



# SMS Reporting

**Our feature-rich SMS reporting solutions empower you to monitor and evaluate the performance of all your SMS advertising and marketing campaigns.**

Our sophisticated reporting options, available through our easy-to-use online management portal, are a cost-effective way of managing your recipient lists. Messages can be identified when sent and received by individual numbers or groups of numbers, not only by delivery date and time, but even if they haven't been delivered at all. SMS Reports will simply ensure that your messages reach the right people at the right time, and that regulatory issues are safely and swiftly dealt with to save you valuable time and money.

## Summary Reports

### Daily summary reports – MO (Mobile Originated – received) or MT (Mobile Terminated – sent)

- View the number of messages sent or received on selected dates and filter messages by Service, Keyword, Network, Delivery status (MT report only) and tariff (MT report only).
- View reports generated in tabular format on screen or downloaded into an XLS file for loading into Excel and further processing, if desired.

### Monthly Summary Reports – MO or MT

- View a summary of all messages sent or received on each day for a selected month. Messages are grouped by the total sent or received and the total delivered for each day (MT only).
- Refine reports using filters for Service, Keyword, Network, Originator (MT report only) and Tariff (MT report only). Results are displayed on screen in tabular format and can be downloaded in XLS format.

## Key Benefits:

- Monitor and evaluate the performance of SMS marketing
- Detailed and sophisticated reporting
- Downloadable reports in XLS format
- Automated reports to save you time logging onto the portal
- Refine the reports by selecting different filters
- Reporting can displayed on screen or downloaded in XLS format
- View a summary of all messages sent and delivered
- Easy-to-use search to find sent messages by specific mobile number



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## Mobile Search

- Search for messages sent to or received by specific mobile numbers to assist with customer service issues.

## Detailed MO Report

- View all individual messages received between selected dates using the MT report.
- Refine reports by filtering the Service, Keyword and Network.

This report displays the Mobile Number, Shortcode, Network, Keyword, Date & Time, Service, Media and Message Content for each message received.

The report can be viewed on screen or downloaded in XLS format.

## Detailed MT Report

- View all individual messages sent between selected dates.
- Refine reports by filtering the Service, Keyword, Network, Delivery Status, Tariff and Originator.

This detailed report displays the Mobile Number, Network, Delivery Status, Keyword, Date & Time Sent, Date & Time Delivered, Tariff, Originator and Message Content for each message sent.

The report can be viewed on screen or downloaded in CSV format. Please be aware that this is potentially a very large report so it will display maximum of 500 messages. To ensure all messages are viewed, please use the download option.

## Monthly CDR (Call Detail Report)

This report shows all raw data for messages sent in your selected month: Company Name, Client ID, Mobile Number, Message Status, Time and Date Sent, Time and Date Delivered, Tariff, Originator and Message Content.

## Keyword Totals (MT)

- View the total number of messages sent and delivered for each keyword between your selected dates.
- Filter reports by service type. Data can be viewed on the screen in tabular format or the report can be downloaded as an XLS file for external use.

## Monthly Breakdown (MT)

- View a summary of all messages sent & delivered for a selected month, grouped by Keyword, Network & Tariff. The results can be displayed on screen and then downloaded in XLS format.

## Automated Reports

- The majority of reports can be sent automatically at specified periods – daily, weekly or monthly to stored groups or email addresses.
- This feature saves you logging onto the portal and running reports manually, particularly when repeat sets of data are required at specific intervals.

**Monitor and evaluate the performance of all your SMS advertising and marketing campaigns with SMS Reporting. Speak to the NSL team today for more information.**