



## Short Codes and Keywords

Through a single web interface, Sonic Mobile can provide access to premium rate short codes and keywords in over 40 countries.

### The Product

Short codes are unique three to eight digit numbers provided by carriers to Sonic for the sending and receiving of mobile messages.

They typically provide a mechanism for someone to respond to a call to action by sending an SMS message to the short code and the service usually responds with a reply SMS message.

Premium rate short codes allow the mobile phone user's account to be charged a fixed amount for each message sent or received, with a share of that charge being paid to the service owner by Sonic Mobile.

Sonic Mobile also offers key word services in numerous countries. This is a cheaper option than a dedicated short code but has less functionality. Only messages sent to a short code with your keyword at the start of the message will get to you and other organisations will be publishing the same short code.

### How does it work?

Sonic Mobile will act on your behalf with the telecommunications providers in the country that you wish to operate in to source short codes at appropriate price points.

Once the short code is provisioned Sonic Mobile deploys one of its services to manage the incoming and outgoing messages or connects you directly to the short code via our Global Connect Gateway.

We can also organise shared short codes or keywords which is more cost effective but users need to send their message to the short code with your keyword at the start of the message.

In some countries we can also provide you with a short term lease on a dedicated short code.

### Why do I need it?

Having your own short code is similar to your domain name in the mobile world. This gives you a unique mobile identity, complete control over the content that is sent and received to that short code, and the ability to generate revenue

Other key features include:

- An easy to use web interface for short code and keyword management
- Real time web based reporting by keyword and short code
- Premium rate short codes in over 40 countries
- Multiple short codes supporting one campaign

Sonic Mobile can solve all of your mobile marketing and wireless communication needs. Talk to us about how you can integrate this product with any of our other mobile solutions. We have the capability to do just about anything mobile – so how far can your imagination stretch?