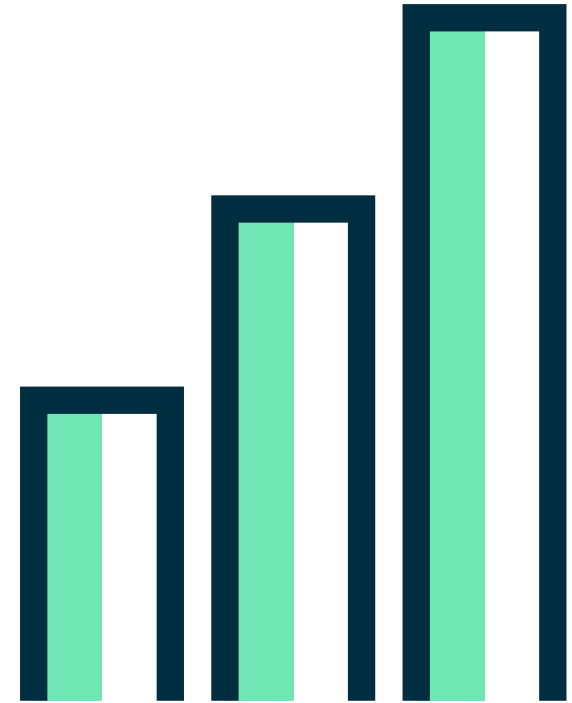


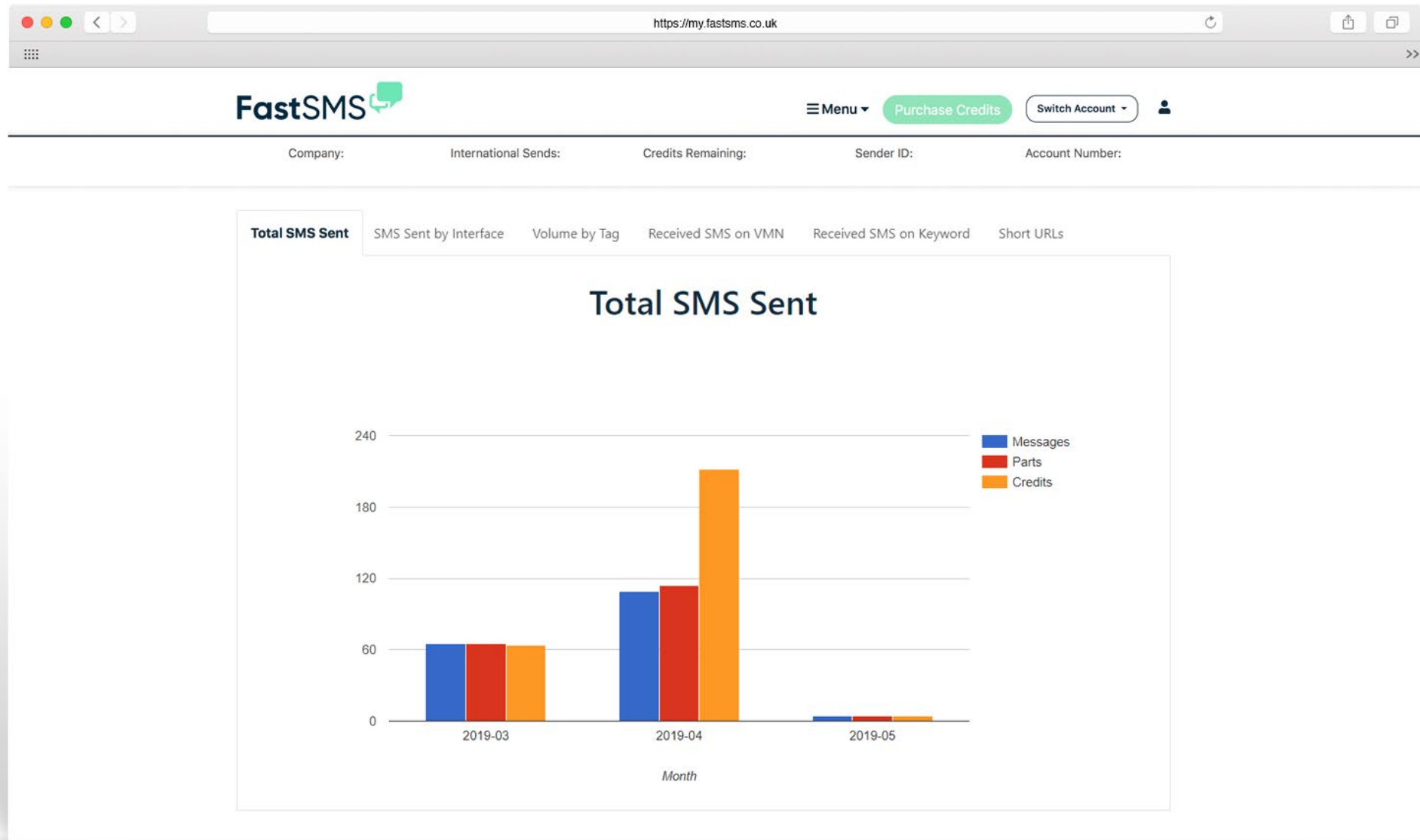
Let's get started

Campaign Analytics



Checking your campaign analytics

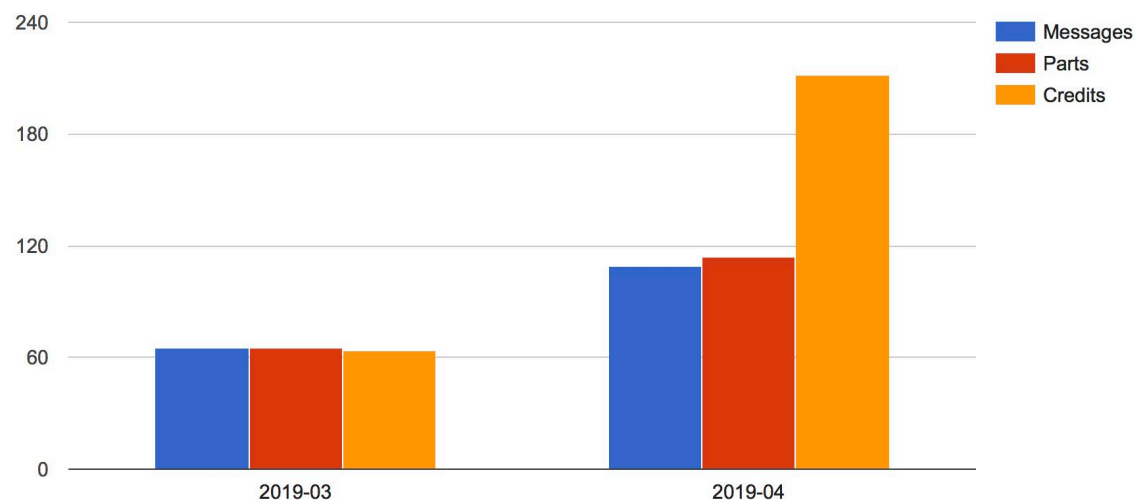
(just click on Analytics)



Checking your campaign analytics

(just click on Analytics)

Total SMS Sent



Messages

This bar chart represents your message campaign in numbers. To start with we have the messages column, which states how many customers the message was sent to.

Parts

Some messages can go over the character limit, meaning that although the message is delivered to the recipient in one message, it is actually made up of more than one part.

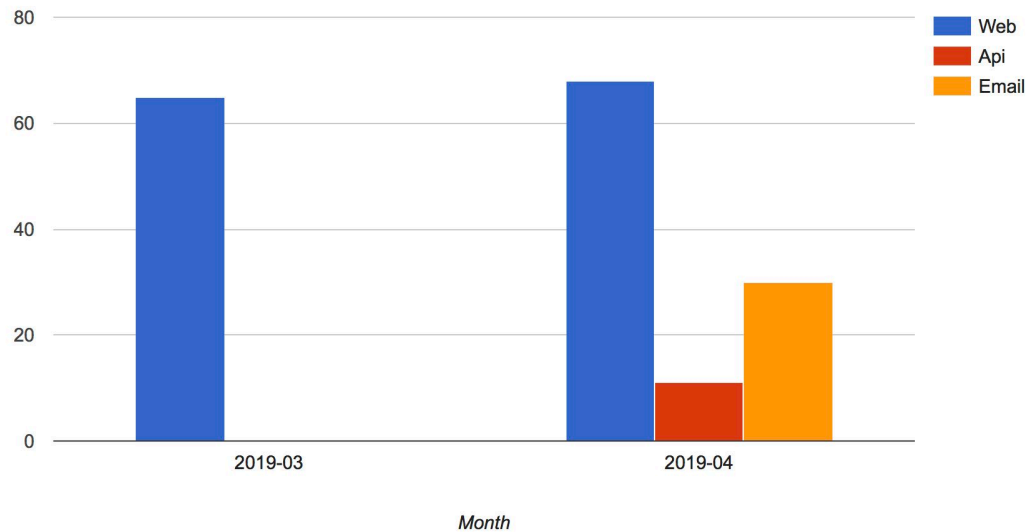
Credits

Finally how many credits were used in sending the campaign. Bare in mind a message which is made up of two parts, will cost two credits. Also all International sends are double credits, example one message will cost two credits when sent Internationally.

Checking your campaign analytics

(just click on Analytics)

SMS Sent by Interface



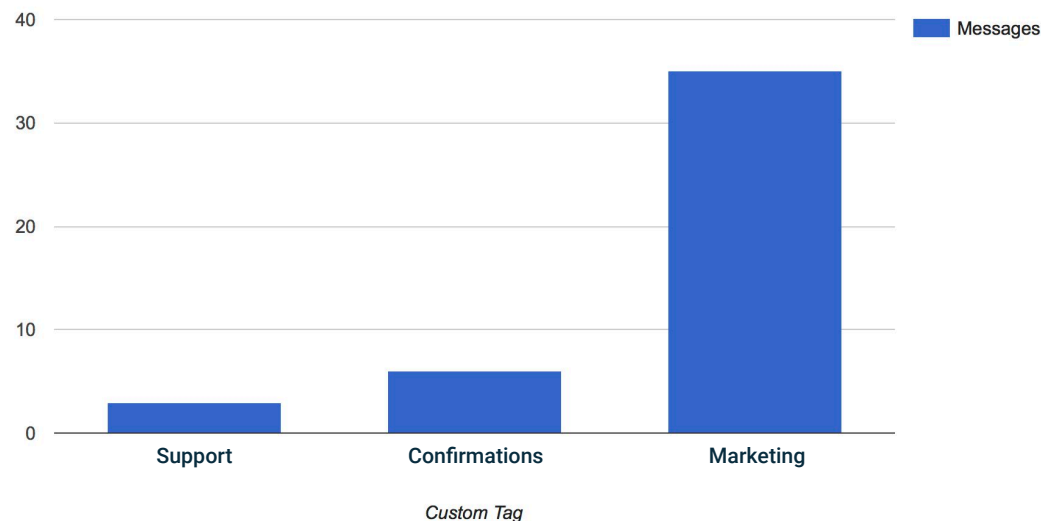
Sent by interface

This bar chart represents how you are sending your messages. Here at FastSMS we have several ways that you can send your messages, through our online web platform, API or through our email to SMS service.

Checking your campaign analytics

(just click on Analytics)

Volume by Tag



Sender ID	
Sender ID	447800005420 <input type="button" value="Save"/>
Custom Tag	Optional Custom Tag...

Volume by tag

When you send out your messages and campaigns, you can assign a custom tag so you can track and see how many messages you have sent. In the example on the left, we have applied a custom tag to represent the type of messages that we have been sending, so we can see that we have been sending three types of messages, support, confirmations and marketing messages.

Checking your campaign analytics

(just click on Analytics)

Total SMS Sent SMS Sent by Interface Volume by Tag Received SMS on VMN Received SMS on Keyword **Short URLs**

Short URL clicks

URL	Clicks
https://scottsfood.co.uk	36
https://scottsfood.co.uk/buy-now/?utm_source=sms&utm_campaign=vipcustomers	11
https://scottsfood.co.uk/sms-vip-offer	6
https://scottsfood.co.uk/book-a-table	5

Short URL Clicks

This lets you know how many people have been clicking the links you have been sending in your messages.

If you have any other questions, problems or are still looking for some more answers then please do get in touch...

Call - [0800 954 5305](tel:08009545305)

Email - helpdesk@fastsms.co.uk

We're always happy to help!

