YelloW Push Platform User Guide

Discover Yellow Push, the best service for organizations, Which enhances comunications and creates solutions for our clients.

IDENTIDAD TELECOM

#YellowPushSolutions

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Your Futuro Our Commitment
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Identidad Telecom an Identidad Technologies company

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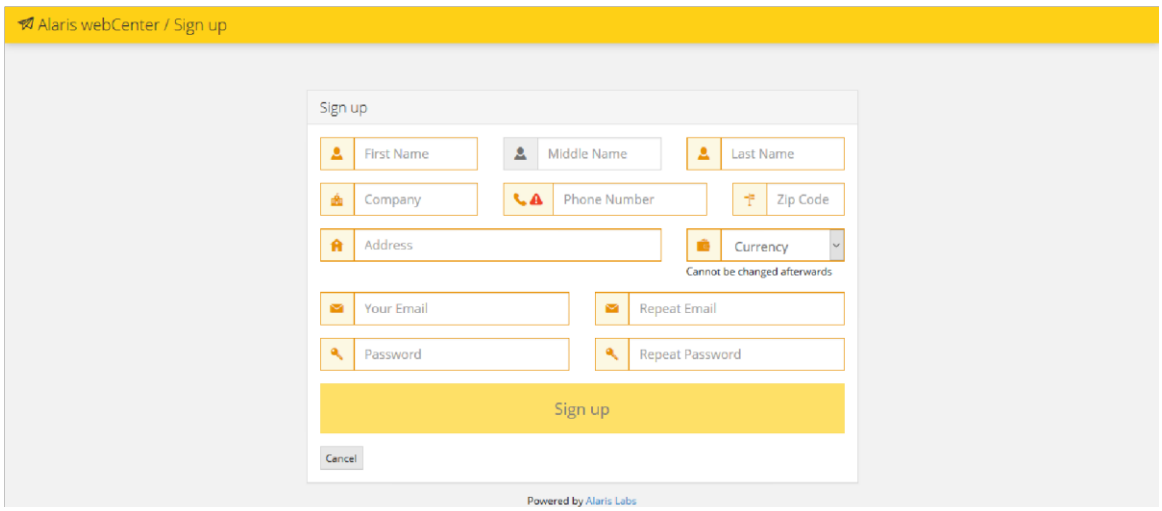
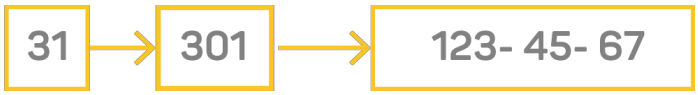
1. Register

To begin using your Yellow Push platform, please fill in with the information regarding requested fields shown above:



Name
Middle name
Last Name
Company
Phone number (using format country code+ telephone number)
ZIP code
Address
Currency (for payments choose between 'US Dollars' or 'Euros', once selected a currency it cannot be modified)
Email address (must be typed in both fields)
Password (must be typed in both fields)

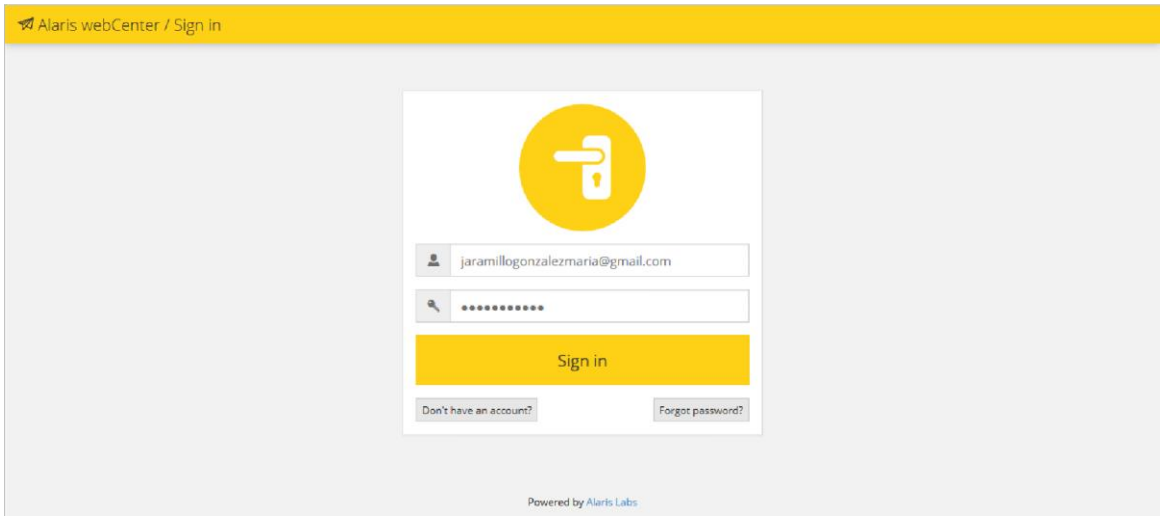


***Important notice**: since Yellow Push works on an international platform, it's necessary for you to specify the country code + mobile phone to work and deliver successfully SMS to your recipients. For instance, if you're based in Colombia, the telephone number needs to be set as it follows:*

After you input the requested information, click on the *'Sign up'*, and automatically a confirmation email will be sent to your email address, which needs to be opened right away to activate your new account (If you don't receive this email, please make sure to check your Spam folder).

2. Sign in

To access Yellow Push, open a new tab on your browser with the following web address: https://identidadtelecom.net/yellowpush/ and enter your new credentials (email address and password) and click on '*sign in*'.

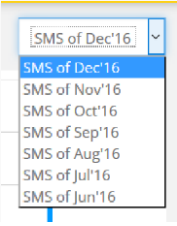


Yellow Push, as a welcome treat to their new users, gives 1 USD as credit for testing purposes!

3. Dashboard

a. General Information

The main dashboard consists on a summary of your account's activity; this information is shown monthly, which you can select the desired month at the top right of this screen:



For each month, you can see the following information:

Balance

It displays your credit history, how much you've purchased and how much credit can be used.

b. Send a single SMS

From the dashboard, you have the possibility to send SMS individually, without having to create a campaign. To do this, please follow these steps:

- Enter your sender ID name
- Write a recipient's mobile number (using format country code + mobile phone)
- *Message content or encoding:* it is the number of bits that a message has
    - *SMS parts* (number of SMS to be sent): on this section, be aware of the amount of numbers shown when typing a message, if it shows 2 or 3, these will be the number of messages to be sent and charged to your account.
    - *Char Used:* (number of characters used) this is a real-time counter that displays the number of messages that are currently being typed, designed for you to keep track.
    - *Per SMS 160*: this is a reminder of the amount of characters that a single SMS has.

        - *Send SMS:* click on this button to send a SMS
        - *Delete SMS*: press this button to delete the contents of this message

***Important Notice**: the usage of special characters that don't belong to the English alphabet (and come from foreign languages like Spanish, such as ñ's or ´), due to technical coding reasons the full length of the SMS will be reduced to 70 characters for each SMS, which will create several messages concatenated raising the number of sent messages and, therefore, increasing your billing. As a recommendation (and prior sending) please make sure to check this to avoid being charged for sending more than a single message!*

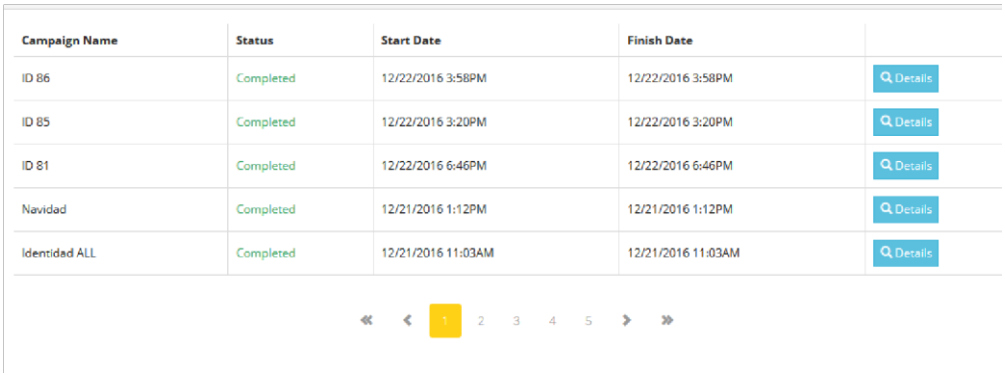
4. Campaigns

***Important notice:** to be able to start sending campaigns it's advisable that the user, beforehand, uploads a database of contacts, and had purchased a SMS pack (this will be explained on the sections 6 and 9 of this manual).*

At the top of Campaigns, you will find the following options:

a. Campaign details:

Here you can look of a brief summary of your recent campaigns:



Campaign Name	Status	Start Date	Finish Date	
ID 86	Completed	12/22/2016 3:58PM	12/22/2016 3:58PM	Details
ID 85	Completed	12/22/2016 3:20PM	12/22/2016 3:20PM	Details
ID 81	Completed	12/22/2016 6:46PM	12/22/2016 6:46PM	Details
Navidad	Completed	12/21/2016 1:12PM	12/21/2016 1:12PM	Details
Identidad ALL	Completed	12/21/2016 11:03AM	12/21/2016 11:03AM	Details

« ‹ 1 2 3 4 5 › »

Also, by pressing the blue button *'details'*, you'll find:

Date

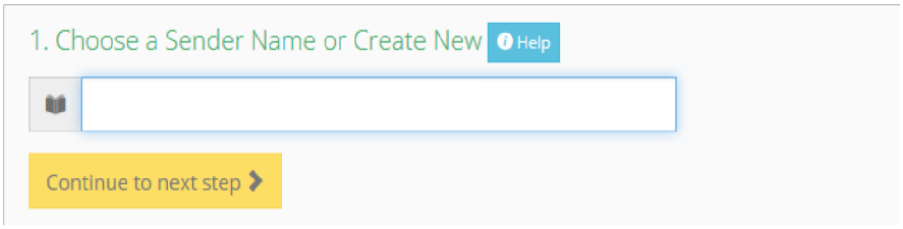
- Campaign status: here you'll find 'Completed', 'Incomplete' and 'Programmed'.
- How much SMS each campaign has, and how many of them were sent successfully.
- A specific button to repeat the campaign (if needed)

b. Create campaign

To create a campaign, click on *'create campaign'* button (located at the top left) and follow these steps to do this successfully:

Important notice: *remember to enter correctly the information for each field or the system won't allow you to continue further!*

i. **Sender ID:** here type the name of the sender (your Company or the person that's sending the campaign), this is important, because for some countries (like Spain), on the device's sender ID the SMS will be delivered using this name. Also, to ensure reliability, we recommend that this name is related to the campaign itself. Then press the button *'Continue to next step'*.



ii. **Select and edit message:** choose a template (on section 8. It will be explained carefully how to create and define a new template); please make sure that the amount of characters and SMS parts are correct (don't forget the presence or absence of special characters!). If you've decided not to use a predefined template, between the options shown over this menu, choose *'Add content template'*, which will allow you to create a new SMS by writing the text on the box shown.

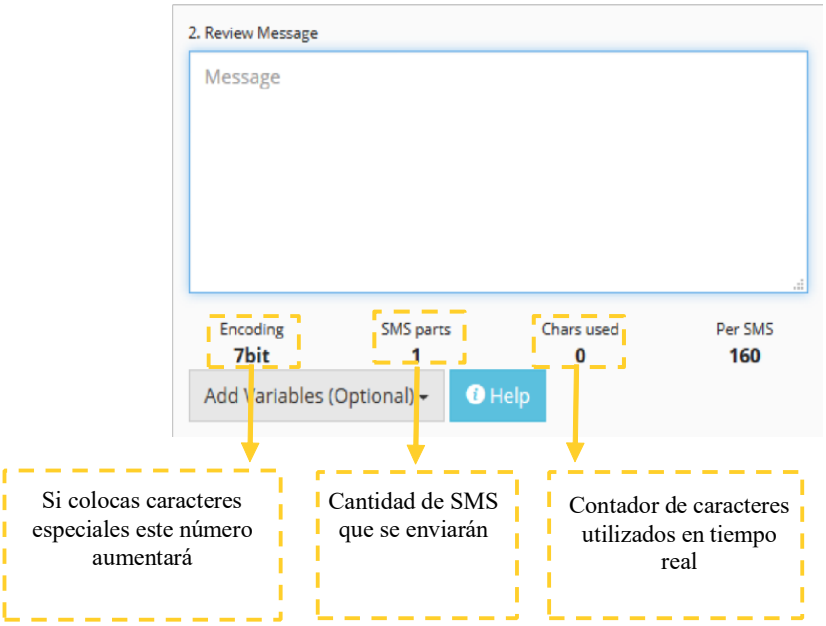
Also, there's the option to add *'markers'* to customize the messages, and this will depend directly on the way of how you've imported your Contacts (please check section 6 of this manual for more details and steps).

Important notice: *be aware of the presence or absence of special characters (and the number of them), for the message to be charged only once!*

Also, you can save this as a new template by pressing 'save template'. Once you've finished this process, press *'Continue to next step'*.

iii.**Select Tags:** select the contacts or recipients for the campaign, you can choose between the previously created ones, or you can add them manually by clicking the option *'Add contact'*, then press *'Continue to next step'*.

iv.



v. Send or program campaign:

a. If you press *'Start now'* your campaign will be sent right away!
b. Choose the option *'Set a future time'* to schedule sending your campaign for a specific time and date.
c. *Test Campaign*: you can send a test SMS with the exact example of how this campaign will *look-and-feel* prior sending it; just click on this button and set the telephone number you want to send to, and this will arrive in seconds!

Yellow Push
By Identidad Telecom

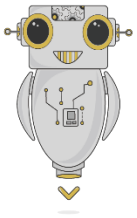
5. Special characters

ATENCIÓN

"Si tus mensajes poseen caracteres especiales, se limita la longitud del mensaje de 160 caracteres a 70 caracteres, incrementando las partes de mensaje y el número de envíos"

Special characters SMS

Symbol	Description
¡	inverted exclamation point
¢	penny Sing
£	pound sign
¤	currency sign
¥	Yen sign
¦	split bar = vertical split bar
§	section sign
¨	dieresis
©	copyright sign
ª	female ordinal indicator
«	angular double quotes open
¬	sign of denial
	soft hyphen = discretionary hyphen
®	Registered sign = Registered trademark sign
¯	macron (long mark) = super-hyphen = high hyphen
°	degree sign
±	plus-minus sign = plus-or-minus sign
²	two superscript = squared
³	three superscript = squared
´	acute accent
µ	micron sign
¶	paragraph sign
·	midpoint = Georgian comma
¸	cedilla
¹	one superscript
º	male ordinal indicator
»	double angular quotes closed
¼	common fraction a quarter = fraction of a quarter
½	common fraction a medium = fraction of a medium
¾	common fraction three quarters = fraction of three quarters
ò	Latin capital letter O with a grave accent
Ã	Latin capital letter A with tilde
Ä	Latin capital letter A with diaeresis
Å	Latin capital letter A with ring
Æ	Latin capital letter AE, = Latin capital letter AE
Ç	Latin capital letter C with cedilla
È	Latin capital letter E with grave accent
É	Latin uppercase letter E with acute accent
Ê	Latin capital letter E with circumflex accent
Ë	Latin capital letter E with diaeresis
Ì	Latin capital letter I with a grave accent
Í	Latin capital letter I with acute accent
Î	Latin capital letter I with circumflex accent
Ï	Latin capital letter I with diaeresis
Ð	Latin uppercase letter ETH
Ñ	Latin capital letter N with tilde = upper case letter
Ò	Latin capital letter O with a grave accent
Ó	Latin capital letter O with acute accent
Ô	Latin capital letter O with circumflex accent
Õ	Latin capital letter O with tilde
Ö	Latin capital letter O with diaeresis
×	multiplication sign
Ø	Latin capital letter O crossed out, Latin capital letter O with slash
Ù	Latin capital letter U with grave accent
Ú	Latin capital letter U with acute accent
Û	Latin capital letter U with circumflex accent
Ü	Latin capital letter U with diaeresis
Ý	Latin capital letter Y with acute accent
¿	Question mark inverted
À	Latin capital letter A with grave accent
Á	Latin capital letter A with acute accent
Â	Latin capital letter A with circumflex accent
ñ	Latin capital letter N with tilde = upper case letter
Þ	Latin capital letter THORN
ß	Latin lowercase letter s mute = ess-zed
à	Latin lowercase letter with grave accent
á	Latin lowercase letter with acute accent
â	Latin lowercase letter with circumflex accent
ã	Latin lowercase letter with tilde
ä	Latin lowercase letter with diaeresis
å	Latin lowercase letter with ring
ó	Latin lowercase letter o with acute accent
ô	Latin lowercase letter o with circumflex accent
õ	Latin lowercase letter o with tilde
ö	Latin lowercase letter or with diaeresis
÷	Division sing
ø	Latin lowercase or crossed letter, = lowercase Latin letter or slash
ù	Latin lowercase letter u with grave accent
ú	Latin lowercase letter u with acute accent
û	Latin capital letter U with circumflex accent
ü	Latin lowercase letter u with diaeresis
ý	Latin lowercase letter with acute accent
þ	tiny latin letter thorn
ÿ	Latin lowercase letter y with diaeresis
æ	lowercase letter latin ae, = lowercase ligature latina ae
ç	lowercase letter c with cedilla
è	lowercase letter e with a grave accent
é	Latin lowercase letter e with acute accent
ê	lowercase letter e with circumflex accent
ë	Latin lowercase letter e with diaeresis
ì	Latin lowercase letter i with grave accent
í	Latin lowercase letter i with acute accent
î	Latin lowercase letter i with circumflex accent
ï	Latin lowercase letter i with diaeresis
ð	lowercase letter eth



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6. Statistics

a. Applied filtering

On this section of the platform the user can search and see all the results of the campaign of that had been sent, by filtering based on the following criteria, and by then pressing the button '*Apply filter*':

Date sent

Campaign's name

Sender's name

Delivery status

Country of delivery

c. Exporting results

After setting up these criteria, press the button *'export stats'*, and then click on *'show export tasks'*, to be able to download a document with the requested information in Excel format (xls).

Also, and the lower part of this screen you'll find a table of summarized information with relevant aspects regarding the search and the filtering of your campaign such as date sent, status of deliveries, recipients, name of the campaign, purchased packages, etc.

7. Contacts

From this menu, you can import the databases that hold up the information of your contacts, whether by importing an Excel (*.xls) file or adding them up manually one by one, here are some key aspects of this process:

Tags: they are created to identify the list of contacts whose SMS will be sent to, this will allow to send to different lists using tags for an ease of use, comfort to send campaigns on a timely manner. Take note that the system will relate automatically each tag with the corresponding name of the contact it belongs to. Also, it is possible to create more than one tag per contact, to do this please go to the option *'add tag'* and name it; also, a contact can be edited as well, selecting the given option.

Import contacts list: by clicking on *'import contacts'* you can select an Excel (*.xls) file with the information, and after importing it, our platform will give you the chance to organize it according to default criteria such as:

First Name
Last name
Phone
Comments
Country
Address
City
State
ZIP code
Birth Date
Gender
Occupation

***Important notice**: user must make sure that all the phone numbers are mobile, if there's a land line the SMS won't be delivered, showing future errors on the campaign after reviewing the campaign's results*.
Thus, depending on how you wish to organize your database, this will give you the possibility to customize* markers whenever you're creating a SMS (or a content template) and the system will assign them automatically (please refer to the section 4. Of this manual, which refers to the usage of *markers* when composing a message).

After you've organized your database, you need to choose a *Tag* or create a new one to name this database.

***Important note**: if there's no tags created you won't be able to add the list of contacts!*

Create contact: to create a contact manually click on *'create contact'* and fill in the required fields (remember that the phone number is mandatory). Then, choose the tag it belongs to (otherwise the contact won't be able to be added). Finally, it's important to check the essential terms regarding the management of your contacts and check the box, then afterwards click on *'add contact'.*

Browse all the contacts from a tag: our system gives you the ability to see all the contacts within a tag, to do this please click on the desired tag, and wait for them to be loaded at the lower part of the screen giving you these options:

You can add a new contact to each group of contact *(Tag*)
You can edit or update each of your contact's information
You can delete each any of the contacts shown on a tag

***Important notice:** once a contact had been deleted it becomes irrecoverable!*

8. Black List

This is an essential feature that has been destined for those contacts who manifest they no longer want to receive anymore messages. If the user adds up a contact over this list, the system will automatically detect its number and will automatically stop sending him/her SMS, this will prevent you from going to your contact lists and delete them manually one by one, which will save you some time and effort! You'll find:

Add: a box with a destination address will appear, and by adding and saving a telephone number it will be automatically added to your *blacklist*.

Import: if you have a list (from an Excel format file) of contacts which no longer want to receive SMS, you can import it, and the system will automatically block such numbers.

9. Plantillas

En este apartado, explicaremos brevemente la posibilidad de crear plantillas para el envío de campañas de SMS que sean recurrentes

a. **Crear Plantilla:** Haz click en *añadir plantilla de contenido*, colócale un nombre a la plantilla y añade el contenido tomando en cuenta los siguientes aspectos: verifica que la cantidad de caracteres no supere los 160; que la cantidad de SMS no supere 1, y estate atento con los caracteres especiales, pues esto puede ocasionar que se envíe más de un (1) SMS (puedes ver más información de esto en la sección 3) Igualmente, puedes añadir variables si necesitas personalizar el SMS, para que esto funcione exitosamente es necesario personalizar dichas variables a la hora de añadir las bases de datos (consulta el apartado 6 de este manual como referencia).

b. **Modificar plantilla**: puedes modificar todas las plantillas, desplegando el menú y modificándola manualmente.

c. **Crear nombre de "remitentes":** para ahorrar tiempo también, puedes crear nombres de "remitentes", los cuales, dependiendo de la disponibilidad del país, va a poder observarse cuando lleguen los mensajes a los destinatarios.

9.Purchase

- For you to buy SMS, Identidad SMS created 3 different plans according to the countries you'd like to send these messages, and a rate plan for a fewer amount of sending:

- **Colombia and India**

Cantidad de SMS	Precio
5.000	95 USD
15.000	256.5 USD
50.000	712.5 USD
100.000	1,140 USD
250.000	2,375 USD

- **Países Premium**

Cantidad de SMS	Precio
5.000	250 USD
15.000	705 USD
50.000	2.290 USD
100.000	4,400 USD
250.000	10,250 USD

- **Países incluidos en este plan**

Argentina	**Bolivia**	**Brasil**	**Chile**	**Perú**	**Uruguay**	**Venezuela**
San Vincent y las Granadinas	España	Reino Unido	México	Costa Rica	El Salvador	Guatemala
Islas Tuks y Caicos	Anguilla	Antigua y Barbuda	Aruba	Barbados	Bermuda	Islas Cayman
Commonwealth of Grenada	Guadalupe	Haití	Jamaica	Martinica	Montserrat	Santa Lucia
Trinidad y Tobago		Islas Vírgenes Británicas	Australia	Cambodia	Egipto	Jordán
Cote d'Ivoire	Ghana,	Kenia	Mauritius	Senegal	Suráfrica	Túnez
Benín	Camerún	Dominica	Italia	Portugal	Panamá	Nicaragua

Global – Todos los países

Cantidad de SMS	Precio
5.000	475 USD
15.000	1,365 USD
50.000	4.400 USD
100.000	8.600 USD
250.000	21,250 USD

By default, our platform uses a rate plan called 'Pay as you go, which allows you to buy the amount of credit you need. This plan is perfect for users who need to send less than 5,000 SMS.

Additionally, in the platform you'll find two purchasing options: first is buying credit, and the second consist on buying SMS packages directly, let's look on each one of them:

Buy credit (*Top up your balance)*: over '*plan rate'*, click at the upper side of this window, and you'll find the option to add the amount of credit you'd like to purchase, and a button *'Put to Cart'*, for later paying this through *Pay Pal*

Important notice: *It's important for you to have or create a Pay Pal account for this. This credit will work under the Pay as you Go feature, or along with the modality of SMS Packages.*

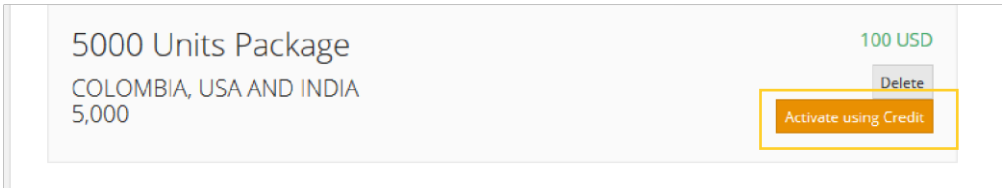
Buy Packages: Here you can have the possibility to purchase default SMS packages, which you can pay through *Pay Pal*, or with the credit you currently have as a user.

Cart: whether you've had chosen between purchasing credit or a SMS package, these options will be reflected on the *Cart* section, located at the top right of the screen, on which you'll find some of these scenarios:

If you wish to pay with credit, you'll have to click on the button that *says 'Activate using credit,* as it's shown on the picture below:

If, at the contrary, you'd wish to purchase your package using *Pay Pal*, only press the button that says '*Pay*', and the system will redirect you automatically to your Pay Pal account where as a user you can complete your payment (see picture).

If you wish to pay with credit, you'll have to click on the button that *says 'Activate using credit,* as it's shown on the picture below:



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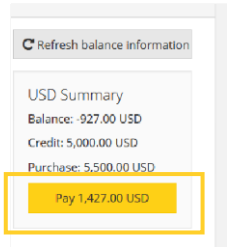

Important note: Make sure to make a payment before attempting to send SMS!

10. Connections

If you need to connect your own system along with our platform, you can do it so by clicking on the button '*add*', on which you'll need to specify the name of your connection, IP address, and choose the currency which you'd like to use or pay with.

Afterwards, please replace (without the brackets) the fields in black prints with the access credentials that the system gave you, and fill in the information of your preference in blue prints:

https://retail.identidadsms.netrest/send_sms?from=<número de remitente con código de pais>&to=<telephone number of the recipient>&message=<content of text message>&username=**<user that the plattform provided to you>&password=<password platform provided you >**

11. Account Settings:

Along with this section, you'll be able to find all the relevant information regarding to:

Account information: you'll find your profile information you've entered at the moment of creation of your account. It can be edited through the 'edit' button. Also, you can reset your password, if needed.

Order History: you can check and track your recent purchases throughout your account on:

Date
Total paid
Order ID

Subscriptions:

You may see the packages, name of the package you've purchased and:
Description of it
Available SMS
Time purchased

12. Country list

Code Country	Country	Code Country	Country	Code Country	Country	Code Country	Code Country
1	Canada	46	Sweden	82	Korea	226	Burkina Faso
1	Dominican Republic	47	Norway	84	Vietnam	227	Nigeria
1	Puerto Rico	48	Poland	86	China	228	Togo
1	United States of America	49	Germany	90	Turkey	229	Benin
1	United States of America	51	Peru	92	Pakistán	230	Mauritius
7	Russia	52	Mexico	93	Afghanistan	231	Liberia
20	Egypt	53	Cuba	94	Sri Lanka	232	Sierra Leone
27	South Africa	54	Argentina	95	Myanmar	233	Ghana
30	Greece	55	Brazil	98	Iran	234	Nigeria
31	Netherlands	56	Chile	211	South Sudan	235	Chad
32	Belgium	57	Colombia	212	Morocco	236	Central African Republic
33	France	58	Venezuela	213	Algeria	237	Cameroon
34	Spain	60	Malaysia	216	Tunisia	238	Cape Verde
36	Hungary	61	Australia	218	Libya	240	Democratic Republic of the Congo

39	Italy	62	Indonesia	220	Gambia	241	Gabon
40	Romania	63	Philippines	221	Senegal	242	Congo
41	Switzerland	64	New Zealand	222	Mauritania	243	República democrática del Congo
43	Austria	65	Singapore	223	Mali	244	Angola
44	Reino Unido	66	Thailand	224	Guinea	245	Guinea Bissau
45	Dinamarca	81	Japan	225	Cote d'Ivoire	248	Seychelles
249	Sudán	297	Aruba	377	Monaco	591	Bolivia
250	Rwanda	298	Faroe Islands	380	Ukraine	592	Guyana
251	Ethiopia	299	Greenland	381	Serbia	593	Ecuador
252	Somalia	350	Gibraltar	382	Montenegro	594	French Guiana
253	Djibouti	351	Portugal	385	Croatia	595	Paraguay
254	Kenya	352	Luxembourg	386	Slovenia	597	Suriname
255	Tanzanza	353	Ireland	387	Bosnia-Herzegovina	598	Uruguay
256	Uganda	354	Iceland	389	Macedonia	599	Netherlands Antilles
257	Burundi	355	Albania	420	Czech Republic	673	Brunei Darussalam
258	Mozambique	356	Malta	421	Slovakia	675	Papua Nueva Guinea
260	Zambia	357	Cyprus	423	Liechtenstein	676	Tonga
261	Madagascar	358	Finland	501	Belize	678	Vanuatu
262	Réunion	359	Bulgaria	502	Guatemala	679	Fiji
263	Zimbabwe	370	Lithuania	503	El Salvador	682	Cook Islands
264	Namibia	371	Latvia	504	Honduras	687	New Caledonia
265	Malawi	372	Estonia	505	Nicaragua	689	French Polynesia
266	Lesotho	373	Moldova	506	Costa Rica	852	Hong Kong

267	Botswana	374	Armenia	507	Panamá	853	Macau
268	Swaziland	375	Belarus	540	Solomon Islands	855	Cambodia
269	Comoros	376	Andorra	590	Guadeloupe	856	Laos
968	Oman	1441	Bermuda	880	Bangladesh	994	Azerbaijan
971	United Arab Emirates	1473	Granada	886	Taiwan	995	Georgia
972	Israel	1649	Turks and Caicos Islands	960	Moldova	996	Kyrgyzstan
973	Bahrain	1664	Montserrat	961	Lebanon	998	Uzbekistán
974	Qatar	1684	American Samoa	962	Jordán	1242	Bahamas
975	Bhutan	1758	Saint Lucia	963	Syria	1246	Barbados
976	Mongolia	1767	Dominica, Commonwealth	964	Iraq	1264	Anguilla
977	Nepal	1784	Saint Vincent y las Granadines	965	Kuwait	1268	Antigua and Barbuda
992	Tajikistan	1868	Trinidad and Tobago	966	Saudi Arabia	1284	British Virgin Islands
993	Turkmenistan	1869	San Kitts y Nevis	967	Yemen	1345	Cayman Islands
1876	Jamaica						