Information Guide:
USA Standard Rate SMS

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Kapow SMS Gateway

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1. Overview

In the USA mobile users pay to receive standard SMS. This is different to almost all other destinations worldwide, where SMS is free to receive. Due to the additional cost to the mobile user the networks in the USA have stricter regulations and policies.

This document refers to standard rate SMS in the USA only. For information on Premium SMS services please contact us.

When sending standard rate SMS to the USA over any service you should be aware of the following:

Opt-ins
The mobile user must opt-in to receive SMS from your organisation. This can be done via the web or incoming SMS. You must record an audit trail of all opt-ins.

Message Rate
Regardless of which Kapow service you use to send standard rate SMS to the USA, our list pricing will apply. Please see https://www.kapow.co.uk/pricing.html?view=message.

Concatenated SMS
Only a few networks in the USA support concatenated (or 'long') SMS, so it is advised that you send no more than 160 characters per message.

Delivery Reports
Normal industry practice is for the recipient network to send a successful delivery status to the Gateway when a message has been delivered to the mobile handset. However, in the USA the recipient network will send back a delivery report when they accept a message, and before they attempt to pass the message on to the mobile handset. This means delivery reports can not be fully relied upon in this market.

Opt-out
It's important that when sending messages via a USA Shortcode the mobile user can easily opt-out. Standard practice is to end your messages with a note similar to "Msg & data rates may apply. Send STOP to opt out."

2. Standard Service

You can send to the USA using Kapow's standard service but we are not able to guarantee delivery. As mentioned above, recipient networks accept SMS and assuming certain criteria are met (e.g. the

number is valid) provide a successful delivery report for the message. In some cases the receiving network may assess the message as spam and 'dump' the message with out delivering to the handset. To ensure a higher chance of delivery it is advised to send messages with the from-id set to a number.

3. Shared Shortcode

This enables you to send SMS to the USA on-net (via the recipient's own network), making delivery very reliable. There is a one time set-up fee to enable your account for the service and you'll need to complete a form detailing your service details. There is also a monthly fee for running the service.

Set-up: £50
Monthly: £50

Lead Time: 2 to 5 working days
Minimum Term: 1 month
Billing: Per calendar month
Cancellation period: 1 full months notice.

Incoming SMS

You can choose to have a keyword on the Shared USA Shortcode. This will enable USA mobile users to send messages to the Shortcode which are then routed to you via email or HTTP (see our 'Receiving SMS' file). Messages to the Shortcode must be prefixed with your keyword to ensure the message is routed to you correctly. Your first keyword is included in the fees above. Additional keywords on the Shortcode are available at:

Set-up: £50
Monthly: £25

4. Dedicated Shortcode

When your sending volumes exceed 200,000 messages per month, the Shared Shortcode option will no longer be suitable. In this case we can provision and run your own dedicated Shortcode which is used by your organisation only. You may also choose to use this option if you will be receiving incoming messages and want to receive every text that is sent to the number.

Random Shortcode
Set-up: £1,000
Monthly: £2,300

First 75,000 messages included

Vanity Shortcode
Set-up: £1,300
Monthly: £2,300
First 75,000 messages included

During set-up there will be a monthly charge of £375.
Lead Time: 12 weeks
Minimum Term: 1 year
Billing: Per calendar month
Cancellation period: 3 months notice.

5. Sending Messages over a Shortcode

Once you have been approved to send SMS over a USA Shortcode we will enable your Account for sending SMS via the appropriate Shortcode(s). You can specify a Shortcode route when sending via HTTP by simply adding the 'route=' parameter followed by the Shortcode e.g. "route=84010". Full details can be found in the Kapow HTTP API document, available here. You can also specify a Shortcode route when sending via our easy to use online Web Form.

Please inform your Account Manager if you will need the service live for a specific date.
We reserve the right to refuse service if we feel that regulations are not being met.

Set-up and monthly charges may be amended with prior notification.

GLOSSARY

Dedicated Shortcode: Is a unique *shortcode* for your organisation.

HTTP: Is a protocol and acronym that stands for **Hypertext Transfer Protocol**.

Keyword: Is a unique identifier, (chosen by the individual or company) within a *Shared Shortcode* or Virtual Long Number.

Lead time: Is a term used to indicate the set-up time for one's Kapow Service.

Minimum term: Is the minimum length of time needed to commit oneself to the Kapow service.

Network Provider: Refers to the different Network Providers that you and the mobile users may use with the Kapow SMS service.

Parameter/s: In a '*HTTP request*' context refers to the '*key=value*' pairs submitted when sending form data using GET or POST.

Premium SMS: Is a service offered by Kapow enabling a Company to generate revenue by charging the recipients of SMS messages sent through the Kapow SMS Gateway.

Route Parameter: Is added to the end of the normal HTTP request when sending SMS via a Shortcode.

Shared Shortcode: Describes a shared shortcode with which you can use to send SMS . This Shortcode may be used by other customers and only messages prefixed with your *keyword* will be routed to you.

Random Shortcode: Describes a standard random 5 digit shortcode which may not be as memorable as a Vanity Shortcode.

Vanity Shortcode: Describes a memorable 5 digit shortcode which may be easily remembered by mobile users.

From-id: Refers to the sender/originator of an SMS message, it can be set for each message and defaults to www.kapow.co.uk unless changed on an account.