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1. About the Service & Company Information

SMS Express is owned by parent company SMS Response Australia Pty Ltd, which has been in business since 2001, with an extensive knowledge of SMS Marketing. We can assist you with queries like Excel spreadsheets, how to "write for text", the Spam Act, and of course technical support.

SMS Express is a business text messaging service offering organisations a fast, reliable business-grade broadcast platform, with 24-hour local support.

Our clients are diverse, ranging from small retailers, large white collar firms, tradies, government organisations, schools, childcare and kindergartens, charities, churches, and clubs from across Australia.

SMS Express is also committed to the Australian privacy legislation in the way it collects, uses, secures and discloses personal information. Our parent company SMS Response Australia Pty Ltd is listed on the Register of businesses that have opted into Privacy Act coverage. Businesses on the Register choose to be treated as an organisation for the purposes of the Act and therefore subject to the Australian Privacy Principles. Businesses opting-in to be covered by the Privacy Act are making a public commitment to good privacy practice.

2. How do I get started?

In your browser go to : www.smsexpress.com.au and follow the **TRY FREE** button (top right corner) to the Registration Page.

We offer 10 free credits for you to test the system to see if it's suitable for your needs. If you don't have time to setup your account, we can do this for you.

3. Pricing

SMS Express offers a Pay As You Go service where you can purchase as many credits as you like, with **no minimum** order. There are NO hidden costs, contracts, or sign-up fees and all prices are GST inclusive.

- **8.5C inc GST per credit**
- 1 SMS message will cost you 1 SMS credit to any Australian network
- 1 SMS message = 160 characters (you can send up to 3 messages = 3 credits)
- Replies online or forwarded to your email = free
- Delivery reports - free and available anytime
- No set-up fees or subscription charges
- **No minimum order. Buy what you need. Pay as you go.**
- Credits do not expire on active accounts
- All prices in AUD and include GST

4. Purchasing credits

Credits can be purchased in several convenient ways. Quickest is via PayPal (no PayPal account needed), or direct deposit (EFT), or we accept all major credit cards over the telephone.

We also offer 30-day **Corporate Accounts** to approved organisations. To setup an account, we will send you a formal application form which needs to be signed by your director, chief financial officer or other authorised person.

After a quick approval process, we can set you up ASAP. To order credits simply email us with how many credits you need (and any purchase order or reference number you use that we can add to your tax invoice), and we can add your credits into your account usually within 10 minutes.



5. Support & Help Services

Support is 24 hours, 7 days. For after-hours support call: **0418 384 394**. We also have a User Guide plus videos online which you can view at any time via the [HELP CENTRE](#) or our YouTube Channel *SMSExpressAustralia*.

6. Can I receive replies?

Yes, replies are sent back to you, the sender, and you can view these in the **Replies** section by logging in to your SMS Express account. And you can elect to have them forwarded to an email address free of charge. To set this up via *Account Settings > Incoming Messages Forwarding Settings*.

Please note if you change the SenderID, you cannot receive replies, but you can still use the Optout Placeholder so people can unsubscribe. SEE 13 & 14 below for more info on this.

7. Do I have to pay for replies?

No.

8. How do I know my SMS' were sent?

There are several different reporting options. The **quickest** is via **Sent/Queued** where you can view a full status report online (and download into excel if you want). You can also view other reports via **Date Range Report**, or **Summary Report**. Plus you can look up an individual mobile number to see its status via **Number Lookup Report**.

9. What format should my numbers list be in for importing into my Group/s?

The easiest way is to prepare your data in an Excel spreadsheet. Alternatively, you can prepare data in CSV/Text formats.

Make sure the numbers are in Column A.

You have the option of sending personalised texts and there's up to 6 Placeholder (merge) fields available to you. So you may wish to put a First Name in Column B and Last Name in Column C, for example. Many of our clients are quite creative with their Placeholder fields and some don't use them at all. But the choice is yours.

Please download the User Guide for help with this or see our videos in our Help Centre on main website. Note if you use the Excel add-in, and not the platform) the numbers can be in any column.

10. Is my data safe?

SMS Express will at no time collect, redistribute or sell any information, except where legally required by law to do so. This is with particular reference to any database, numbers and/or recipient details that you may deliver to us, or store on our online system.

Our parent company, SMS Response (Australia) Pty Ltd which owns SMS Express is registered with the Office Of The Information Commissioner's Register of businesses that have opted into Privacy Act coverage. Businesses opting-in to be covered by the Privacy Act are making a public commitment to good privacy practice.

11. How many characters can I use in a text message?

1 standard SMS = 160 characters including spaces. You can send longer messages:
161-306 characters = 2 SMS (2 credits), 307-459 characters = 3 SMS (3 credits) .



Our system uses special characters to join up longer SMS so it appears as 1 message to your recipients. That's why 2 SMS do not equal 320. Note the maximum is 3 messages or 459 characters (3 credits).

12. How can I send a message from my own mobile number?

Our system uses 2 default mobile numbers which are 'hardwired in' to the SMS Express platform. This is the "Repliable" default setting in your account, and allows your recipients to reply to your SMSs, and the replies come back into your account online.

But if you want the SMS to "come from" your mobile number, you can setup a custom **SENDER ID** (see point 13 below on how to do this).

Please note:

Replies will come directly back to your mobile phone and you cannot view any REPLIES in your account. Make sure if people opt-out (as in reply to you with STOP or REMOVE), you remove them from your Groups via Maintain Numbers so you don't accidentally spam them OR use the OptOut Placeholder button to insert an optout link in your SMS, where people can click to be added to your Blacklist (*more on this next*).

13. Can my business name appear as the sender?

Yes it can by setting up a SENDER ID, which allows 11 characters including spaces. For example you can have the SENDER ID as ACME CO, and this will show up on the recipient's phone as from ACME CO instead of the system's mobile number.

Note: Some telcos may block messages that have no proper "reply path" (i.e. a return mobile number) because this is what spammers and scammers do. Also your recipients cannot reply to a word SENDER ID. ..only to a number .

If you are sending a commercial message (ad, promotion), ensure you stay within the Spam Act by adding an **Opt Out**. The SMS Express system has an **OptOut placeholder** that you can add to your message, which shows up as a URL (website link) in recipients' messages, and they can click to be automatically removed from your list (Blacklisted - more on this in **14.** below).

14. So how does the Spam Act affect me?

All SMS Express customers agree to terms and conditions upon signup that they will observe the Spam Act, and must not use any list gathered illegally. All lists must be permission-based with the recipients' consent.

To stay compliant with the Spam Act 2003, all commercial Text Messages (ads, promotions) must contain an opt-out or unsubscribe facility so recipients can stop getting your messages. You must have in your commercial text messages WHO you are, and an OPT-OUT.

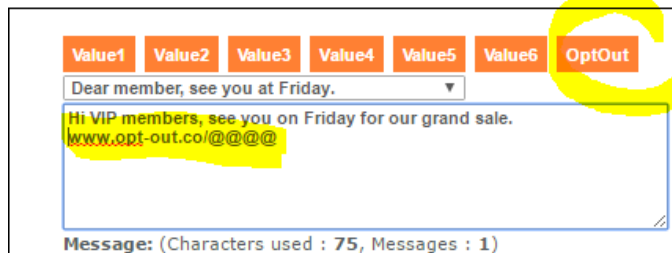
The SMS Express platform offers you 2 ways of inserting an opt-out link in your messages. The first method is simply typing this in your message (which you can save as a Template):

An example is: *Hi Jenny, Jacks Discounts has a 50% off sale this weekend. See U There! **Optout rply STOP***

Recipients opt-out by simply replying STOP or REMOVE. The SMS Express system will **Blacklist** these *automatically* for you, but it doesn't hurt to always check your REPLIES as some people can give a rude "nonstandard" way of opting out! You can also have any opt-out requests cc'd to your email address.



Or you can insert an **OptOut Placeholder** using the OptOut button. This will put a link automatically in your message (uses 20 characters) and the recipient simply clicks on the link to remove themselves. The SMS Express system then *Blacklists* their number so you cannot send a bulk message to them.



The **OptOut placeholder** should be used at all times if you send a commercial text using a SENDER ID.

15. Do I get charged for UNDELIVERED SMS?

Yes unfortunately you do. Why? The telcos charge us/you. That is why we strongly encourage you to keep your list clean by removing dead numbers. After each broadcast viewing **Sent/Queued** will help keep a check on any dud numbers.

Sometimes if a person is out of range, or has their phone switched off for a while, or just had a number ported, or there is a huge event happening (like New Year's Eve) this can affect delivery...but it may just be a once-off, so keep an eye on your Sent/Queued reports for any dud numbers. The SMS Express server does try to send several times, and then eventually gives up if it can't send. Our company has a lot of experience with databases and can assist you with "cleaning" data.

16. Can I send from my own email program like Outlook? (API Guide)

Yes and we have a dedicated page for this: www.smsexpress.com.au/sms-from-email.html

Or you may have your own platform/system and want to use SMS Express to 'talk' to your own system and use us as a *Gateway*. Our API guides are available free of charge at anytime, and you will see the **API** download link in your online account (left side menu, down the bottom just above Logout). You can also get info from www.mymobileapi.com. Ask your IT specialist to download and view the guides, or contact us for help.

17. Other products & services we offer you

Our parent company has also developed several smartphone apps and SMS software. If you prefer to use the Contacts on your phone, but have the cheaper pricing and some fancy functions to send text messages, you're welcome to download our SMS Express app, which is free and exclusive to our customers. We also have other apps like Auto Forward SMS.

Plus we now have an **add-in for Excel** where you can send directly from Excel instead of logging in to the online platform. This is free for SMS Express customers.

<https://www.smsexpress.com.au/sms-from-excel.html>

Thank you for your interest...we look forward to doing business with you.

