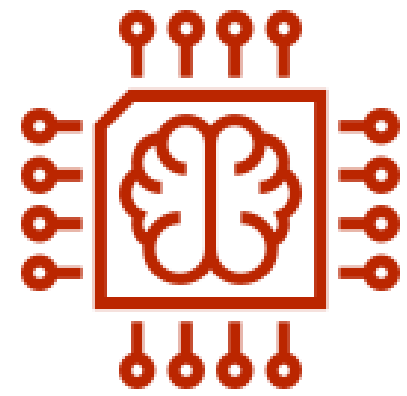


Grow your business by targeting the right customer by segmenting your audience with all-in-one integrated marketing solution



Surbo – AI Driven Chatbots

Let technology drive consumer engagement for you



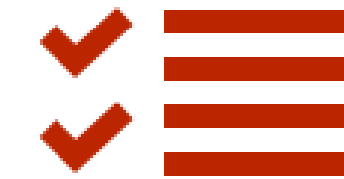
Artificial Intelligence

Using our AI (NLP) engine, understand & send appropriate responses to users in human language



Conversational UI

An interactive user interface that makes it easy for your audience to converse with your brand



Omnipresent

Be where your customers are - website, SMS, e-mails, mobile, social. “Everywhere” is now possible



No Coding Required

Don't sweat over coding & taking extreme efforts to create bots. Surbo is a managed solution for your brand

“With Surbo, do more than simple talk-reply volley”

Surbo develops and enables chatbots for customer interactions over an AI-driven conversational interface. It can automate several processes which are currently human-centric leading to significant efficiency.



Thank You

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