



## **Bulk SMS Sending**

Contents:

**Preparing your Distribution List**

**Sending a Message to your Distribution List**

**Sending Bulk Messages Using Desktop SMS**

**Sending Bulk Messages via Email**

**Sending Personalised Bulk Messages**



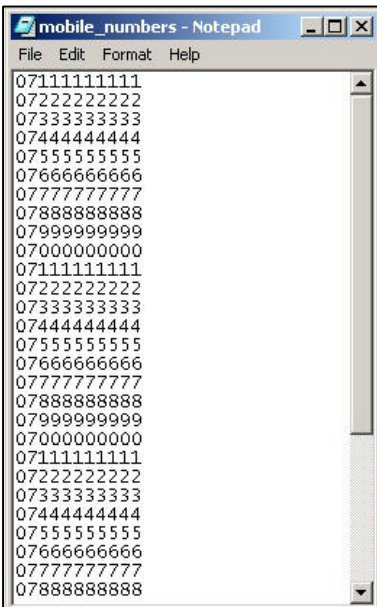
## Running a bulk SMS campaign with aqi

**aqi.com** makes it easy for you to send out large numbers of sms messages to mobile numbers, and our *free* delivery reports allow you to track your messages through the UK network.

This document assumes you have an account with aqi.com. If not please visit [www.aqi.com](http://www.aqi.com) and create a new account.

### Prepare your Distribution List

If you have a large number of mobile numbers already collected – for example - in a spreadsheet or database, then you can import them into your aqi customer account.



Export your mobile numbers to a text file so that there is one number on each line, with no spaces.

The image on the left shows an example file in “Notepad” with mobile numbers listed one per line with no spaces.

#### Log into your aqi account

Once your text file is ready, log into your aqi account so you can import the text file to create a distribution list.

On the light blue menu click “account >> manage distribution lists” and then click **add file**.

#### mobile numbers in notepad ready for importing into an aqi account

Please upload a file with one mobile number per line. The numbers should have no spaces in, and should be in the form 447740123456 (although our system will change numbers like 07740 to international format. An example is shown below:

```
447740123456
441234567854
231231231231
```

name of list:

file name:

uploading your distribution list to your aqi account



There are two fields to complete when uploading your distribution list. Enter the name you want to call your list in the **name of list** field. Then either enter the location of the text file containing your list, or click **Browse** to find it on your computer. Once the correct information is entered, click **Validate**.

You will then be asked to confirm the list after the aql system has uploaded and scanned the file you specified.

**Confirmation Screen - sample.txt**

Below is a list of your numbers (as interpreted by our system). Please check the list through then click the Process button to store the list.

1. 447740123456
2. 441234567854
3. 231231231231

#### confirmation when uploading a distribution list from a textfile

Check the details of the list are correct and click **Process List**. If there are errors, then you need to edit your textfile and begin the process again. When your list is added you will be taken back to the distribution list management screen.

#### Sending a Message to your Distribution List

To send a message to all of the numbers on your distribution list, click "Send >> Send sms >> to a distribution list" on the light blue menu in your customer account. Select the list you want to send messages to, type in your message and click **Send Messages**. The message you entered will be sent to every number on the distribution list, at a cost of one message credit per number.

#### Checking the Status of your Outgoing Messages

To check the status of your outgoing messages, click "history >> outgoing messages" on the light blue menu in your customer account. Details of the last twenty messages sent from your account will be displayed along with their status. You can view older messages by clicking on the links at the bottom of the page.



### History of Outbound messages on your account.

The history of outbound messages on your account shows all the messages sent through this account.

Date & Time Sent	Destination	Status	View Detail
2004-09-09 12:08:57	4479	Delivered	<a href="#">view detail</a>
2004-09-09 12:06:28	4479	Delivered	<a href="#">view detail</a>
2004-09-09 10:37:26	4477	Delivered	<a href="#">view detail</a>
2004-09-08 16:22:07	4477	Delivered	<a href="#">view detail</a>
2004-09-08 15:53:57	4477	Delivered	<a href="#">view detail</a>
2004-09-08 14:24:14	4477	Delivered	<a href="#">view detail</a>
2004-09-08 12:16:54	4477	Delivered	<a href="#">view detail</a>
2004-09-08 09:38:59	4477	Delivered	<a href="#">view detail</a>
2004-09-07 14:12:00	4479	Delivered	<a href="#">view detail</a>
2004-09-07 14:09:29	4478	Delivered	<a href="#">view detail</a>
2004-09-07 14:09:29	4477	Delivered	<a href="#">view detail</a>
2004-09-06 15:44:07	4479	Delivered	<a href="#">view detail</a>
2004-09-06 15:40:31	4479	Delivered	<a href="#">view detail</a>
2004-09-06 11:36:58	4477	Delivered	<a href="#">view detail</a>
2004-09-06 11:20:09	4478	Rejected	<a href="#">view detail</a>
2004-09-06 11:16:30	4478	Delivered	<a href="#">view detail</a>
2004-09-03 17:26:23	4478	Delivered	<a href="#">view detail</a>
2004-09-03 16:55:23	4477	Delivered	<a href="#">view detail</a>
2004-09-03 14:55:26	4477	Delivered	<a href="#">view detail</a>
2004-09-03 14:37:00	4479	Delivered	<a href="#">view detail</a>

| [next >](#)

**outgoing message log in aqi account**  
(note – mobile numbers have been removed from this screenshot)

To find out more about the status of sent messages, please see the Frequently Asked Questions on the aqi site: <http://www.aqi.com/site/faq.php>

The Frequently Asked Questions also include other information about the aqi service which may be of use to you.

You can also view messages sent out to distribution lists by clicking “history >> outgoing distribution log” on the light blue menu in your aqi account.

## Sending Bulk Messages Using Desktop SMS

Another option to sending via the website is our Desktop SMS™ Program. This is a program which, when installed on your computer, allows you to send messages simultaneously to up to



10,000 numbers. Registered users can download this program via our aql.com site, and following the "Services >> Desktop SMS" link.

NOTE: .csv files cannot be directly uploaded to this program. Lists of numbers can be "cut-and-pasted" into a distribution list, but customers wishing to send personalised messages to each number should use the website (see section below, "Sending Personalised Bulk Messages").

## Sending Bulk Messages via Email

This option allows a distribution list to be set up which is linked to an email address. When an email is sent to this address, the contents of this email are converted to SMS and sent to every number on the distribution list (the contents of the email should be no longer than 160 characters, as this is the limit on SMS messages. If the email is longer than this, only the first 160 characters will be sent)

Each distribution list which is set up on this service (via the "email-to-sms >> distribution list" link on the aql.com website) is allocated a unique, encrypted key. This key acts as the receiving address, ie.

<key>@dist.aql.com

(eg. [ad033a0eb05cdad789edd8bd43b7e8@dist.aql.com](mailto:ad033a0eb05cdad789edd8bd43b7e8@dist.aql.com))

The purpose of these random keys is to make the service much more secure.

## Sending Personalised Bulk Messages

If sending one standard message to all of your customers is not satisfactory, it is possible to set up a system whereby each number on the distribution list receives a unique message. This is set up as a .csv file (which can be opened in Microsoft Excel and most other spreadsheet programs). As the dates in the file must be formatted correctly we have created and Excel spreadsheet that users can download and modify (available from "Send >> Send SMS >> Using csv scheduler"). This looks as follows:

	A	B	C
1	447778123456	this is a message	2004-01-25 19:00:00
2	447778123456	this is a message	2004-01-26 19:00:00
3	447778123456	this is a message	2004-01-27 19:00:00
4	447778123456	this is a message	2004-01-28 19:00:00
5	447778123456	this is a message	2004-01-29 19:00:00
6	447778123456	this is a message	2004-01-30 19:00:00

To get this file into csv format, choose 'Save As' then change the 'Save as Type' to 'CSV (Comma Delimited)

Once set up, the "Send >> Send SMS >> Using csv scheduler" link is followed from the aql.com website, and the .csv file is uploaded.



### Final Confirmation Screen - sample.csv

Below is a table showing the destination mobile numbers that were processed by our system. Your messages have \*not\* been sent out yet, however please check through the list and then click the process button at the bottom of the screen.

Destination Number	Message	Time to Send
447778123456	Here is the first message	2004-01-25 19:00:00
447778123456	Here is the second message	2004-01-26 19:00:00
447778123456	Here is the third message	2004-01-27 19:00:00
447778123456	Here is the fourth message	2004-01-28 19:00:00
447778123456	Here is the fifth message	2004-01-29 19:00:00
447778123456	Here is the sixth message	2004-01-30 19:00:00

The final confirmation screen after uploading the file

Once confirmed, the system will then send the messages to the corresponding numbers at the times stated.

**NOTE:** When creating the .csv file in excel (or another spreadsheet program), please ensure the 'Time to Send' field is in the following format:

**YYYY-MM-DD HH:MM:SS**

Please note the space between **DD** and **HH**

Failure to adhere to this date format may result in messages sent at incorrect times or not being sent at all.

### Need More Help?

Log into our online support system using your aqi account username and password. Go to [http://www.aqi.com/account/aqs\\_index.php](http://www.aqi.com/account/aqs_index.php) where (aq) technicians will answer your queries as quickly as possible.