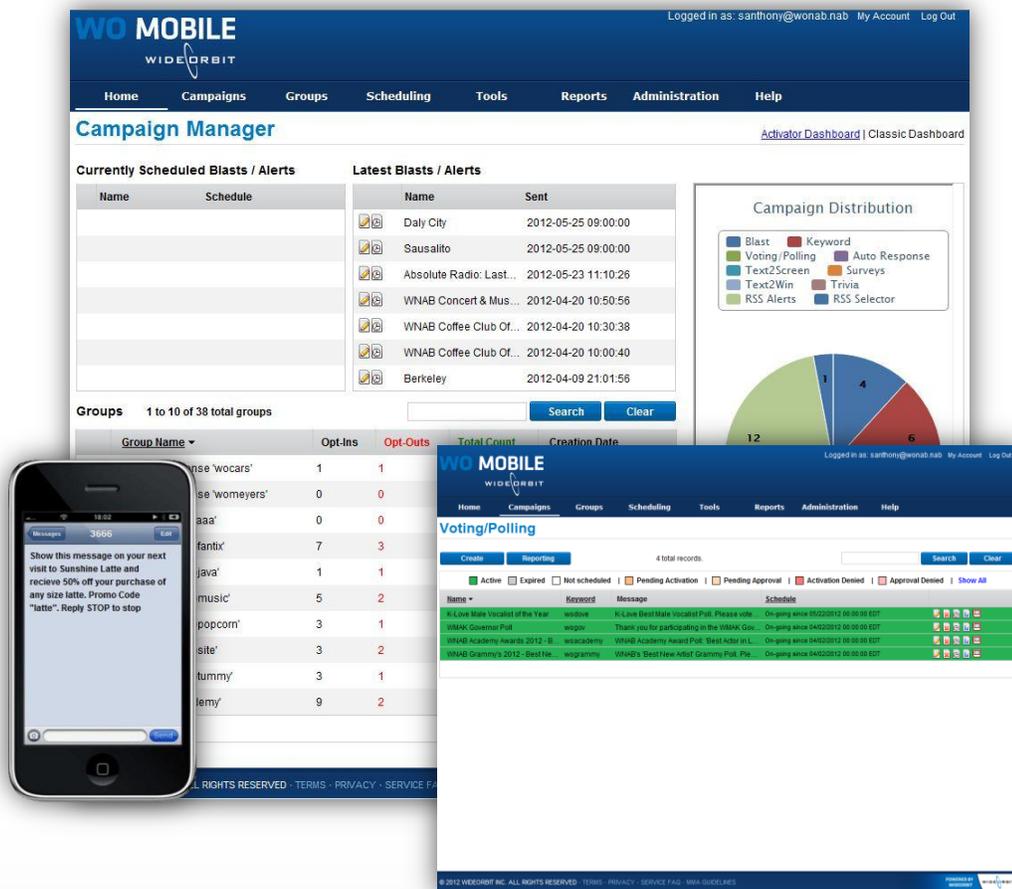


WO Mobile

User Guide



The screenshot displays the WO Mobile Campaign Manager interface. At the top, it shows the user is logged in as 'santhony@wonab.nab'. The main navigation bar includes Home, Campaigns, Groups, Scheduling, Tools, Reports, Administration, and Help. The 'Campaign Manager' section is active, showing 'Currently Scheduled Blasts / Alerts' and 'Latest Blasts / Alerts' tables. A 'Campaign Distribution' pie chart is also visible, showing the breakdown of different campaign types.

Currently Scheduled Blasts / Alerts

Name	Schedule

Latest Blasts / Alerts

Name	Sent
Daly City	2012-05-25 09:00:00
Sausalito	2012-05-25 09:00:00
Absolute Radio: Last...	2012-05-23 11:10:26
WNAB Concert & Mus...	2012-04-20 10:50:56
WNAB Coffee Club Of...	2012-04-20 10:30:38
WNAB Coffee Club Of...	2012-04-20 10:00:40
Berkeley	2012-04-09 21:01:56

Campaign Distribution

- Blast
- Voting/Polling
- Text2Screen
- Text2Win
- RSS Alerts
- Keyword
- Auto Response
- Surveys
- Trivia
- RSS Selector

Groups 1 to 10 of 38 total groups

Group Name	Opt-Ins	Opt-Outs	Total Count	Creation Date
nse 'vocars'	1	1		
se 'womayers'	0	0		
aaa'	0	0		
fantix'	7	3		
java'	1	1		
music'	5	2		
popcom'	3	1		
site'	3	2		
tummy'	3	1		
lemy'	9	2		

Voting/Polling

4 total records

Name	Keyword	Message	Schedule
X-LoVe Male Vocalist of the Year	wovote	X-LoVe Best Male Vocalist Poll. Please vote.	On-going since 05/22/2012 06:00:00 EDT
WMAK Governor Poll	wgovp	Thank you for participating in the WMAK Gov...	On-going since 04/02/2012 06:00:00 EDT
WNAB Academy Awards 2012 - B...	wacademy	WNAB Academy Award Poll: 'Best Actor in L...	On-going since 04/02/2012 06:00:00 EDT
WNAB Grammy's 2012 - Best Ma...	wogrammy	WNAB's 'Best New Artist' Grammy Poll. Ple...	On-going since 04/02/2012 06:00:00 EDT

A mobile phone is shown in the foreground displaying a text message: "Show this message on your next visit to Sunshine Latte and receive 50% off your purchase of any size latte. Promo Code 'latte'. Reply STOP to stop".



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User Roles

There are three user types in WO Mobile: Regular user, Approver user and Shortcode Admin user. Each user type has its own set of available features. Below is a list of each user type and more information on the function of each user.

Regular User

A Regular user has the ability to create, edit, and delete campaigns. This is typically an Account Executive or Sales Assistant. The Regular User can only see campaigns that he/she created.

Create – The Regular user can create a campaign and has access to all features and tool sets within a campaign. Campaigns must be approved by the Approver User before they are able to be set live.

Edit – The Regular user is able to edit campaigns in WO Mobile that the user has created. Any edits must be approved by the Approver User.

- Campaigns that are in an Active state cannot be edited.

Delete – The Regular user can delete a campaign that the user created, but it must be approved by the Approver User. The campaign will still appear on the Regular Users login until the Approver user approves the deletion of the campaign.

Comment – This user has the ability to comment on each campaign and each campaign status. This allows for a more streamlined and informed workflow.

Approver User

An Approver user can Review/Edit, Approve, or Deny any campaign. These actions can be found on the Activator Dashboard, which is the default homepage of WO Mobile. This type of user is typically a Sales Manager who will approve campaigns before they are to go live.

Review/Edit  - The user can review the campaign that is ready for approval and make edits if necessary. Click the icon to review/edit the campaign.

Approve  - Click the thumbs up icon to approve the campaign.

Deny  - Click the thumbs down icon to deny approval of the campaign. If denied, the campaign will be set as “Approval Denied”.

Comment – The user can comment on each campaign and each campaign status. This allows for a more streamlined and informed workflow.

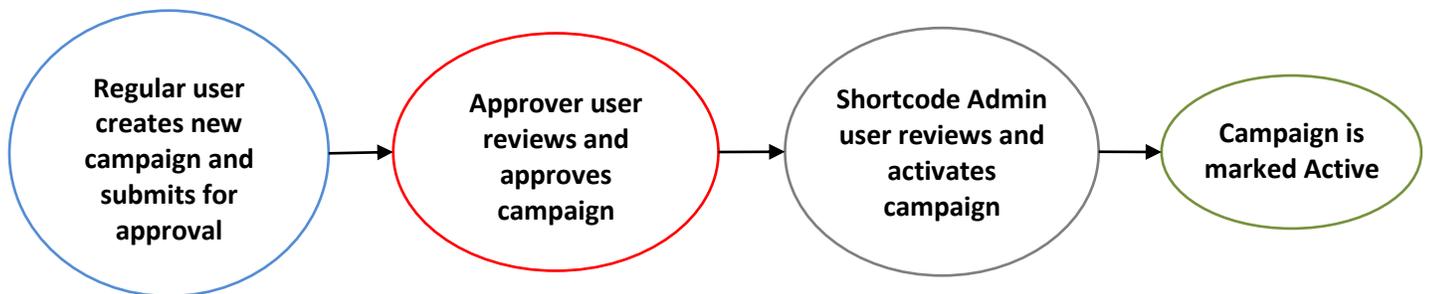
Approver User Window

Campaigns Pending Approval		2 total records.		Search	Clear
Name	Type	Primary Message	User	Schedule	Last Updated
BR New Ice Cream Sandwich	Keyword	Thank you for your interesting in the new BR Ice C...	regularuser	...	2011-07-27 15:27:53
Wendy's - Win a Spicy Chicke...	Text2Win	Thank you for entering to win a Wendy's...	regularuser	...	2011-07-27 15:22:31

Shortcode Admin User

This type of user has access to all facets of WO Mobile. This user can create, edit, delete, comment, approve, and deny any campaign. This type of user is typically the owner of the shortcode and acts as a final approver before the campaign is active. If the shortcode is a hosted shortcode, this user is WideOrbit.

Campaign Approval Process



Campaigns

This section of the document lists details about campaigns including legends for commonly used icons, campaign dashboards, and the different types of campaigns supported in WO Mobile.

Campaign Status Legend

A campaign can be in one of the following states:

Pending Approval

Campaign has been created and submitted for the first round of the approval process.

Pending Activation

Campaign is awaiting final approval from the Shortcode Admin user

Approval Denied

Approval has been denied by the Approver user

Activation Denied

Campaign has been denied by the Shortcode Admin user

Campaign is Active

Campaign has passed all approval phases and is ready for use

Campaign Expired

Campaign has completed

Campaign Not Scheduled

Campaign is not scheduled

Active | Expired | Not scheduled | Pending Activation | Pending Approval | Activation Denied | Approval Denied | [Show All](#)

Campaign Activity Log

The Campaign Activity Log provides a history log of all activity within WO Mobile. It can be found on the Approver Dashboard, located in the Home section of WO Mobile.

Your Campaign Activity Log Showing records 1 to 10 of 26 total records. From: to

Timestamp ^	User	Action	Description	Campaign
2011-07-27 15:27:53	regularuser	 keyword.update	Campaign updated	Keyword 5155
2011-07-27 15:24:43	regularuser	 keyword.update	Keyword 'icecream' is not available	Keyword 5155
2011-07-27 15:22:31	regularuser	 text2win.update	Campaign updated	Text2win 34
2011-07-27 15:22:22	regularuser	 text2win.create	Campaign created	Text2win 34
2011-07-27 14:57:25	regularuser	 keyword.delete	"regularuser" can no longer modify th...	Keyword 5144
2011-07-27 13:41:17	sdosyukov@...	 keyword.update	Campaign updated	Keyword 5144
2011-07-27 13:17:26	approver	 approvalmanager.deny	Keyword 5155 denied	Keyword 5155
2011-07-27 13:17:26	approver	 approvalmanager.comment	Comment: Try again - deny comments	Keyword 5155
2011-07-27 12:56:13	regularuser	 keyword.update	Campaign updated	Keyword 5155
2011-07-27 12:56:12	regularuser	 keyword.create	Campaign created	Keyword 5155

Campaign Activity Log Icon Legend

-  Campaign Created
-  Campaign Activated & Uneditable
-  Campaign Edited
-  New Comment
-  Campaign Unapproved
-  Campaign Approved
-  User Login
-  User Logout
-  Campaign Deleted

Campaign Dashboard Types

There are four different dashboard types in WO Mobile. There is a dashboard for each user type plus the Classic Dashboard, which all users have access to.

Regular User Dashboard

This is the default dashboard for the Regular user. This screen shows all campaigns created by this user and the status of each campaign. It also shows the user history.

WO MOBILE Logged in as: regularuser My Account Log Out

Home Campaigns Groups Scheduling Tools Reports Administration Help

Home Page Approval Dashboard | Classic Dashboard

Your Pending Campaigns 2 total records. Search Clear

Pending Activation | Pending Approval | Activation Denied | Approval Denied | Show All

Name	Type	Primary Message	Schedule	Last Updated
Mayor Race 2012	Vote/Poll	Thank you!	...	2011-08-01 16:54:04
Wendy's - Win a Spicy Chicke...	Text2Win	Thank you for entering to win a Wendy's...	...	2011-07-27 15:22:31

Your Campaign Activity Log 3 total records. From: 2011/07/30 to 2011/08/03 Search Clear

Timestamp	User	Action	Description	Campaign
2011-08-01 16:54:03	regularuser	poll update	Campaign updated	Poll 2359
2011-08-01 16:53:27	regularuser	poll update	Campaign updated	Poll 2359
2011-08-01 16:53:26	regularuser	poll create	Campaign created	Poll 2359

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Approver Dashboard

This is the default dashboard for the Approver user. This screen allows the user to approve, deny, or edit campaigns. All user history is viewable on this screen as well.

WO MOBILE Logged in as: regularuser My Account Log Out

Home Campaigns Groups Scheduling Tools Reports Administration Help

Home Page Approval Dashboard | Classic Dashboard

Your Pending Campaigns 1 total records. Search Clear

Pending Activation | Pending Approval | Activation Denied | Approval Denied | Show All

Name	Type	Primary Message	Schedule	Last Updated
Wendy's - Win a Spicy Chicke...	Text2Win	Thank you for entering to win a Wendy's...	...	2011-07-27 15:22:31

Your Campaign Activity Log Showing records 1 to 10 of 28 total records. From: 2011/07/26 to 2011/07/30 Search Clear

Timestamp	User	Action	Description	Campaign
2011-07-27 16:48:40	regularuser	keyword.delete	Campaign deleted	Keyword 5155
2011-07-27 16:45:37	approver	keyword.update	Operation forbidden: update	Keyword 5155
2011-07-27 15:27:53	regularuser	keyword.update	Campaign updated	Keyword 5155
2011-07-27 15:24:43	regularuser	keyword.update	Keyword 'icescream' is not available	Keyword 5155
2011-07-27 15:22:31	regularuser	text2win.update	Campaign updated	Text2win_34
2011-07-27 15:22:22	regularuser	text2win.create	Campaign created	Text2win_34
2011-07-27 14:57:25	regularuser	keyword.delete	"regularuser" can no longer modify th...	Keyword 5144
2011-07-27 13:41:17	sdosyukov@...	keyword.update	Campaign updated	Keyword 5155
2011-07-27 13:17:26	approver	approvalmanager.comment	Comment: Try again - deny comments	Keyword 5155
2011-07-27 13:17:26	approver	approvalmanager.deny	Keyword 5155 denied	Keyword 5155

1 | 2 | 3 | Next

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Shortcode Admin Dashboard

This is the default dashboard for the Shortcode Admin user. This screen allows the user to view all pending campaigns and all user history.

Classic Dashboard

This dashboard shows an overview of all campaign activity in WO Mobile. It provides information on scheduling, group activity, and campaign distribution. This screen can be reached by clicking "Classic Dashboard" and is available for all user types.



Campaign Types

There are several different types of campaigns that can be created through WO Mobile. The section below covers the types of campaigns and how to create them using WO Mobile.

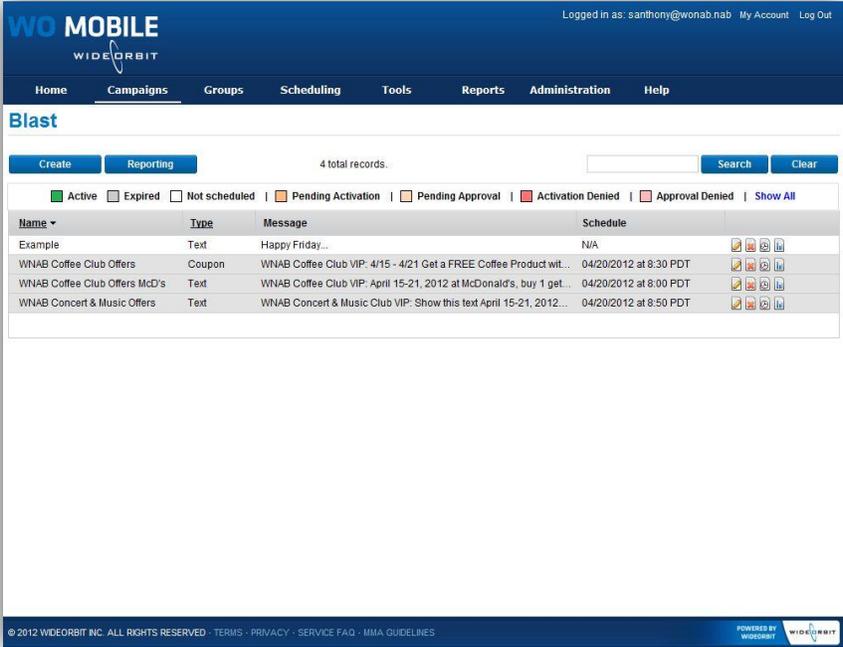
Blast Campaigns

A Blast is a text message sent to a group or groups of people created in the WO Mobile platform. This message can be anything from a programming update to information on discount tickets. This type of campaign does not use a keyword to opt-in for the message. Recipients have already opted-in to receive the information.

Blast Dashboard

The Blast dashboard consists of a list of Blast campaigns. Each campaign shows the following information:

- Name – Name of the campaign.
- Type – The type of campaign, which can be Text, Coupon, Ringtone or Wallpaper.
- Message – The first few characters of the text blast.
- Schedule – When the blast is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule & Report.



There are additional buttons available on this screen:

- Create – Click to create a new campaign.
- Reporting – Click to go to reporting.
- Search – Enter a value in the search field and click the Search button to search for a specific campaign.
- Clear – Clears the value in the search field.

Create a New Blast Campaign

★ Red Stars are required fields.

1. Select “Blast” from the Campaign dropdown menu. This brings up the Blast dashboard.
2. To create a campaign, click the “Create” button.
3. Enter a Campaign Name in the Campaign Name field.
4. Next, select a Campaign Type from the dropdown menu. The default is “Text”.
 - *Text Blast* – This is a message that sends text only to the list of opt-in users.
 - *Coupon Blast* – This type of blast requires a user to attach a file to the message. Preferably a coupon.
 - *Ringtone* – This type of blast requires a user to attach a file to the message. Preferably a ringtone.
 - *Wallpaper* – This type of blast requires a user to attach a file to the message. Preferably a wallpaper image.
5. Once a Campaign Type is selected, input the main body of text in the Message section. The text will also appear in the mobile screen to the right of the page as a preview.
 - a. The message limit is 160 characters. However, “Reply STOP to stop” defaults on the screen as the opt-out trailer, which limits the message to 142 characters.

The screenshot displays the 'Blast Campaign' creation page in the WO Mobile interface. At the top, it shows the user is logged in as 'santhony@wonab.nab'. The navigation menu includes Home, Campaigns, Groups, Scheduling, Tools, Reports, Administration, and Help. The main form contains the following fields:

- Campaign Name:** WNAB Coffee Club Offers (marked with a red star)
- Campaign Type:** Coupon (dropdown menu)
- Message:** WNAB Coffee Club VIP: 4/15 - 4/21 Get a FREE Coffee Product with the purchase of another of equal or greater value! (marked with a red star). Below this is a text input for 'Reply 'C' for coupon' and a 'Shorten URLs' checkbox.
- Opt-out trailer:** Reply STOP to stop
- Remaining Characters:** 0
- PROMO Code:** (empty text field)
- Attachment:** (empty text field with a 'Browse...' button)
- Current Attachment:** Grounds for Celebration.jpg (with a 'Remove Attachment' button)

At the bottom of the form are buttons for 'Cancel', 'Save', 'Save and Schedule', 'Export', and 'Import'. To the right, a mobile phone preview shows the message as it would appear on a device. The footer of the page reads: '© 2012 WIDEORBIT INC. ALL RIGHTS RESERVED - TERMS - PRIVACY - SERVICE FAQ - MMA GUIDELINES' and 'POWERED BY WIDEORBIT'.

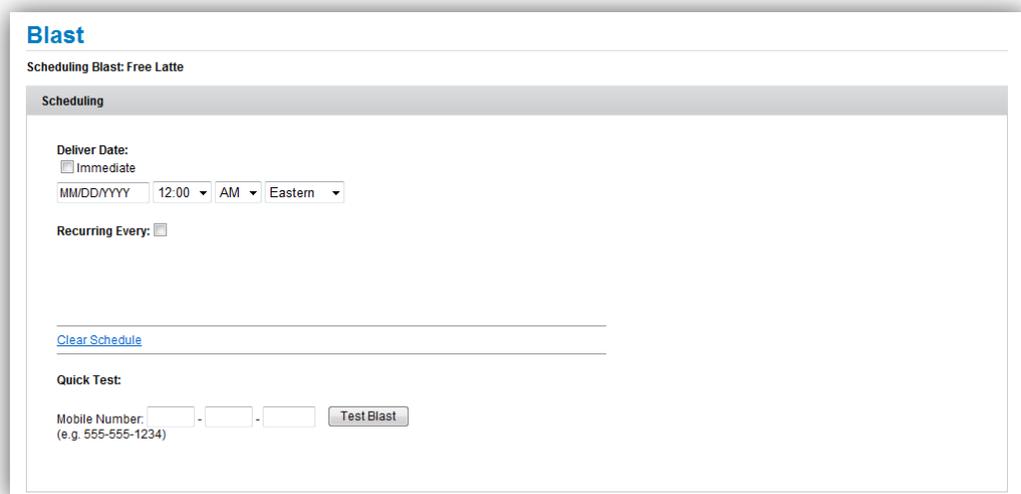
6. The Opt-out trailer defaults to “Reply STOP to stop”.
7. The PROMO Code section allows a user to run reports based on the PROMO Code used in each campaign. If the code is not placed in this section, it will not be available for reporting.
 - a. Note: The PROMO Code must be inserted within the body of text in order for it to be seen in the blast. The PROMO Code box is for reporting purposes only.
8. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
9. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.
10. Once complete, either “Save” or “Save and Schedule” to save the campaign and continue on to schedule its blast.

Schedule a Blast

There are two ways for a user to schedule a Blast campaign. This can be done either in the campaign properties through the “Save and Schedule” button, which brings up the schedule page, or by clicking the Schedule action icon on the Blast dashboard.

To schedule a campaign:

1. Open up the schedule screen for a Blast campaign.
2. For the Deliver Date, a user can select from one of three options:
 - Immediate – The blast will immediately send once campaign is marked as Active.
 - Date/Time – A user selects a specific date and time in the future to send the message.
 - Recurring Every – Repeat blasts will be sent out on a specific day during a given time period.
 - Select a date to send out repeat Blasts.
 - Ending on – The last date the repeat Blasts will be sent out.
 - “Clear Schedule” (highlighted and underlined in blue) will clear out all scheduled dates and times, so that a user can start over in scheduling the blasts.
 - Quick Test always for a user to preview the message before it’s sent out. The phone number will not be used in reporting.



Blast
Scheduling Blast: Free Latte

Scheduling

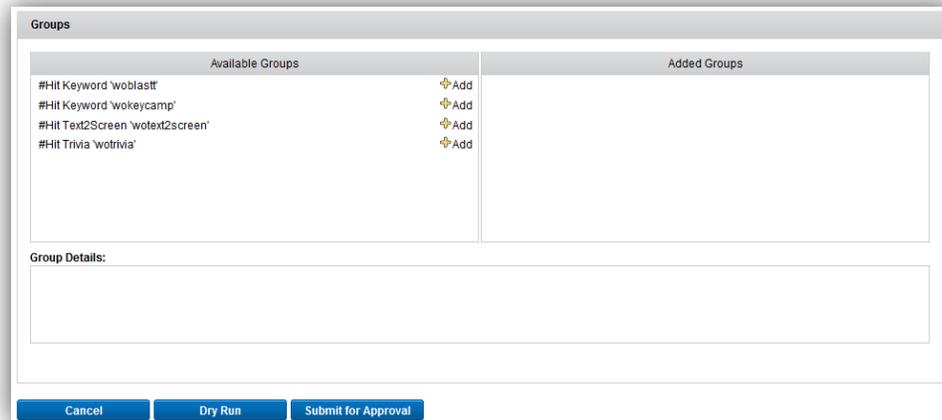
Deliver Date:
 Immediate
 MM/DD/YYYY 12:00 AM Eastern

Recurring Every:

[Clear Schedule](#)

Quick Test:
 Mobile Number: [] - [] - []
(e.g. 555-555-1234)

3. After the Blast is scheduled, select from a Group below to send the Blast to.
 - a. Select a group from the Available Groups list by clicking “Add” to add the group to the “Added Groups” list in the right column.



- b. To remove a group from the blast, select “Remove”.
 - c. **Note:** If a user double-clicks the name of the group, the members of the group appear in the Group Details section at the bottom of the page.
4. Lastly, select Cancel, Dry Run or Submit for Approval to finish the campaign.
 - Cancel – Cancels all scheduling and groups selected, but the campaign is still saved.
 - Dry Run – Shows a visual of the campaign in hand. Campaign Name, group(s) selected and what type of information will be collected. Click “Back to Blast” to return to the Scheduling page.
 - Submit for Approval – Campaign is saved and the campaign approver will be notified.

Keyword Campaigns

A mobile marketing keyword is a word people text to get information or opt-in to a campaign. Ex. *Text DEMO to 798456 to receive information. Message & Data Rates May Apply.* In this example, "DEMO" is the keyword. The short code is 798456.

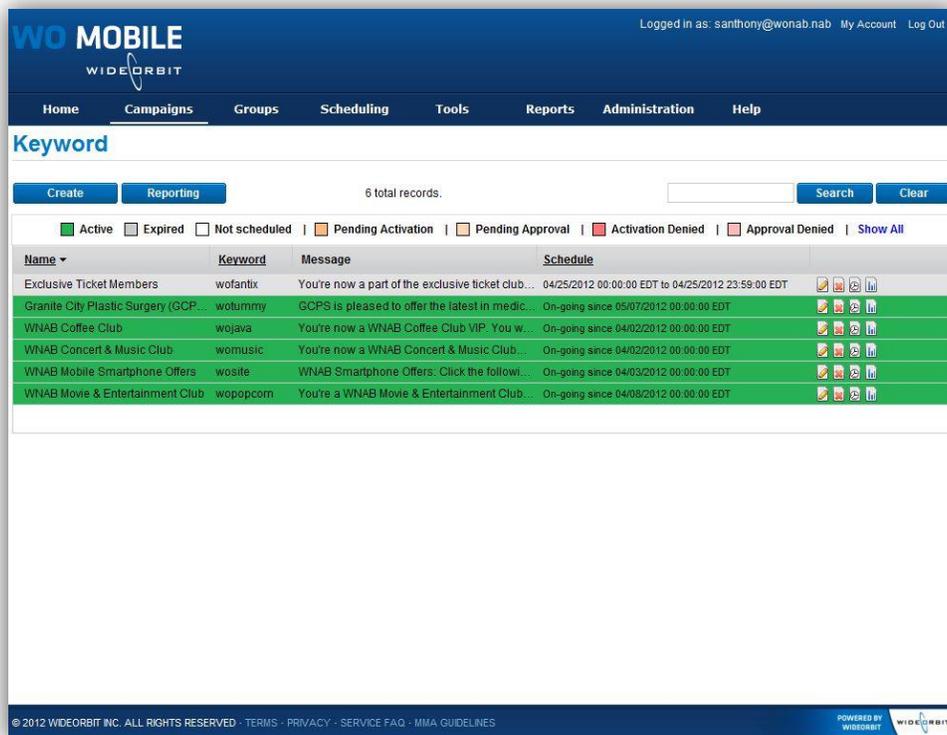
Keyword Dashboard

The Keyword dashboard consists of a list of all Keyword campaigns. Each campaign shows the following information:

- Name – Name of the campaign.
- Keyword – Keyword used for the message.
- Message – The first few characters of the text blast.
- Schedule – When the blast is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule & Report

There are additional buttons available on this screen.

- Create – Click to create a new campaign.
- Reporting – Click to go to reporting.
- Search – Enter a value in the search field and click the Search button to search for a specific campaign.
- Clear – Clears the value in the search field.



WO MOBILE
WIDEORBIT

Logged in as: santhony@wonab.nab My Account Log Out

Home Campaigns Groups Scheduling Tools Reports Administration Help

Keyword

Create Reporting 6 total records. Search Clear

Active
 Expired
 Not scheduled
 Pending Activation
 Pending Approval
 Activation Denied
 Approval Denied
 [Show All](#)

Name	Keyword	Message	Schedule	
Exclusive Ticket Members	wofantx	You're now a part of the exclusive ticket club...	04/25/2012 00:00:00 EDT to 04/25/2012 23:59:00 EDT	
Granite City Plastic Surgery (GCP...	wotummy	GCPS is pleased to offer the latest in medic...	On-going since 05/07/2012 00:00:00 EDT	
WNAB Coffee Club	wojava	You're now a WNAB Coffee Club VIP. You w...	On-going since 04/02/2012 00:00:00 EDT	
WNAB Concert & Music Club	womusic	You're now a WNAB Concert & Music Club...	On-going since 04/02/2012 00:00:00 EDT	
WNAB Mobile Smartphone Offers	wosite	WNAB Smartphone Offers: Click the follow...	On-going since 04/03/2012 00:00:00 EDT	
WNAB Movie & Entertainment Club	wopocorn	You're a WNAB Movie & Entertainment Club...	On-going since 04/08/2012 00:00:00 EDT	

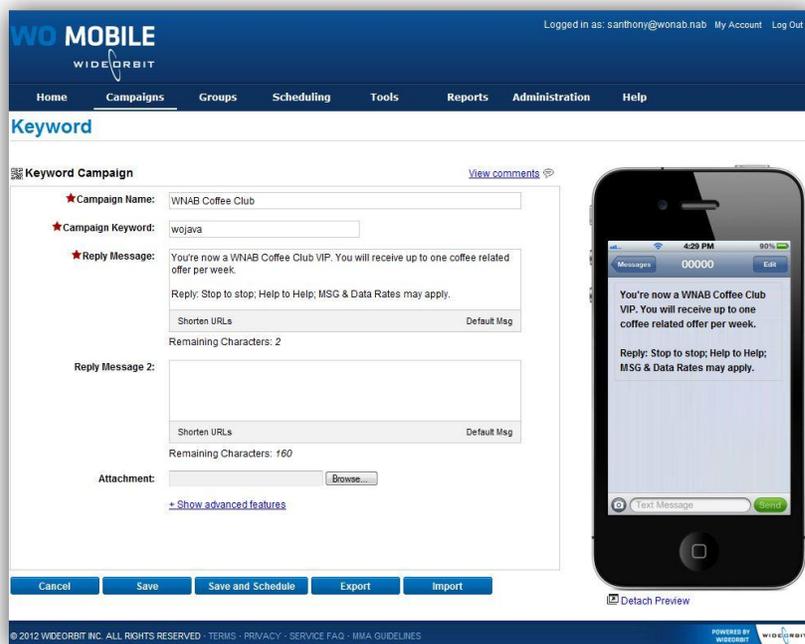
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Create a Keyword Campaign

★ Red Stars are required fields.

1. First, enter a name for the campaign in the Campaign Name field.
2. Next, enter the Keyword to use for the campaign. The Keyword is the call to action word that a user sends to a specific number to opt-in for more information. An example of the use of a keyword would be the following:
 - a. A user is asked to type “latte” to 792374 to receive more information on how to get a free latte. The Keyword in this example is “latte”.
 - b. A message appears next to this field that either says “In use” or “Available” to indicate whether or not the Keyword entered is available for use. It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
3. Enter a message in the Reply Message field. The Reply Message is the first message a user receives after he/she sends the keyword to the shortcode.
4. A Reply Message 2 is sent just following the first reply message and can serve as additional information.
5. An Attachment is not required, but can be added to an email. For example, this could be used if an opt-in user is to receive a coupon.
6. Once the campaign is set up, click “Cancel”, “Save”, or “Save and Schedule”.
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.



The screenshot displays the 'Keyword Campaign' creation page in the WO Mobile interface. The page is titled 'Keyword Campaign' and includes a 'View comments' link. The form contains the following fields:

- Campaign Name:** WINAB Coffee Club
- Campaign Keyword:** wojava
- Reply Message:** You're now a WINAB Coffee Club VIP. You will receive up to one coffee related offer per week. Below this is a text area for a reply message: 'Reply: Stop to stop; Help to Help; MSG & Data Rates may apply.' There are also fields for 'Shorten URLs' and 'Default Msg', and a 'Remaining Characters: 2' indicator.
- Reply Message 2:** A text area for a second reply message, with 'Remaining Characters: 160'.
- Attachment:** A field with a 'Browse...' button.

At the bottom of the form are buttons for 'Cancel', 'Save', 'Save and Schedule', 'Export', and 'Import'. A 'Detach Preview' link is located below the mobile phone preview. The mobile phone preview shows a text message with the content: 'You're now a WINAB Coffee Club VIP. You will receive up to one coffee related offer per week. Reply: Stop to stop; Help to Help; MSG & Data Rates may apply.'

Additional Keyword Campaign Features

- Click the “+Show advanced features” link to show more options for this campaign.
- Do not allow repeat hits – This limits the amount of times a single mobile number can opt-in to a campaign.
 - A message can be sent to these types of users in the “Repeat reply” field.
- Enable Lead Notifications – Input email addresses or mobile numbers
- Enable Email Capture – This allows WO Mobile to capture any email addresses that are sent back to the shortcode. The “Email Capture Reply” box can provide a message to be sent back to the user.
- Enable Comment Suffix – This option allows WO Mobile to capture any additional words sent along with the keyword in the message.
- Enable Comment Replies – This allows a user to send additional words with the keyword in the email. Otherwise, that user’s information will not be gathered.
 - A message can be sent to this user in the “Comment reply” box.

Schedule a Keyword Campaign

1. Click either “Save and Schedule” or the Schedule icon on the dashboard to schedule the campaign.
2. Enter a start date and time for the campaign.
3. To keep the campaign open ended, click the box next to “On-going”. Otherwise, to restrict the time frame a user can text the keyword, uncheck this box and select an end date for the campaign.
 - a. **Note:** A Keyword cannot be used by another campaign during the start and end time of the current campaign. Once the current campaign ends, that keyword is available again for use.
4. Next, click Submit for Approval to save the campaign and notify the Approval user or Cancel to not schedule the launch at this time.
 - a. **Note:** A Keyword campaign does not have a Group assigned to it, for this type of campaign is opt-in only and requires addition resources to inform the user of the keyword and text number.

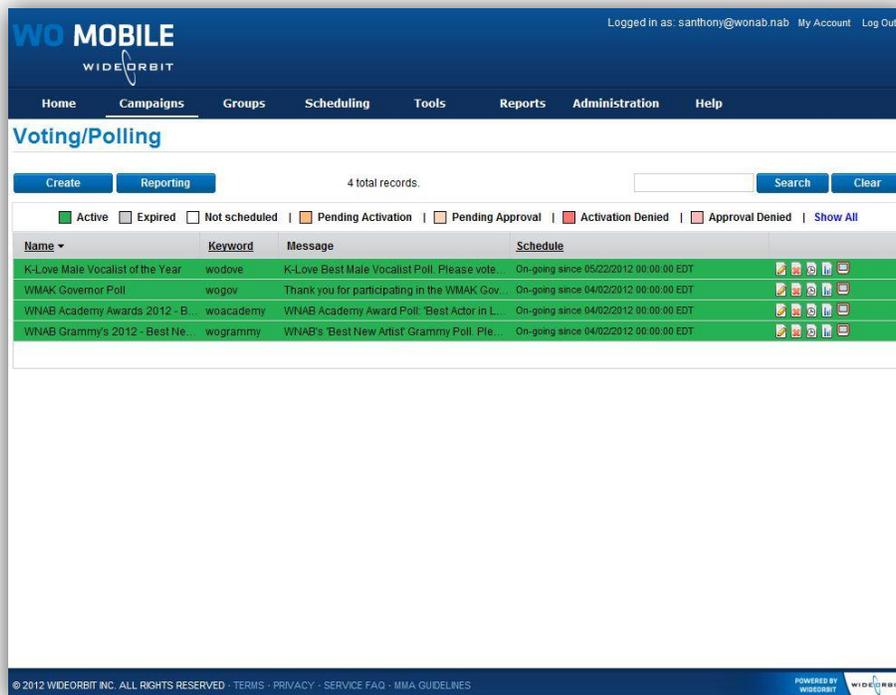
Voting/Polling Campaigns

A Voting or Polling message requests that a user provide feedback or reply with a choice of several options. Once users reply with their responses, they can be further targeted with follow up messages by segmenting them into Groups.

Voting/Polling Dashboard

The Voting/Polling dashboard consists of a list of all Voting/Polling campaigns. Each campaign shows the following information:

- Name – Name of the campaign.
- Keyword – Keyword used for the message.
- Message – The first few characters of the text blast.
- Schedule – When the blast is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule, Report & Launch Vote2Screen.



Name	Keyword	Message	Schedule	
K-Love Male Vocalist of the Year	wodove	K-Love Best Male Vocalist Poll. Please vote.	On-going since 05/22/2012 00:00:00 EDT	[Icons]
WMAK Governor Poll	wogov	Thank you for participating in the WMAK Gov...	On-going since 04/02/2012 00:00:00 EDT	[Icons]
WNAB Academy Awards 2012 - B...	woacademy	WNAB Academy Award Poll: 'Best Actor in L...	On-going since 04/02/2012 00:00:00 EDT	[Icons]
WNAB Grammy's 2012 - Best Ne...	wogrammy	WNAB's 'Best New Artist' Grammy Poll. Ple...	On-going since 04/02/2012 00:00:00 EDT	[Icons]

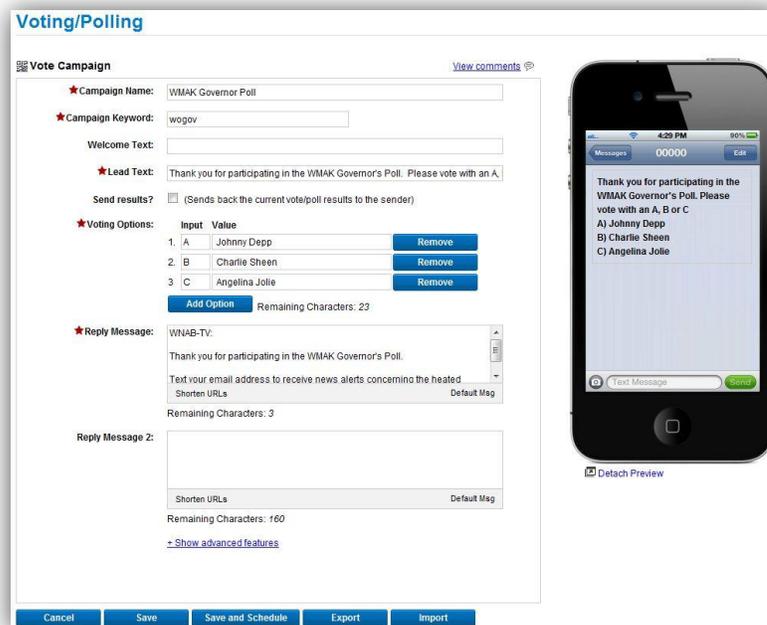
There are additional buttons available on this screen.

- Create – Click to create a new campaign.
- Reporting – Click to go to reporting.
- Search – Enter a value in the search field and click the Search button to search for a specific campaign.
- Clear – Clears the value in the search field.

Creating a Voting/Polling Campaign

★ Red Stars are required fields.

1. Click the “Create” button located in the Voting/Polling dashboard.
2. In the Campaign Name field, enter a name for the campaign.
3. Input a Keyword for this campaign in the Campaign Keyword field. A message will appear next to this field that will say either “In use” or “Available” to indicate whether or not the keyword entered is available for use.
 - c. Note: It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
4. Welcome Text provides an additional field for more information on the campaign. It can be used to welcome people to the poll.
 - a. **Note:** This will be an additional text message.
 - b. Field is not required.
5. Input the question for the voting/polling campaign in the Lead Text field. Lead Text is required.
6. If you would like the opt-in users to see the current results of the poll after they have completed it, click the box next to “Send Results?”. Only current results will be sent after the user response with an answer.
7. Next, input the poll options in the Voting Options section.
 - a. The Input section should be a letter or number used to recognize each question. A user will reply with that letter or number as their answer.
 - b. The Value section includes the answer options.
 - c. To add additional answer options click the button “Add Option”.
8. Next, enter a Reply Message which can serve as a final thank you or provide additional information on how to receive an incentive for completing the poll.



The screenshot shows the 'Voting/Polling' campaign creation interface. The form includes the following fields and sections:

- Campaign Name:** WMAK Governor Poll
- Campaign Keyword:** wogov
- Welcome Text:** (Empty field)
- Lead Text:** Thank you for participating in the WMAK Governor's Poll. Please vote with an A.
- Send results?:** (Sends back the current vote/poll results to the sender)
- Voting Options:**

Input	Value	Action
1. A	Johnny Depp	Remove
2. B	Charlie Sheen	Remove
3. C	Angelina Jolie	Remove

[Add Option](#) Remaining Characters: 23
- Reply Message:** WNAB-TV: Thank you for participating in the WMAK Governor's Poll. Text your email address to receive news alerts concerning the heated Shorten URLs [Default Msg](#) Remaining Characters: 3
- Reply Message 2:** (Empty field) Shorten URLs [Default Msg](#) Remaining Characters: 160

At the bottom of the form are buttons for Cancel, Save, Save and Schedule, Export, and Import. A link for [Show advanced features](#) is also present.

To the right of the form is a mobile phone preview showing a text message that reads: "Thank you for participating in the WMAK Governor's Poll. Please vote with an A, B or C. A) Johnny Depp B) Charlie Sheen C) Angelina Jolie". The phone screen also shows a "Text Message" input field and a "Send" button.

9. Advanced Features:
 - a. *Create Blast for this Campaign* – This option creates a Blast campaign that can be used to promote the voting/polling campaign using an existing group.
 - b. *Launch Vote2Screen Tool* – This tool is used if a user wants to show the results of this poll on a large screen to share. Clicking this button will open a whole new tool
 - c. *Enable Email capture* – Select this option if you would like to capture email addresses in replies from the user. A message can be added in the Email Capture Reply box.
10. Next, click “Cancel”, “Save”, or “Save and Schedule”.
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

Launch the Vote2Screen Tool

The Vote2Screen Tool can be launched from a saved Voting/Polling campaign. It provides the ability to show the results on a large screen to an audience. For example, this can be used to show on a big screen at a sporting event or on air during a news cast. The screen is fully customizable by the user.

Note: A user can filter results shown the screen by date and time.

Customizing the Vote2Screen Tool

There are two ways to launch the Vote2Screen tool.

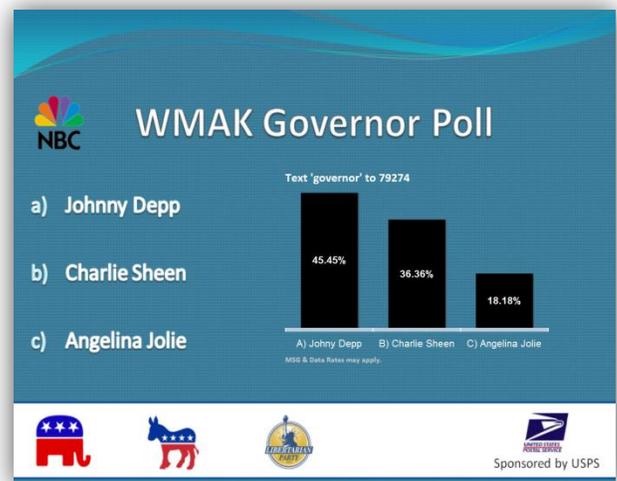
- Open a saved Voting/Polling campaign by clicking on the Edit icon on the Voting/Polling dashboard. Then click “+Show advanced features”.
- Or, click the Vote2Screen icon located on the Voting/Polling dashboard.



There are four menu options: Background, Header, Footer, and Graph.

- Background – Allows you to change the background color or add an image
- Header – Allows you to format the title and subtitle/instructions text. A user can also add a graphic/logo to the header, which is restricted to 4mb and 1920x1080.
- Footer – Allows you to format the footer text
- Graph – Allows you to format the graph color and style

“Enter Presentation Mode” located on the bottom of the menu will place the graph into a mode that is more fitting for sharing. The above image is in this mode.



Schedule a Voting/Polling Campaign

1. There are two options for scheduling:
 - a. A start date with no end date.
 - b. A start date and an end date. In order for this to occur, uncheck the default setting next to "On-going".
2. Click Cancel to cancel the schedule or Submit for Approval to complete.

Auto Responder Campaigns

An Auto Responder Campaign allows you to send "timed messages" or canned responses such as reminders to a Group of participants. The difference between a *Keyword* and *Auto Responder* campaign is in the ability to drip market customers with timed response messages once they have opted-in to the campaign. With a *Keyword* campaign, reply messages are on-demand, sent when the person uses the keyword to participate.

Auto Responder Dashboard

The Auto Responder dashboard consists of a list of all Auto Responder campaigns. Each campaign shows the following information:

- Name – Name of the campaign.
- Keyword – Keyword used for the message.
- Message – The first few characters of the text blast.
- Schedule – When the blast is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule & Report.

There are additional buttons available on this screen.

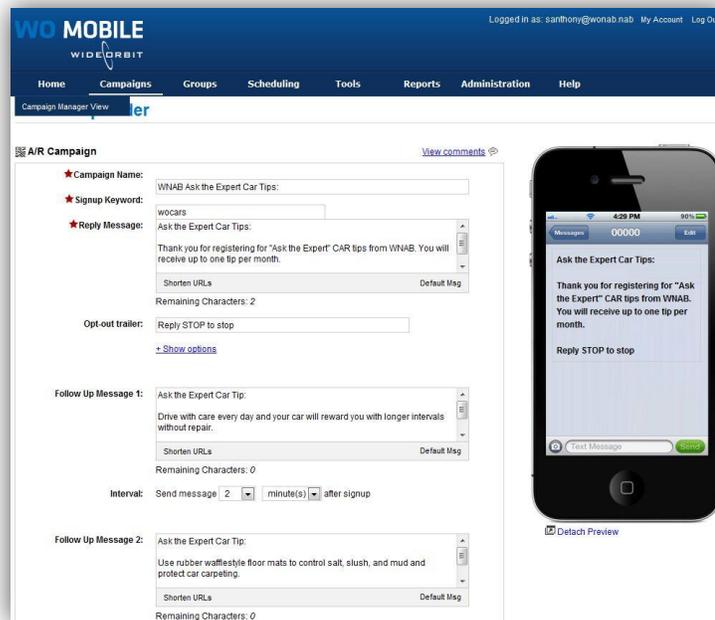
- Create – Click to create a new campaign.
- Reporting – Click to go to reporting
- Search – Enter a value in the search field and click the Search button to search for a specific campaign
- Clear – Clears the value in the search field.

Create a New Auto Responder Campaign

★ *Red Stars are required fields.*

1. Click "Create" in the Auto Response dashboard to create a new campaign.
2. Enter a name for the campaign in the Campaign Name field.
3. Next, input a keyword in the Signup Keyword field. A message will appear next to this field that will say either "In use" or "Available" to indicate whether or not the keyword entered is available for use.
 - d. Note: It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.

4. A Reply Message should be set up next and is required. This message will be sent to a member after he/she has opted-in to the campaign.



5. The Opt-out trailer has a default message, "Reply STOP to stop", and is recommended that it stay the same.
 - a. *Additional Options:* If a user does not want an opt-in number to opt-in more than once, click "Do not allow repeat hits:" and input a message to this type of user in the "Repeat reply" message box.
6. A user can then enter a series of follow up messages to the opt-in user. Each message has an "Interval", or timeframe, of when each message will be sent to the opt-in user. A user can select from an Interval of minutes, hours or days.
 - a. The interval time is in relation to the time of the initial opt-in message and not between messages.
 - b. **Note:** Click "+ Show more messages" to add additional messages. There is a limit of ten messages per campaign.
7. Once complete, either "Save" or "Save and Schedule" to save the campaign and continue on to schedule its blast.
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

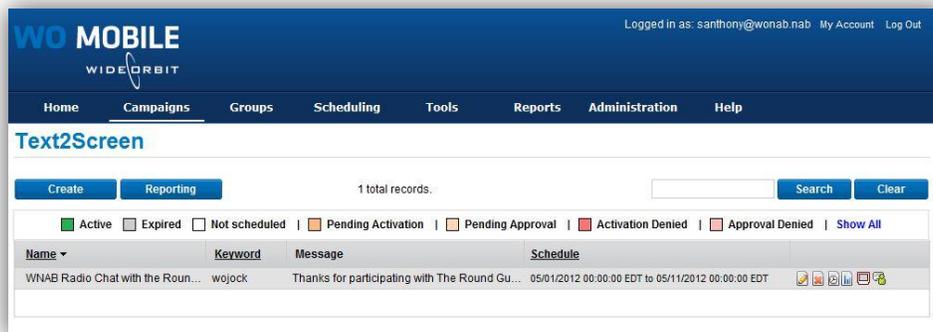
Schedule an Auto Responder Campaign

1. There are two options for scheduling:
 - a. A start date with no end date
 - b. A start date and an end date. In order for this to occur, uncheck the default setting next to "On-going".

2. Click Cancel to cancel the schedule or Submit for Approval to complete.

Text2Screen Campaigns

TEXT2SCREEN campaigns allow users to participate in an interactive format. Once they have opted in, they may post questions or comments which are compiled in a thread and formatted to be projected at an event.



Text2Screen Dashboard

The dashboard contains the following information for Text2Screen campaigns.

- Name – Name of the campaign.
- Keyword – Keyword used for the message.
- Message – The first few characters of the text blast.
- Schedule – When the blast is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule, Report, Launch Moderator & Launch2Screen
 - Launch Moderator – This brings up a new screen that allows for the organization of answers on the shared screen.
 - Launch2Screen – This is unique to Text2Screen and launches a tool that shows the message results on screen.



There are additional buttons available on this screen.

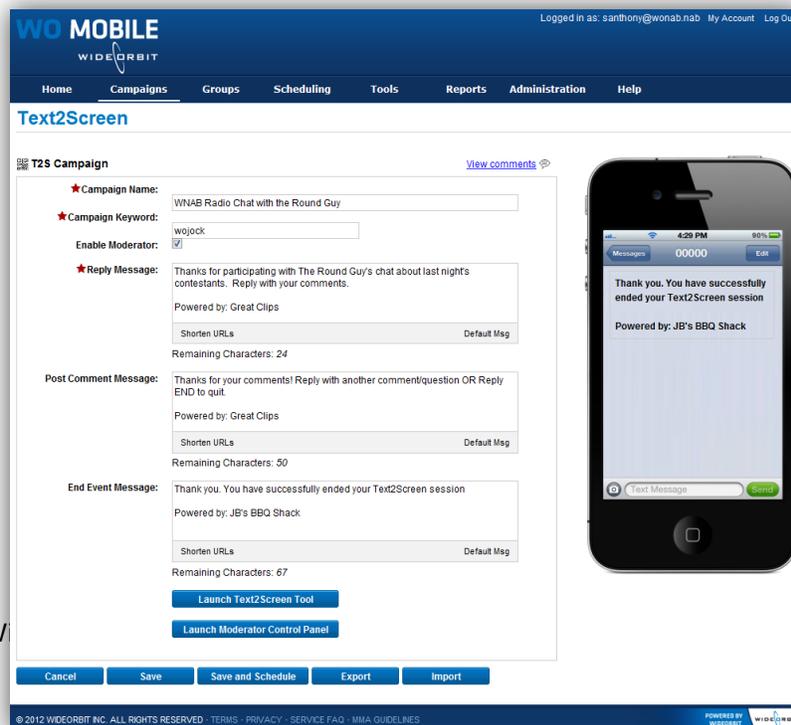
- Create – Click to create a new campaign.
- Reporting – Click to go to reporting.
- Search – Enter a value in the search field and click the Search button to search for a specific campaign.
- Clear – Clears the value in the search field.

Create a New Text2Screen Campaign

★ Red Stars are required fields.

1. Click the “Create” button on the Text2Screen dashboard. This will bring up a new screen with campaign properties.
2. Next, enter a name for the campaign in the Campaign Name field.
3. Enter a Keyword in the Campaign Keyword section. A message will appear next to this field that will say either “In use” or “Available” to indicate whether or not the keyword entered is available for use.
 - a. Note: It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
4. To turn on the moderator feature, which allows for a user to manage the messages that appear on screen, click the box next to Enable Moderator.
5. Next, enter the Reply Message. This is a required field that will act as the first message to the user of the campaign.
6. A Post Comment Message can be entered, but is not required. This message can serve as a thank you message to the opt-in user.
7. Next, input an End Event Message. It’s used to notify a user, who has opted-out of the campaign, that the conversation thread has ended.
8. Next, click “Cancel”, “Save”, or “Save and Schedule”.
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

Note: It is recommended to include instructions in the SMS message to reply END to end the conversation. Otherwise, the user is still deemed active in the conversation and any future keyword used to opt-in to a new campaign will be actually a part of the Text2Screen campaign. However, once the Text2Screen campaign ends all users will be considered done with the conversation.



WO MOBILE
WIDEORBIT

Logged in as: santhony@wonab.nab My Account Log Out

Home Campaigns Groups Scheduling Tools Reports Administration Help

Text2Screen

T2S Campaign [View comments](#)

★ Campaign Name: WYAB Radio Chat with the Round Guy

★ Campaign Keyword: wojack

Enable Moderator:

★ Reply Message: Thanks for participating with The Round Guy's chat about last night's contestants. Reply with your comments.
Powered by: Great Clips
Shorten URLs Default Msg
Remaining Characters: 24

Post Comment Message: Thanks for your comments! Reply with another comment/question OR Reply END to quit.
Powered by: Great Clips
Shorten URLs Default Msg
Remaining Characters: 50

End Event Message: Thank you. You have successfully ended your Text2Screen session
Powered by: JB's BBQ Shack
Shorten URLs Default Msg
Remaining Characters: 67

[Launch Text2Screen Tool](#)

[Launch Moderator Control Panel](#)

Cancel Save Save and Schedule Export Import

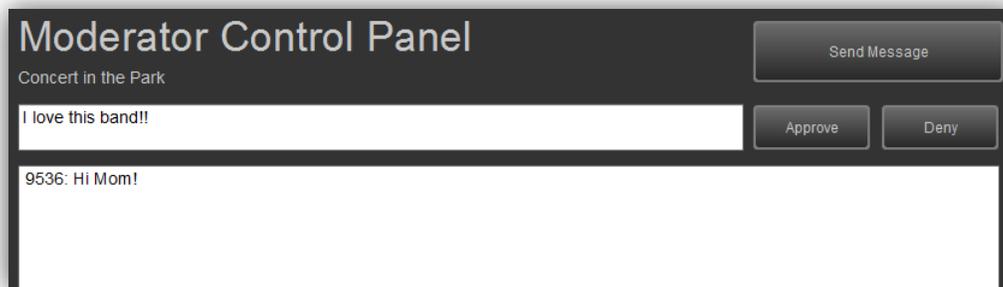
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Schedule a Text2Screen Campaign

1. Select a start date/time and an end date/time for the campaign. This type of campaign does not have the option for “on-going”.
2. Click Cancel to cancel the schedule or Submit for Approval to complete.

Launch the Moderator Control Panel



1. To launch the moderator tool, which will allow a user to manage the replies from opt-in users, either click the “Launch Moderator Control Panel” button located in campaign properties or click the icon located on the campaign dashboard. A new screen will appear with the tool.
2. Messages will appear in the large field in order received.
3. The most recent message will appear in the smaller field above the messages.
4. A user can choose to either Approve or Deny the message selected in the small box.
 - Approved messages will appear on screen.
 - Denied messages will not appear on screen.
5. The Send Message button allows the moderator to add an additional message or instructions on the message screen.

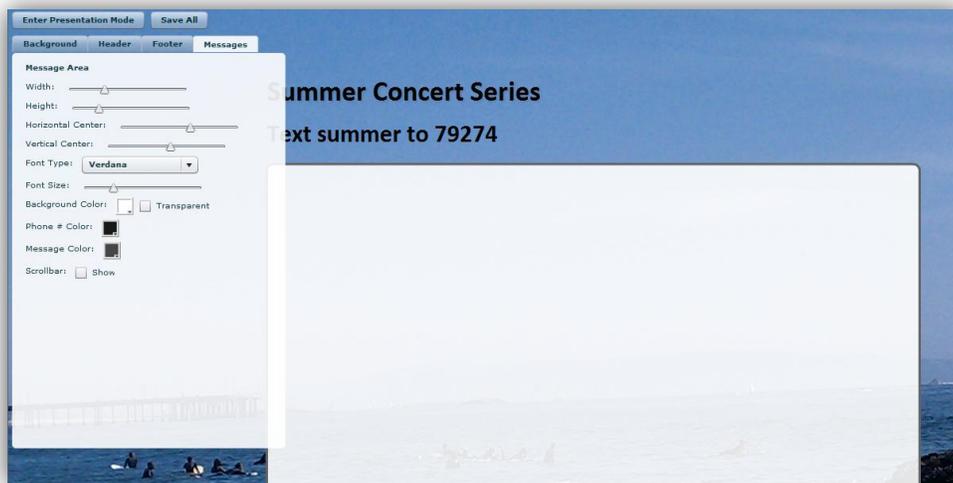
Launch Text2Screen Tool

This tool allows for text messages to appear on a screen to share with a large group of people. For example, this screen can be shown at a concert asking people to text their favorite moment from today’s concert and it will be shared on screen for all to see and enjoy.

Using the Text2Screen Tool

1. To launch the Text2Screen Tool, click button “Launch Text2Screen Tool” located at the campaign properties or click on the icon located on the campaign dashboard. A new page will appear with the tool.
2. The top left of the screen contains the setup menu, while the large panel to the right contains the messages approved by the moderator in the Moderator Tool.
3. Setup Menu

- a. There are four main menu options available: Background, Header, Footer and Messages.
 - *Background* – This section allows a user to input a background image on the screen.
 - *Header* – The Header allows a user to edit the Title text and color. As well as input instructions and manage the text format. A user can also add a graphic/logo to the header, which is restricted to 4mb and 1920x1080 pixels.
 - *Footer* – The Footer tab allows a user to input additional information on the bottom of the screen, as well as format the text.
 - *Messages* – The Messages tab allows a user to edit the format of the text messages as they appear on screen.



4. Click “Save All” to save the properties selected.
5. Once the screen properties are complete, click “Enter Presentation Mode” to show the tool as it is to appear on screen, which removes all menu items. Press Esc to go back to the menu screen.

Survey Campaigns

A Survey campaign allows a member to answer a string of questions within a campaign. This may be a survey to gather information about customers' experience in your restaurant, or their preferences.

Survey Campaign Dashboard

The dashboard of a Survey campaign consists of the following:

- Name – Name of the Campaign
- Keyword – Keyword used in the campaign
- Welcome Message – The first few characters of the message of the campaign.
- Schedule – When it is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule & Report.

There are additional buttons available on this screen.

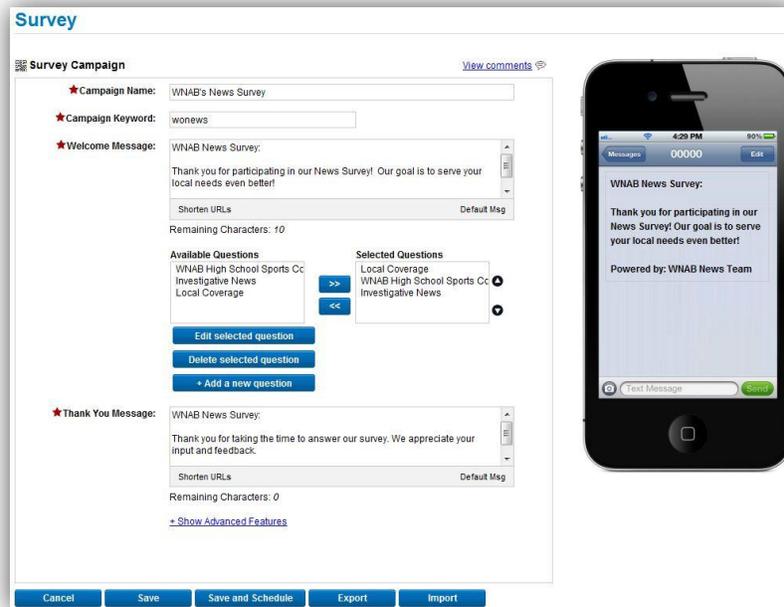
- Create – Click to create a new campaign.
- Reporting – Click to go to reporting.

- Search – Enter a value in the search field and click the Search button to search for a specific campaign.
- Clear – Clears the value in the search field.

Create a New Survey Campaign

★ Red Stars are required fields.

1. First, click the “Create” button on the campaign dashboard. A new page will appear with the properties of a Survey campaign.
2. Next, enter a name for the campaign in the Campaign Name field. Input a keyword in the Campaign Keyword field. A message will appear next to this field that will say either “In use” or “Available” to indicate whether or not the keyword entered is available for use.
 - c. Note: It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.

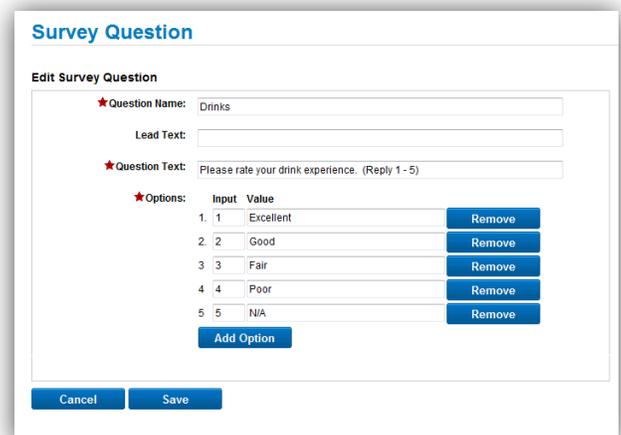


The screenshot shows the 'Survey Campaign' configuration interface. Key elements include:

- Campaign Name:** WNAB's News Survey
- Campaign Keyword:** wonews
- Welcome Message:** WNAB News Survey: Thank you for participating in our News Survey! Our goal is to serve your local needs even better!
- Available Questions:** WNAB High School Sports Cc, Investigative News, Local Coverage
- Selected Questions:** Local Coverage, WNAB High School Sports Cc, Investigative News
- Thank You Message:** WNAB News Survey: Thank you for taking the time to answer our survey. We appreciate your input and feedback.

At the bottom, there are buttons for Cancel, Save, Save and Schedule, Export, and Import. A smartphone on the right shows the survey message as it appears on a mobile device.

3. Next, input a message in the Welcome Message field. This field is used to welcome and introduce the opt-in user to the survey.
4. To add questions click “Add questions”. A new screen will appear with question properties.
 - a. First, input a name of the question. This field is required. Example: Food Quality or Governor Poll.
 - b. Next, a Lead Text maybe entered, but is not required. A lead text serves as additional information about the question. **Note:** This will send as a



The screenshot shows the 'Survey Question' configuration interface. Key elements include:

- Question Name:** Drinks
- Lead Text:** (Empty field)
- Question Text:** Please rate your drink experience. (Reply 1 - 5)
- Options:**

Input	Value	Remove
1	Excellent	Remove
2	Good	Remove
3	Fair	Remove
4	Poor	Remove
5	N/A	Remove

At the bottom, there are buttons for Cancel and Save.

- separate text message from that of the actual question.
 - c. Input the question in the Question Text field. This field is required.
 - d. Input the available answers to the question in the Options field.
 - i. In the Input field, place a value that the user will reply to as the answer.
Example: "A" or "1"
 - ii. In the Value field, input the possible answer to the question.
 - e. Click "Add Option" to add more available answers.
 - f. Once complete, click Save.
 - g. **Note:** Each question will be a new text message in the campaign.
5. Repeat the previous steps to add additional questions to the survey.
 6. Once all questions are created, it's time to assign the questions and order of questions to the campaign.
 7. Click on the questions that you would like to add to the campaign and click the ">>" button to add it to the Selected Questions field.
 - a. A user can select whether to Edit or Delete an Available Question using the appropriate buttons below the question selection.
 8. Next, input a message in the Thank You Message field to thank the user for participating in the survey. Information on how to receive and redeem a possible incentive for completing the survey would be input in this field as well.
 9. Next, click "Cancel", "Save", or "Save and Schedule".
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

Schedule a Survey Campaign

1. There are two options for scheduling:
 - a. A start date with no end date
 - b. A start date and an end date. In order for this to occur, uncheck the default setting next to "On-going".
2. Click Cancel to cancel the schedule or Submit for Approval to complete.

Trivia

Trivia is a campaign type that provides series of questions and answers to the opt-in member. A member can answer a question and receive an immediate response of the correct answer.

Create a Trivia Campaign

★ *Red Stars are required fields.*

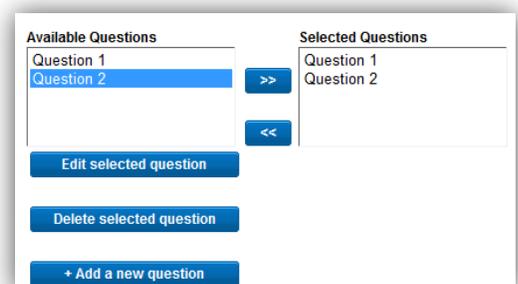
1. Click on the Trivia campaign name in the Campaigns dropdown list.
2. Input a Campaign Name to name this campaign
3. Input a Keyword that will be used for this campaign.
 - a. Note: It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
4. Next, enter a Welcome Message. This message will be the first message sent to the opt-in user that welcomes them to the trivia campaign and can setup instructions on how to complete the trivia questions

Enter Questions

5. Click “Add Questions” to begin adding questions to the campaign.
6. Input a Question Name
7. Next, insert a Question Text, which is the question that will be asked.
8. Enter a Correct Answer Reply and an Incorrect Answer Reply.
9. The Options section will be the possible answers provided to the opt-in number.
 - a. Input is the single number or letter that will be used to represent the possible answer.
 - b. Value is the possible answer
 - c. Select the radio button next to the Value that is the correct answer in the question.
10. Once the question is complete, click “Add Option”. Repeat to add additional questions.

Select Questions

11. Once all questions are complete, the next step is to select the questions and their order for the campaign. Highlight all questions in Available Questions and select the arrow, “>>”, to move them over to Selected Questions. The order that the questions appear in the Selected Questions table is the order in which they will appear to the user.
12. Next, input a Thank You Message. This message can serve as a thank you to the user for completing the trivia questions.
13. Once all questions are in order, click Cancel, Save or Save and Schedule.



Advanced Features

The Advanced Features allows the option to not allow for repeat hits, meaning that a mobile number can only opt-in once to complete the trivia questions. Select the check box next to “Do

not allow repeats” for this option. It also allows for a message to be sent to the user that tries to enter more than once.

Schedule a Trivia Campaign

1. To schedule a trivia campaign, click Save and Schedule.
2. A campaign can either be “on-going”, meaning it has no end date, or it can have a start date and a firm end date (uncheck the “on-going” box for this option).
3. Click Cancel to cancel the schedule or Submit for Approval to complete

Text2Win Campaigns

Contests and Sweepstake* campaigns are ideal uses for Text2Win. With this campaign type, a winner is selected when a campaign ends. Special messages are sent to the winner and non-winner participants.

Text2Win Campaign Dashboard

The dashboard of a Text2Win campaign consists of the following:

- Name – Name of the Campaign.
- Keyword – Keyword used in the campaign.
- Reply Message – First few characters of the Reply message.
- Schedule – When it is scheduled to deliver.
- Action Icons – Edit, Delete, Schedule & Report.

There are additional buttons available on this screen.

- Create – Click to create a new campaign.
- Reporting – Click to go to reporting.
- Search – Enter a value in the search field and click the Search button to search for a specific campaign.
- Clear – Clears the value in the search field.

Create a New Text2Win Campaign

★ *Red Stars are required fields.*

1. Click the “Create” button located on the campaign dashboard.
2. Enter a name of the campaign in the Campaign Name field. This is a required field.
3. Next, enter the campaign keyword. A message will appear next to this field that will say either “In use” or “Available” to indicate whether or not the keyword entered is available for use.
 - a. It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
4. Campaign Type determines how the winner(s) of the campaign will be selected. There are three options to chose from:

- a. Pick winner at end of campaign: A winner will be picked at random by WO Mobile once the campaign ends.
 - b. Every nth opt-in wins – A winner is selected every X amount of opt-ins. Example: A winner is selected every 5th opt-in.
 - c. First n opt-ins win – The first 10 opt-ins are the winners.
5. The “Limit Participation” option allows a user to limit the amount of times a mobile number can enter the contest. Currently there is only one option, “Once per campaign launch”.
 - a. There is an additional option to include a Repeat Reply by clicking the “+Show Repeat Reply” line, which opens a text field. Here a user can input a message to users who try to enter more than once.
6. Next, enter a Reply message. This field is required and can be used to thank the opt-in user for entering and/or provide additional information if needed.
 - a. Reply Message 2 – This field is used to add additional information to the Reply Message and will be sent as a new text.

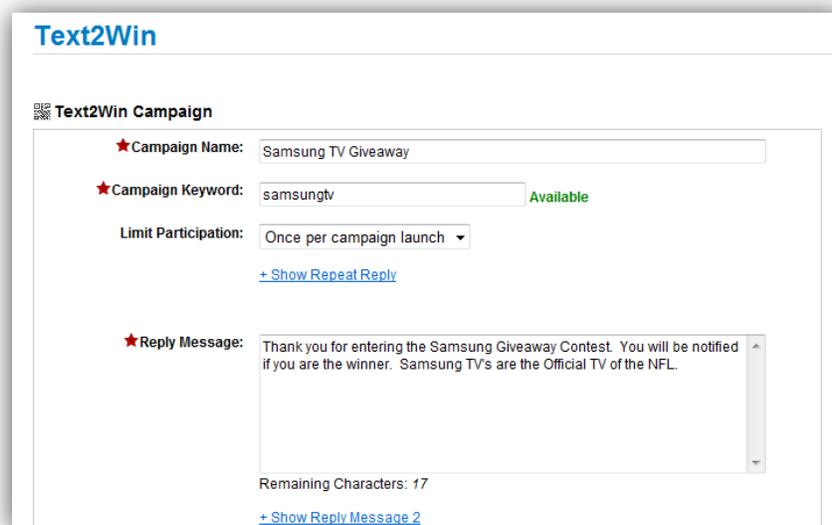


Campaign Type:

Pick: winner(s) from opt-ins

Limit Participation to: entry/entries per mobile number

[-Hide Repeat Reply](#)



Text2Win Campaign

★ Campaign Name:

★ Campaign Keyword: Available

Limit Participation:

[+ Show Repeat Reply](#)

★ Reply Message:

Remaining Characters: 17

[+ Show Reply Message 2](#)

7. Input in the Winner Reply box the message to be sent to the winner of the contest.
 - a. Show Winner Reply 2 - This field is used to add additional information to the Winner Reply message and will be sent as a new text.
8. Input the message to be sent to all opt-in users who did not win the contest in the “Non-Winner Reply” box.
 - a. Non-Winner Reply 2 – This box will be used to as additional information to the Non-Winner Reply message and will be sent as a new message.

Winner Reply:

Remaining Characters: 16

[+ Show Winner Reply 2](#)

Non-Winner Reply:

Remaining Characters: 23

[+ Show Non-Winner Reply 2](#)

[+ Show Advanced Features](#)

9. There are additional features/instructions that can be given to this campaign. Click “+Show Additional Features” to see more.
 - a. *Enable Email Capture* – If selected, the campaign can gather email addresses from the users if it asks a user to reply with their email.
 - i. A reply message can be used when a user sends in their email address.
 - b. *Enable Winner Notifications* – Used in-house to notify the user that a winner has been picked. Enter either an email address, mobile number or both to be notified.
10. Next, click Cancel, Save or Save and Schedule to complete.
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

Schedule a Text2Win Campaign

1. To schedule a Text2Wine campaign, click Save and Schedule.
2. A campaign can either be “on-going”, meaning it has no end date, or it can have a start date and a firm end date (uncheck the “on-going” box for this option).
3. Click Cancel to cancel the schedule or Submit for Approval to complete

RSS Alerts Campaigns

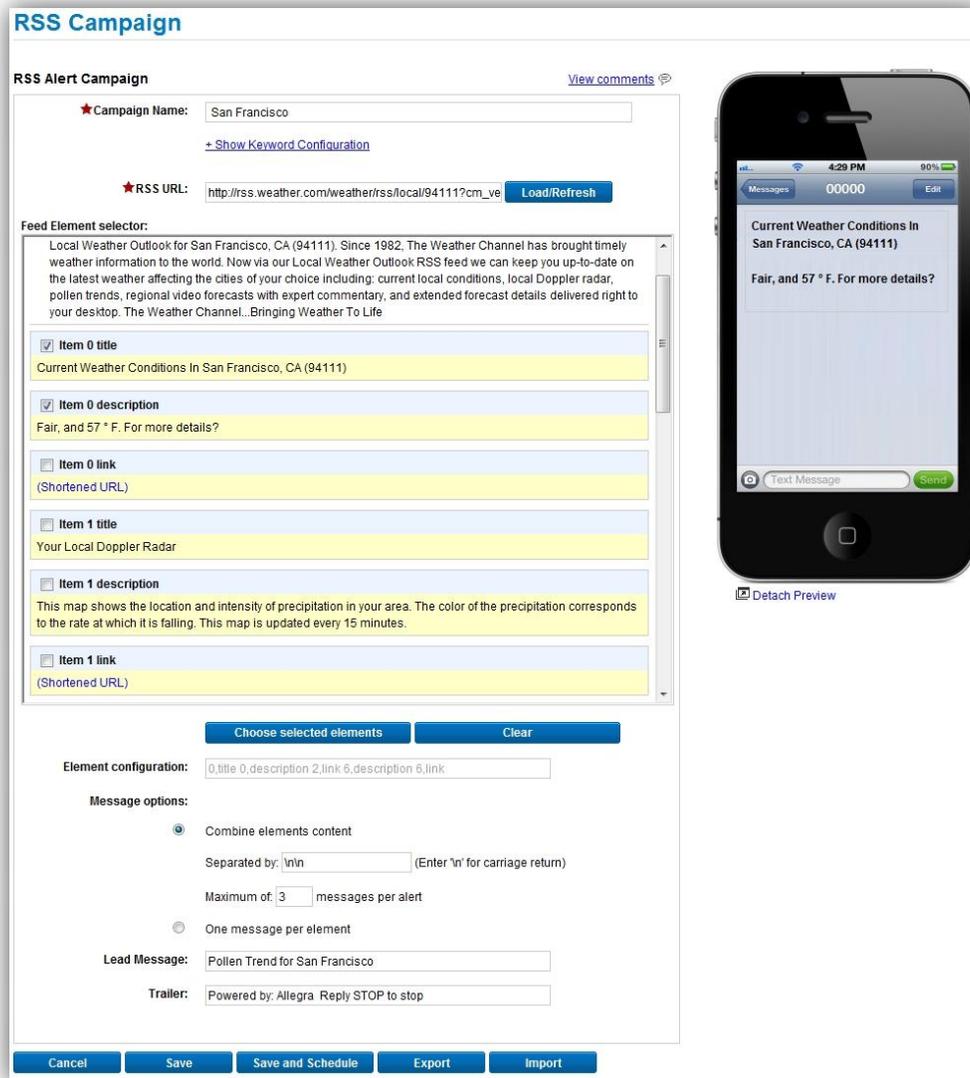
An RSS Alerts campaign provides the ability to send RSS feeds via SMS messages. Weather closings, sports scores, news updates and much more can all be sent directly to a user using an RSS feed.

Create an RSS Alerts Campaign

★ *Red Stars are required fields.*

1. Select RSS Campaign from the campaign dropdown.
2. Click "Create" to create a new campaign.
3. Input a Campaign Name
4. Next, input a Keyword, if applicable. A message will appear next to the keyword notifying the user if the keyword is in use or available.
 - a. It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
5. Include a Reply Message, if applicable. This message can serve as a thank you message for users signing up to receive the feed.
6. Next, input a start date and time. As well as an end date and time.
7. Insert the RSS feed URL into the RSS URL box and click Load/Refresh. The feed options will appear in the box below.
8. Feeds available for alerts will be highlighted in the field below the URL. Select the box next to each feed to add them to the SMS message.
9. The Element Configuration will show the order of each row selected to appear in the alert. This is a read only field.
10. Message Options show how each selected feed can be separated. By default, all alerts will appear as a continuous feed; however, each line can be separated by feed. "\n" represents a carriage return. Input symbols between each carriage return to separate each new feed.
11. Next, set the max number of messages per alert.
12. A Lead Message can be entered before each message. This is optional and will be added as an additional SMS message.
13. The Opt-out trailer is required.
14. Once all fields are input, save and schedule the campaign.
 - a. Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - b. Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

RSS Campaign Example:



The screenshot shows the 'RSS Campaign' configuration page. At the top, it is titled 'RSS Alert Campaign' with a 'View comments' link. The 'Campaign Name' is set to 'San Francisco' and there is a '+ Show Keyword Configuration' link. The 'RSS URL' is 'http://rss.weather.com/weather/rss/local/94111?cm_ve' with a 'Load/Refresh' button. Below this is the 'Feed Element selector' which lists several items from an RSS feed, including 'Current Weather Conditions In San Francisco, CA (94111)' and 'Your Local Doppler Radar'. Each item has checkboxes for 'Item 0 title', 'Item 0 description', 'Item 0 link', 'Item 1 title', 'Item 1 description', and 'Item 1 link'. At the bottom of the selector are 'Choose selected elements' and 'Clear' buttons. Below the selector is the 'Element configuration' field showing '0,title 0,description 2,link 6,description 6,link'. The 'Message options' section has radio buttons for 'Combine elements content' (selected) and 'One message per element'. It also includes a 'Separated by' field with '\n\n' and a 'Maximum of' field with '3'. The 'Lead Message' is 'Pollen Trend for San Francisco' and the 'Trailer' is 'Powered by: Allegra Reply STOP to stop'. At the bottom are buttons for 'Cancel', 'Save', 'Save and Schedule', 'Export', and 'Import'. To the right of the configuration page is a mobile phone preview showing a text message with the content: 'Current Weather Conditions In San Francisco, CA (94111)' and 'Fair, and 57 ° F. For more details?'. Below the phone is a 'Detach Preview' link.

Schedule an RSS Alerts Campaign

1. Click "Save and Schedule" once the RSS campaign items are complete. A new screen will occur with scheduling options.
2. Select one of three options:
 - *Send when feed changes*: WO Mobile will check the feed based on the time interval selected and send if an update to the RSS feed has occurred.
 - *Emergency/Live Feed (1 minute frequency)*: This should be used for emergency purposes only (Hurricane/Tornado alerts, school closures, etc). WO Mobile will check every minute for updates to the feed and will send out if updated.
 - *Scheduled Send*: Campaign can be sent immediately once Activated, sent on a specific date or send recurring on a specific day of the week.



- 3. If this is a Blast Alert, select a group from the Groups section by clicking the “+Add” next to the name of the group. All groups scheduled to receive the blast will be located in the “Added Groups” column. To remove a group, select “-Remove” next to the group name.
- 4. Once all schedule criteria is on place, click Submit for Approval or Cancel to cancel the scheduling of the campaign.

RSS Alert

Scheduling Blast: San Fran Weekend Forecast

Scheduling

Send when feed changes:

Check feed for changes:

Emergency/Live Feed (1 minute frequency)

This scheduling option should be used for "emergency" RSS feeds only (Hurricane/Tornado alerts, School closures, etc...). Emergency/Live feeds will be polled every minute for updates. To reduce unnecessary feed fetching, use this option sparingly.

Scheduled Send:

Deliver Date:

Immediate

Recurring Every:

at

Ending On:

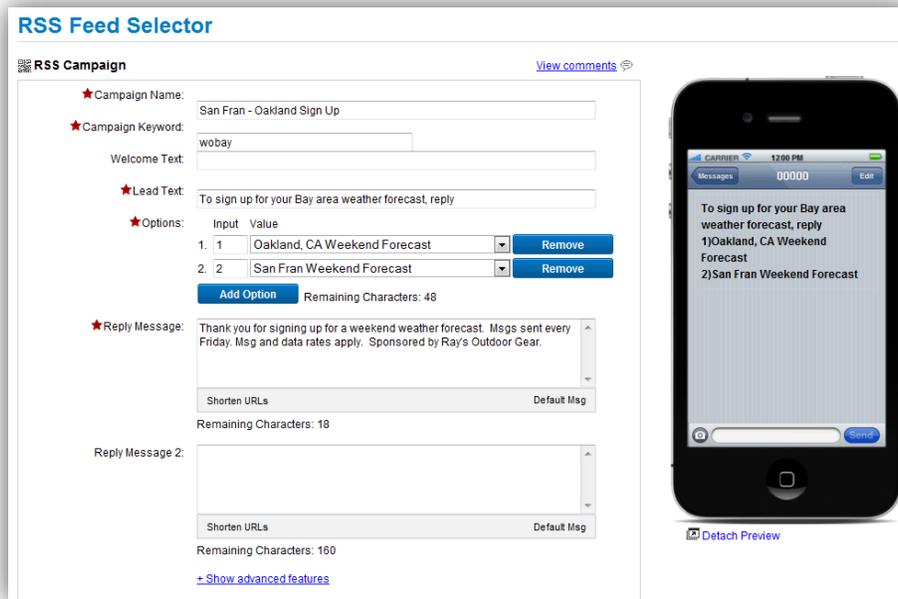
Quick Test:

Mobile Number: - -

(e.g. 555-555-1234)

RSS Feed Selector

The RSS Feed Selector campaign provides a user with the opportunity to sign up for a single RSS Alert from within an SMS message. It also provides the ability to manage these alerts using one keyword instead of multiple. Each option selected will create a new group specifically for that feed.



RSS Feed Selector

RSS Campaign [View comments](#)

★ Campaign Name: San Fran - Oakland Sign Up

★ Campaign Keyword: wobay

Welcome Text:

★ Lead Text: To sign up for your Bay area weather forecast, reply

★ Options:

Input	Value	
1	Oakland, CA Weekend Forecast	Remove
2	San Fran Weekend Forecast	Remove

[Add Option](#) Remaining Characters: 48

★ Reply Message: Thank you for signing up for a weekend weather forecast. Msgs sent every Friday. Msg and data rates apply. Sponsored by Ray's Outdoor Gear.

Shorten URLs [Default Msg](#)
Remaining Characters: 18

Reply Message 2:

Shorten URLs [Default Msg](#)
Remaining Characters: 160

[+ Show advanced features](#)

[Detach Preview](#)

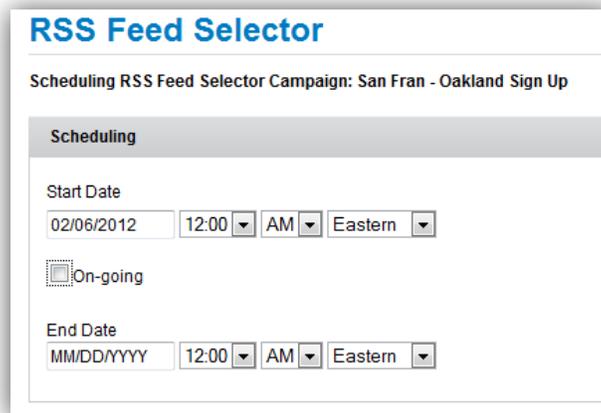
★ Red Stars are required fields.

1. In order to create an RSS Feed Selector campaign, RSS Alert campaigns must be created.
2. Once those are created, select RSS Feed Selector from the Campaigns dropdown list and select Create.
3. Input a Campaign Name and Campaign Keyword. WO Mobile will notify you if a keyword is available with "available" or "In use" next to the keyword box after you have typed the keyword.
 - a. It is recommended to input an asterisk (*) in front of the keyword after the campaign is complete. The asterisk makes the keyword available for use for another campaign, but keeps the keyword used for historical purposes.
4. Welcome Text is optional for this campaign. This is used as an additional text message to welcome the user to the campaign. A Welcome Text would be the first message received by a user who has opted-in.
5. Enter a Lead Text (required), which is the first message a user receives if a Welcome Text (optional) is not used.
6. In the Options section, add the RSS Alert campaigns that you would like the user to chose from. This is a flat list of all RSS Alert Campaigns. Input a number or letter in the Input field. The Input value is what WO Mobile will recognize as the answer for the option. For example: Reply "1" for 1. San Fran Weather.
 - a. To add more than two options, click the Add Option button.
7. Next, input a Reply Message to send to the user after they make a selection. This could be a message thanking them for opting-in and confirmation their selection.

8. The Advanced Features for a RSS Feed Selector campaign allows for the capture of email addresses. To activate, click the Enable Email Capture box and input a reply message once the email address is gathered by WO Mobile.
9. Once all pertinent properties are complete, click either Save or Save and Schedule to complete.
 - Export allows a user to convert the campaign into XML to be used as a template for a future campaign.
 - Import allows a user to paste the XML from a previous campaign. This allows a user to enter a copied campaign for use in the new campaign.

Scheduling an RSS Feed Selector Campaign

The scheduling options for an RSS Feed Select campaign include a start date with no end date (on-going) or a start date and end date. Please see below for an example.



The screenshot shows a web interface titled "RSS Feed Selector" with a subtitle "Scheduling RSS Feed Selector Campaign: San Fran - Oakland Sign Up". Under a "Scheduling" header, there are two sections: "Start Date" and "End Date". The "Start Date" section has a text input field containing "02/06/2012", followed by three dropdown menus for "12:00", "AM", and "Eastern". Below this is a checkbox labeled "On-going" which is currently checked. The "End Date" section has a text input field with the placeholder "MM/DD/YYYY", followed by three dropdown menus for "12:00", "AM", and "Eastern".

Scheduling

The scheduling section of WO Mobile provides an overview of all messages scheduled for each day of. A user can click on a day to see more detail of all scheduled campaigns for that day. A campaign can be edited by clicking either “Edit Campaign” or “Edit Schedule”.

WO MOBILE
11/2/2011

Keyword Campaign: 2011 TJ Designs - Fashion Show
Keyword: Fashion
Reply Message: You have been entered into the drawing for 2 tickets to the 2011 TJ Designs Fashion Show
[Edit Campaign](#) [Edit Schedule](#)

Keyword Campaign: DO Blizzard (Ooey Gooley Caramel Brownie)
Keyword: blizzard
Reply Message: Ooey Gooley caramel
[Edit Campaign](#) [Edit Schedule](#)

Keyword Campaign: McDonald's - FREE Iced Mocha
Keyword: mocha
Reply Message: Thank you for requesting a FREE Iced Mocha coupon. You too will be sayin'...
[Edit Campaign](#) [Edit Schedule](#)

Keyword Campaign: Sanity Check
Keyword: wosanity
Reply Message: WO sanity check, keyword reply
[Edit Campaign](#) [Edit Schedule](#)

Keyword Campaign: WMFM Poll Offer Opt-In's
Keyword: Again
Reply Message: Thank you for participating in the WMFM recent poll. You have now been register to participate in future polls and special offers AND maybe a shot at \$1
[Edit Campaign](#) [Edit Schedule](#)

Vote/Poll Campaign: 2011 Hottest Female Country Singers
Keyword: HOTFCS
Lead Text: 2011 Hottest Country Singer Poll. Reply A
Reply Message: B
[Edit Campaign](#) [Edit Schedule](#)

Vote/Poll Campaign: Favorite Yankee Player
Keyword: favorit
[Edit Campaign](#) [Edit Schedule](#)

20	21	22	23	24	25	26
5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns	5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns	5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns	5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns	5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns	5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns	5 - Keywords 4 - Vote/Polls 1 - Auto Response 1 - Text2Screen 2 - Surveys 2 - Trivias 6 - RSS Campaigns
27	28	29	30			

Groups

All mobile users are stored into groups. These groups can be formed and housed in several different ways. This section outlines the type of groups that are created in WO Mobile.

Combination Groups

This type of group allows you to combine different groups that you have created to form one group in the system.

Combo Group Dashboard

The dashboard displays some information on each group, such as:

- Name – Name of the Group.
- Opt-Ins – The amount of mobile numbers that opted to receive more information.
- Opt-outs – The amount of mobile numbers that opted to end the campaign.
- Total Count – Total amount of mobile numbers that responded to the campaign.
- Creation Date – Date the group was created.
- Action Icons – Edit, Delete, Download CSV (Download the group list to a CSV)

Create a Combo Group

1. First, click the Create button located on the Combo Group dashboard.
2. Enter a name for the new group in the Name field.
3. Next, select the group from the Available Group list that you would like to add to this new group. Only one group can be selected at a time.
4. Click the arrow button, ">>", to move the group to the Selected field. The groups in the Selected field are the ones that will be a part of this new Combo group.
5. Once all groups are added, click Add Group.

Dynamic Groups

A Dynamic Group is a group of numbers automatically created for each campaign using a keyword. “#Hit” at the front of the group name means that this is a Dynamic Group. These types of groups can be used in future campaigns to send messages to users.

Dynamic Group Dashboard

The Dynamic Group dashboard consists of the following...

- Name – Name of the Group.
- Opt-Ins – The amount of mobile numbers that signed up for the campaign.
- Opt-outs – The amount of mobile numbers that opted to end the campaign.
- Total Count – Total amount of mobile numbers that responded to the campaign.
- Creation Date – Date the group was created.
- Action Icons – Edit, Delete & Download to CSV (Download the group list to a CSV)



Name	Opt-Ins	Opt-Outs	Total Count	Creation Date
#Hit AutoResponse 'wocars'	1	1	0	2012-04-06 08:58:57
#Hit AutoResponse 'womeyers'	0	0	0	2012-04-06 08:42:40
#Hit Keyword 'aaaaa'	0	0	0	2012-05-02 16:30:27
#Hit Keyword 'wofantix'	7	3	4	2012-05-31 09:44:55
#Hit Keyword 'wojava'	1	1	0	2012-03-29 18:31:35
#Hit Keyword 'womusic'	5	2	3	2012-04-03 10:22:01
#Hit Keyword 'wopopcorn'	3	1	2	2012-04-09 09:30:05
#Hit Keyword 'wostite'	3	2	1	2012-04-04 09:13:40
#Hit Keyword 'wotummy'	3	1	2	2012-04-03 10:39:44
#Hit Poll 'woacademy'	9	2	7	2012-04-05 14:14:03

Create a new Dynamic Group

1. Dynamic Groups are typically created automatically from a new campaign that includes a keyword. However, a user can create a new Dynamic Group, which involves taking an existing Dynamic Group and creating a new one based on a filtered date range.
2. To create a New Dynamic group, click on the “Create Dynamic Group button” on the group dashboard.
 - a. You can create either a Basic Dynamic Group or a Trivia Group. The Trivia Group option allows you to create a separate group based on answers given to the campaign.
3. Once a dynamic group type is selected, enter a name for the new group. Then follow the required steps to select the campaign and sort through the answers (trivia only).

- Next, you can filter the group even more by the date and time of user's response using the date range option at the end. When complete, click Add Group.

Editing a Dynamic Group

Please note that it is not recommended to make an edit to a Dynamic Group. Any new opt-ins to a campaign after an edit is made to the group will create a new group, thus creating two groups out of the one campaign.

- Click the Edit icon next to the group on the Dashboard.
- You can edit the name in the Name field at the top of the screen. #Hit means that this is a group that was created using a keyword.
- Numbers from other Dynamic groups can be added to this one using the Include Numbers that... dropdown.
- The date range allows you to filter the numbers in the group by only those that opted-in between the start date/time and end date/time selected.

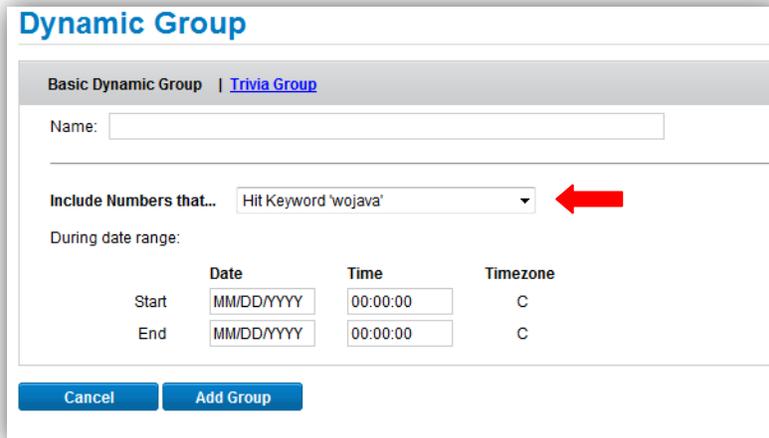
Adding a Dynamic Group to a User Profile

In order to use this group for future blasts, that group must be reassigned to a user. Otherwise, that group will not be available for use by the user for future campaign messages. Please follow the steps below on how to assign a Dynamic Group to a user.

- Login to WO Mobile using your username and password.
- Hover your mouse over **Groups** in the menu and click **Dynamic Groups**.
- Once you are in the Dynamic Groups section, click Create Dynamic Group located on the top left of the screen.

Name	Opt-Ins	Opt-Outs	Total Count	Creation Date
#Hit AutoResponse 'wocars'	1	0	1	2012-04-06 08:58:57
#Hit AutoResponse 'womeyers'	0	0	0	2012-04-06 08:42:40
#Hit Keyword 'A1'	1	0	1	2012-08-30 14:36:20

4. Select the campaign that you would like to add to the group. This is located in the **Include Numbers that...** dropdown list. This list shows all the dynamic groups that were automatically created by WO Mobile.



Dynamic Group

Basic Dynamic Group | [Trivia Group](#)

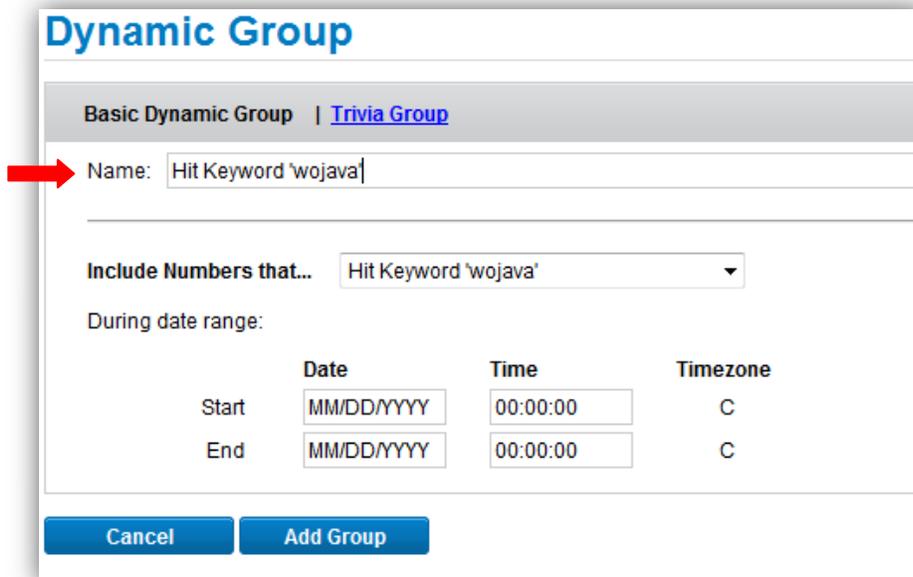
Name:

Include Numbers that... 

During date range:

	Date	Time	Timezone
Start	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="00:00:00"/>	C
End	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="00:00:00"/>	C

5. Name the Dynamic Group exactly as it's listed in the dropdown. Once the name is in place, click Add Group to complete.



Dynamic Group

Basic Dynamic Group | [Trivia Group](#)

Name: 

Include Numbers that...

During date range:

	Date	Time	Timezone
Start	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="00:00:00"/>	C
End	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="00:00:00"/>	C

6. This group is now added to your profile, which will allow you to use the group to blast new messages and view in reports.

Static Groups/Static Members

Static Members are members that have been manually entered into the system.

Static Groups are manually created groups that are not automatically created via opt-in. This is a group that consists of previous opt-in users (Static Members) that have been uploaded into WO Mobile.

The Static Group dashboard consists of the following information:

- Name – Name of the Static Group
- Opt-Ins – The amount of mobile numbers that opted to received more information.
- Opt-outs – The amount of mobile numbers that opted to end the campaign.
- Total Count – Total amount of mobile numbers that responded to the campaign.
- Creation Date – Date the group was created.
- Action Icons – Edit, Delete and Download to CSV.

Create New Static Member

A Static Member can be created by either manually entry or .csv upload. Instructions are below.

Manual Creation:

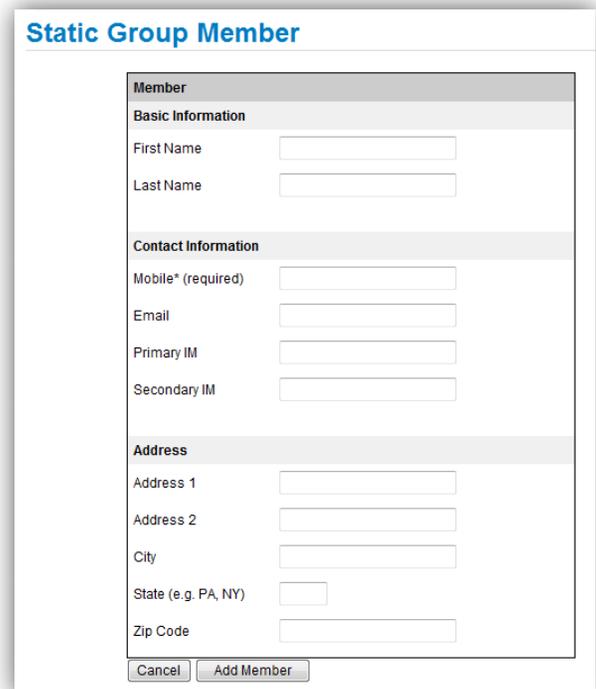
Manuel creation allows a user to input an individual member at a time. This entry method does not allow for the new member to be assigned to a new group.

1. Select Static Members from the Groups dropdown on the main toolbar.
2. To create a static member, click on Create Member.
 - a. The only required field is the mobile number. Otherwise, input as much information as desired.
 - b. Once an individual member is created, it can then be added to a Static Group.

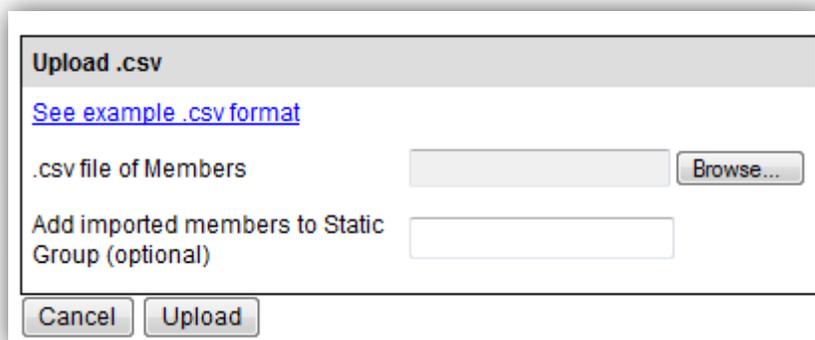
Upload via .csv:

This option is used to upload members in bulk to the database or to a specific static group.

1. On the Static Members screen click the “Upload .csv” button.
2. Click “See example .csv format” link to see how the .csv file should be formatted for upload.
3. Next, click the Browse button to find and upload the .csv file.
4. To upload these new numbers directly into a Static Group, type in a group name in the “Add imported member to Static Group (optional)” box.
5. Once all items are in selected, click Upload to finish.



Static Member CSV Upload



Upload .csv

[See example .csv format](#)

.csv file of Members

Add imported members to Static Group (optional)

Create a New Static Group

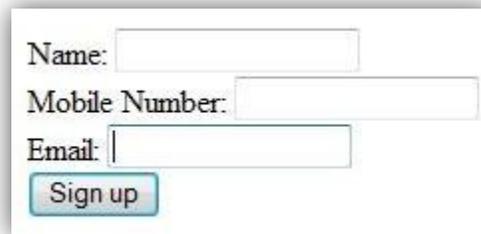
A Static Group is a group that is manually created. It is not automatically created through campaigns using keywords; instead, a WO Mobile user will directly assign numbers to this group. To create a new Static Group, follow the steps outlined below.

1. From the Groups dropdown on the main menu, hover over Static Groups & Members then click Static Groups
2. Next, click the "Create Static Group" button located on the Static Group dashboard.
3. Input the name of the new group in the Name field.
4. Next, select the Members to be added to this new group. Click on one mobile number or member name at a time then click the ">>" button to move them over to the Selected group, which includes the members selected to add to the new group.
5. To remove a member, click on a member in the Selected column and click the "<<" to remove the member from the list.
6. Once all members are selected, click "Add Group".

Tools

Web Widget

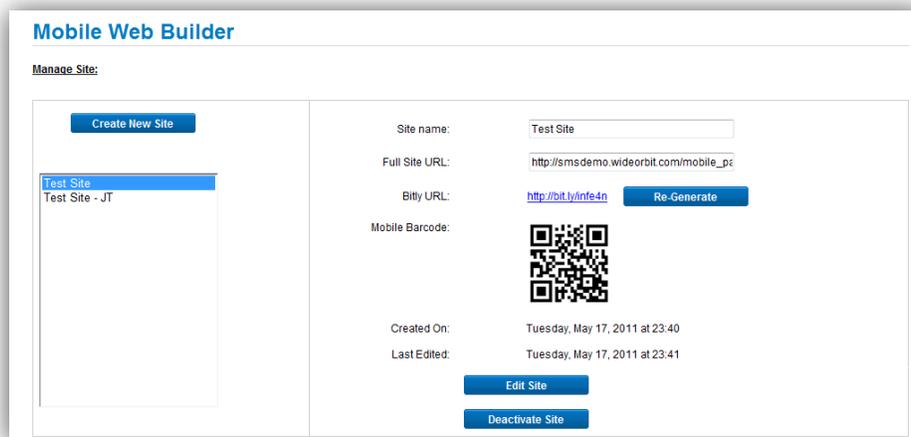
The Web Widget allows for a user to input a mobile signup page on their website. This widget is provided in HTML, which allows for user customization of the widget layout. A potential member can enter a name, mobile number and email address to be added to the member list. An optional feature to assign a new user to a specific static group is available.



A screenshot of a web widget form. It contains three input fields: 'Name:', 'Mobile Number:', and 'Email:'. Below the fields is a blue 'Sign up' button.

Mobile Website Builder

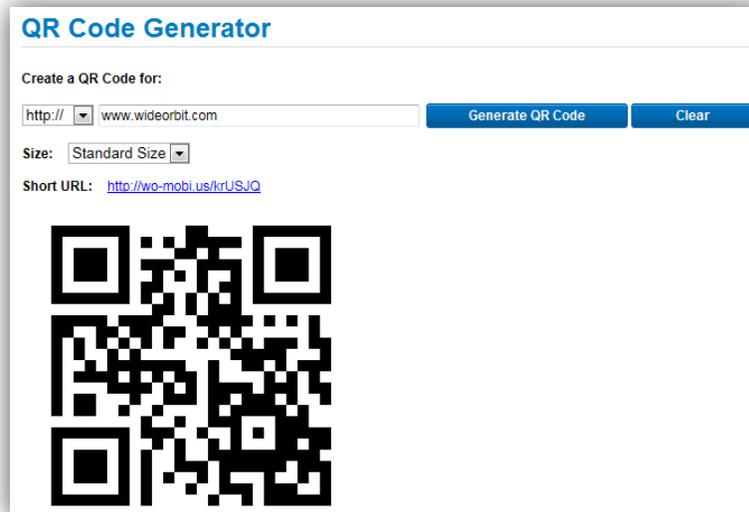
This tool allows for the creation of a 1-2 page minisite that allows for the input of the Web Widget. The webpage can be customized to look like your website. To create a new mobile website, click Create New Site and follow the step by step process. A QR code is generated to use for marketing of the new website.



A screenshot of the 'Mobile Web Builder' interface. The title is 'Mobile Web Builder'. Below the title is a 'Manage Site:' section. On the left, there is a 'Create New Site' button and a list of sites: 'Test Site' and 'Test Site - JT'. On the right, there are fields for 'Site name:' (Test Site), 'Full Site URL:' (http://smsdemo.wideorbit.com/mobile_pc), 'Bitly URL:' (http://bit.ly/info4n) with a 'Re-Generate' button, and a 'Mobile Barcode:' which is a QR code. Below the QR code are 'Created On:' (Tuesday, May 17, 2011 at 23:40) and 'Last Edited:' (Tuesday, May 17, 2011 at 23:41). At the bottom, there are 'Edit Site' and 'Deactivate Site' buttons.

QR Code Generator

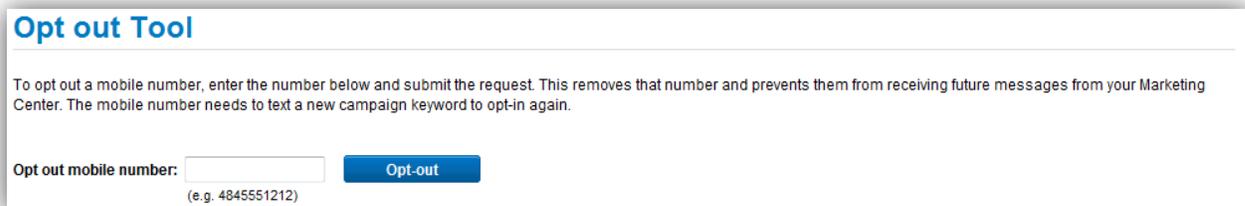
The QR Code Generator allows for a user to create a QR code. A QR code is a barcode that can be scanned using smartphones. This code, once scanned, takes a user to a specific webpage (example: mobile campaign signup page). To use this tool, enter the URL to link to, select the size of the code, and then click Generate QR Code.



The screenshot shows the 'QR Code Generator' interface. It features a title 'QR Code Generator' in blue. Below the title, it says 'Create a QR Code for:'. There is a text input field containing 'http://' and a dropdown menu, followed by another text input field containing 'www.wideorbit.com'. To the right of these fields are two buttons: 'Generate QR Code' and 'Clear'. Below the input fields, there is a 'Size:' label followed by a dropdown menu set to 'Standard Size'. Underneath, it says 'Short URL: <http://wo-mobi.us/krUSJQ>'. The main part of the interface is a large QR code.

Opt-out Tool

The Opt-out Tool provides an easy way to opt out a number from all campaigns. Just enter the phone number in the box and click the Opt-out button. The number is now removed from all campaigns that it was assigned to.



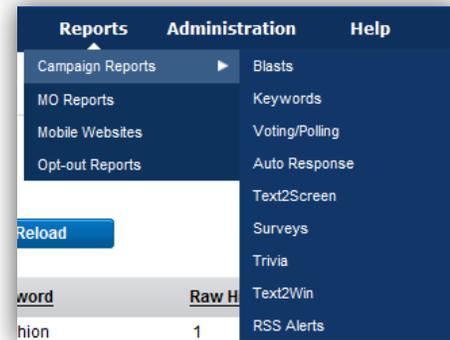
The screenshot shows the 'Opt out Tool' interface. It has a title 'Opt out Tool' in blue. Below the title, there is a paragraph of text: 'To opt out a mobile number, enter the number below and submit the request. This removes that number and prevents them from receiving future messages from your Marketing Center. The mobile number needs to text a new campaign keyword to opt-in again.' Below this text, there is a label 'Opt out mobile number:' followed by a text input field and a blue button labeled 'Opt-out'. Below the input field, there is a small example '(e.g. 4845551212)'.

Reporting

WO Mobile provides reporting on all campaign types, MO's (Mobile Originated Messages), carrier, and Opt-out reports. Each report provides an overview of performance and the ability to download to CSV. The reports supported in WO Mobile are outlined below.

Campaign Reports

A Campaign Report shows an overview of each campaign's performance. Reports can be found by clicking on "Reports" located in the main toolbar. All campaign types (Blast, Keyword, etc) are available for reporting.



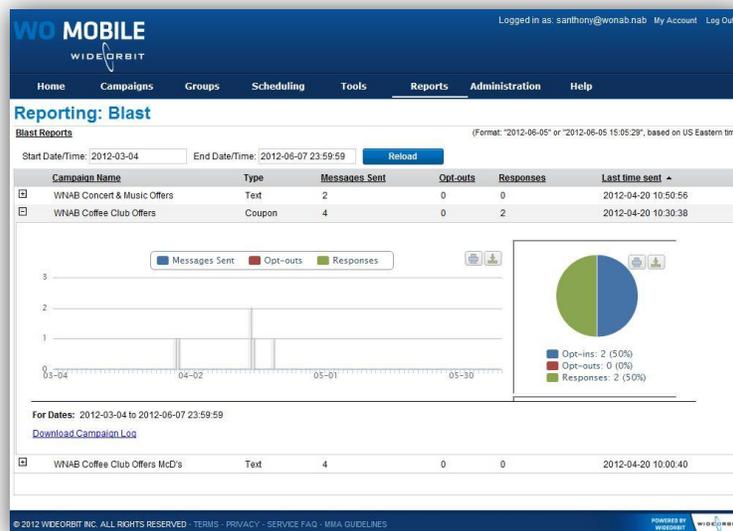
Create a Campaign Report

1. Move your mouse over "Reports" in the main toolbar. This will cause the Reports menu to dropdown.
2. Next, move your mouse over Campaign Reports. Click on a campaign type for reporting. (See Screenshot Above) All campaigns for that campaign type will appear on screen.
3. The timeframe for the reports defaults to the previous thirty days. To filter the time, input a Start Date/Time and End Date/Time in fields located at the top of the page and click "Reload".

Note: Date and Time must be entered manually into their respective fields.

Date=YYYY-MM-DD

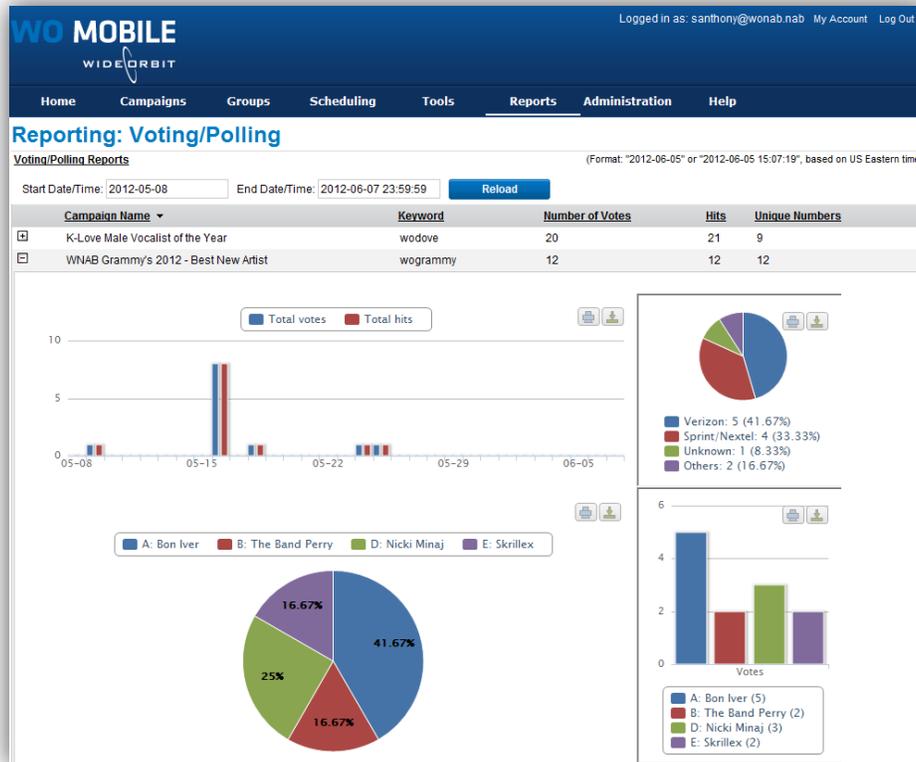
Time=HH:MM:SS (Eastern Time)



4. All campaigns in this timeframe will appear on the screen.
5. To view reports for each campaign, click the plus icon located next to the Campaign name.

➔ **San Francisco Weather on demand**

6. Each campaign will have a campaign log that can be accessed by clicking the “Download Campaign Log” hyperlink located next to the graph. This log consists of opt-in user data for each campaign, such as mobile numbers.
 - If a campaign has the ability to gather email addresses, an Email Log will also be available.
 - Logs are downloaded as CSV documents.

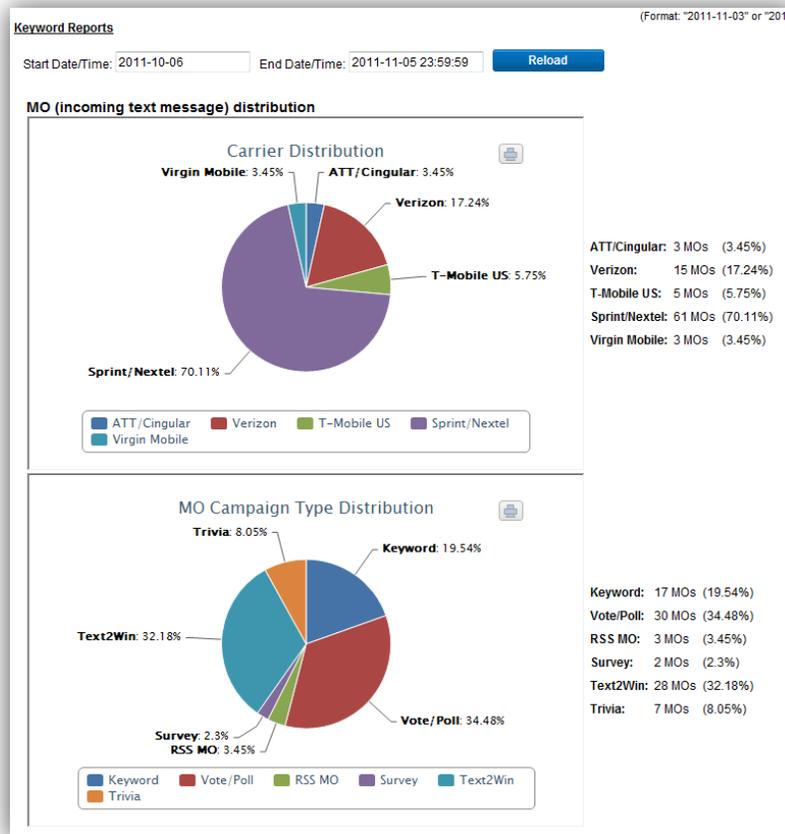


MO (Mobile Originated Message) Reports

The MO Report provides data on how many MO's (messages sent by opt-in mobile numbers) were sent per campaign type and per carrier.

1. This report can be accessed through "Reporting" on the main toolbar.
2. A new screen will appear showing two graphs; Carrier Distribution and MO Campaign Type Distribution.
 - a. *Carrier Distribution* – Shows the the amount of MO's per carrier. This takes into account all campaigns.
 - b. *MO Campaign Type Distribution* – Shows the amount of MO's per campaign type (Keyword, Blast, etc). This takes into account all campaigns.
3. A timeframe can be selected to filter the results.

Note: Date and Time must be entered manually into their respective fields.
 Date=YYYY-MM-DD
 Time=HH:MM:SS (Eastern Time)
4. A user can click on each color section of the pie graph to separate that section from the graph for futher review.



Opt-out Reports

The Opt-Out Report shows the mobile numbers that have requested to opt-out of a campaign. The report provides details on when the number opted-out and which campaign they opted-out from.

1. To access the Opt-out Report, hover your mouse over “Reports” located on the toolbar and select the Opt-out Reports option from the dropdown. A Screen will appear with all opt-out numbers in the last month.
2. Next, select the timeframe of the report in the Start Date/Time and End Date/Time fields.
 - a. **Note:** Date and Time must be entered manually into their respective fields.
Date=YYYY-MM-DD
Time=HH:MM:SS (Eastern Time)
3. Once a timeframe is selected, click the “Reload” button and the mobile numbers will update based on time selected.
4. The opt-out list can be downloaded to CSV by clicking the “Download .csv” button.
5. The blue hyperlink located to the far right of the description is the WO Mobile Campaign ID and if clicked will bring you to the report of the associated campaign the mobile number has opted-out from.

Reporting: Opt Out

OptOut Reports (Format: "2011-07-28" or "2011-07-28 11:21:13", based on US Eastern time)

Start Date/Time: End Date/Time:

Search for a mobile number:

Total Records 5 | [Download .csv](#)

Mobile number	Timestamp ▲	Opt Out Description
+12706689537	2011-07-21 15:26:27	Opted out of all blasts sent to opt-ins of vote/poll campaign 2342
+12706689538	2011-07-21 15:24:53	Opted out of all blasts sent to opt-ins of vote/poll campaign 2342
+17017394063	2011-07-20 00:04:46	Opted out of all blasts sent to opt-ins of vote/poll campaign 2342
+18583495611	2011-07-18 16:54:59	Opted out of all blasts sent to opt-ins of vote/poll campaign 2342
+18133948266	2011-07-18 16:39:50	Opted out of all blasts sent to opt-ins of vote/poll campaign 2342

Notification Emails

To keep all users comprised of the latest campaign information, emails will be sent to users with valuable information regarding the current state of their mobile campaigns. Emails with campaign details are sent automatically when the status of a campaign changes. Delivery options are maintained by WO Mobile, but can be customized by the client. Below are the different campaign notification emails sent to WO Mobile users.

- Campaign Awaiting Approval for Approver User
- Campaign Approved by Approver for Creator User
- Campaign Denied by Approver for Creator User
- Campaign Available for Activation for Admin User
- Campaign Activated by Admin for Approver & Creator Users
- Campaign Activation Denied by Admin for Approver & Creator Users



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