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Clickatell Sender ID User Guide V1.2

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Contents

1. Introduction

Clickatell allow you to register and customize Sender IDs. This document is intended for customers who currently make use of one of Clickatell's products and would like to make use of this feature.

2. What is a Sender ID?

A Sender ID is the name or number that an SMS appears to come from ('from address') when you receive a message on your phone, for example a mobile number or company name. Clickatell currently provides the ability to customize the Sender ID.

This is useful if you would like to set your mobile number as the Sender ID to receive replies to your mobile phone, or so that the recipient can identify you as the sender. It is also useful for branding of a message by setting the Sender ID as your company's name.

The ability to customize a Sender ID of an SMS can result in abuse by using it as a tool for spamming and spoofing. Spoofing is when a person or company masquerades as another by falsifying data and thereby gaining an illegitimate identity.

To reduce the abuse and ensure the legitimate use of this feature to protect you, while still providing you with the ability to customize the Sender ID, Clickatell follows a strict process whereby each Sender ID must be registered and authenticated with Clickatell before it can be used.

Please Note: The Sender ID feature only applies to network operators who support this feature. For example, you cannot use custom Sender IDs when delivering messages to the United States of America due to certain limitations with USA network operators.

For more information about delivery routes please visit:
http://www.clickatell.com/help-support/developer-apis/routing-profile-guide/

Clickatell API users should refer to the req_feat (required features) parameter in the API documentation to ensure that their messages are delivered via a route capable of supporting Sender ID.

For detailed documentation regarding the required features for using a Sender ID, please consult the API guide of your choice at: http://www.clickatell.com/help-support/developer-apis/clickatell-api/

3. How do I register a Sender ID?

As per our Sender ID process, you are required to register the Sender ID you would like to use within your account when sending messages. The requested Sender ID is subject to approval from Clickatell.

There are three methods available to register your Sender ID:

4.1 Automatic Registration

By default, after registering for one of our products, you will be able to use the number that you used to activate your account with as a Sender ID, as it has been verified to be your number via the account activation steps process. No further action is required.

4.2 Online Registration

An online interface is also available where you can apply to register Sender IDs.

To register a Sender ID online, follow these steps:

Step 1: Log into your account at http://www.clickatell.com/
Step 2: Click on the **My Settings** tab.
Step 3: Click on **Manage Sender IDs** link.
Step 4: Click on **Add Sender ID**.

After completing these steps, the online interface will guide you through the process of applying for a custom Sender ID. You will receive email notifications if any further action is required for the process to continue.

The **Manage Sender IDs** interface will list the status of your requested Sender IDs (such as approved, pending approval).

If you have any questions or problems, please contact our support team at: support@clickatell.com

Please note: Sender IDs are case-insensitive.

Mobile numbers can be registered in real-time as Sender IDs. Clickatell will send the specified number an activation code and you will be required to enter this code at the relevant webpage, thereby verifying that you own the mobile number you wish to use as a Sender ID.

Names and numbers such as company names and landlines that cannot be registered in the above manner will be processed through a manual verification process that can take up to 72 hours. You will be required to submit a motivation through the online interface and will receive the outcome from Clickatell via an email and the online interface.

4.3 Registering via an API

If you would like to register more than one Sender ID, you can use the Sender ID API. This API is only available for registering multiple mobile numbers. Please contact our support department for the technical specification document via email at support@clickatell.com

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4. How do I know if my Sender ID has been approved?

5.1 If you have registered online via Communicator, Central or Messenger Pro

> *Step 1*: Log into your account at http://www.clickatell.com/
> *Step 2*: Click on the **My Settings** tab.
> *Step 3*: Click on **Manage Sender IDs** link.

The table displayed includes a Status section, containing your application status.

5.1.1 Application Statuses

Not Approved
Reason: Your Sender ID may not meet the required criteria of being a company, product name or valid landline/mobile number.

Pending Approval
Reason: Your Sender ID request has yet to be manually processed. Please contact Support, support@clickatell.com, if you need your request attended to.

Incomplete motivation
Reason: Your Sender ID request meets the criteria, but verification is required. Send a request to support@clickatell.com and attach a copy of your company letterhead as verification of your company details. If your company has a domain name registered, reply to this message using your domain-name email account (e.g.: if your company is called Glue and you have a domain www.glue.com, you need to send us an email from yourname@glue.com)

Approved
Your Sender ID has been approved and is ready for use.

5.2 If you have registered using the Sender ID API

Your Sender ID will be approved at the receipt of the OTP, which is sent to your mobile phone.

5. Sub-user accounts

If you have sub-users registered to your account, you can allow them to use your approved Sender IDs.

> *Step 1*: In Central, under **My Settings** search through your sub-users and select which one you'd like to assign a Sender ID to.
> *Step 2*: Select **Search sub-users** from the left-hand navigation menu.
> *Step 3*: Select the search criteria you'd like to use; click **Search sub-users**.

Step 4: At the sub-user search result page, a series of links are available next to each sub-user's details.

Step 5: Select **Status**.

Step 6: In the pop-up window tick **Share Sender ID from parent account**.

Step 7: Click **Update** to activate this.

Your sub-user will then be able to use the Sender ID/s you have registered for your parent account.

Alternatively, if you have a sub-user account, you can apply for your own Sender ID.

Follow the application processes as detailed in the document. When your Sender ID has been approved, follow the steps detailed above to activate it.

6. Examples

Below are examples of a Sender ID:

Numeric: 2782555xxxx
Alphanumeric: Helpdesk
Alphanumeric: 1800House

Alpha and/or numeric (depending on the sender id set, both for alpha) must be supported in order to enable the Sender ID feature. If a leading '+' sign is inserted, this constitutes an Alpha Sender ID.

If the recipient replies to the SMS, and you've set the Sender ID as your own mobile number (e.g. 2782555xxxx), the reply will come back to your own mobile phone.

7. Terminology

- **Mobile originated (MO):** A message sent (originating) from a mobile handset to an application via Clickatell. Mobile terminated (MT): A message sent from an application to (terminating on) a mobile handset via Clickatell.

- **Premium rated message (MO):** A mobile user is charged a premium for the message that they send to a particular short or long code. This service is not available in all regions; please contact an Account Manager for more information.

- **Premium rated message (MT):** A mobile user is charged a premium for a message that they receive from a particular short or long code. This service is not available in all regions; please contact an Account Manager for more information.

- **Revenue share:** This refers to the portion of the premium charge associated with a premium rated message, which is passed on to the content provider.

- **Content provider:** This is the Clickatell customer who is offering one or more services that are usually premium rated SMS system.

- **Customer:** A registered Clickatell customer utilizing the Clickatell API for message delivery and receipt.
- **Sender ID:** The "from" address that appears on the user's handset. This is also known as the message originator or source address. A Sender ID must be registered within your account and approved by us before it may be used.
- **Destination address:** The mobile number/MSISDN of the handset to which the message must be delivered. The number should be in international number format, e.g., country code + local mobile number, excluding the leading zero (0).
- **Source address:** See 'Sender ID' above.
- **Short code:** A short number which is common across all the operators for a specific region.
- **Subscriber:** The mobile network subscriber who owns the mobile number (MSISDN) which will send or receive SMSs or be billed for premium rated services.
- **Upstream gateway:** A network operator, third party or our own short message service center (SMSC).

8. Contact details

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Website: www.clickatell.com
Help URL: http://support.clickatell.com/index.php
Support: support@clickatell.com
Info: info@clickatell.com
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