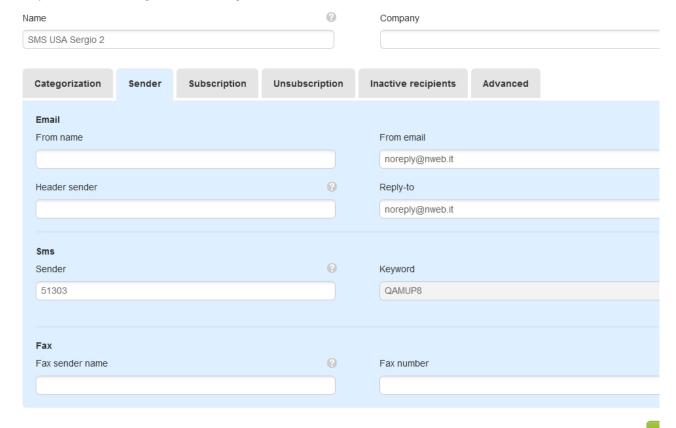# SMS delivery in USA

If you wish to use MailUp as an SMS platform **in the USA**:

- Set up a MailUp account if you don't already have one
- Purchase credits: http://www.mailup.com/credits.htm
- Once your order has been approved, SMS credits will be allocated to your account.
- Make sure to let your account representative know: your MailUp account has to be configured for US SMS
- Wait until you receive confirmation from your account representative that the account has been properly setup
- You can get started with the settings below even before settings have been allocated to your account

List settings for US accounts

Before you start using MailUp to send text messages in the USA you have to create a new list in your account and make sure some settings are enabled.

From your admin tool: *Settings > Account settings > Lists > New*

Name		Company
SMS USA Sergio 2		

Categorization | **Sender** | **Subscription** | **Unsubscription** | **Inactive recipients** | **Advanced**

Email

From name

From email
noreply@nweb.it

Header sender

Reply-to
noreply@nweb.it

Sms

Sender
51303

Keyword
QAMUP8

Fax

Fax sender name

Fax number

Short code

By default your account is set up to use MailUp's shared SMS short code, which currently is 51303.

- This short code cannot be changed
- Users will send sms to this number to sign up to your list/campaign (identified by a keyword, as mentioned below)
- If you are interested in using a dedicated short code, please contact us.

Keyword

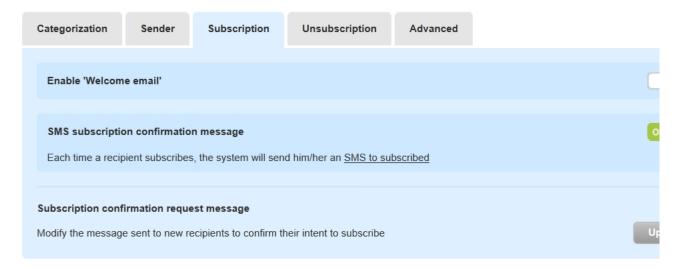In the *sender tab* add the **Keyword**: this will be used by your users to subscribe to the sms list.

For example, let's say you are a pizza restaurant in San Francisco: your keyword could be "pizzasf".

- The keyword must be unique: it cannot be used by any other MailUp user. This is because the shortcode (51303) is shared. The keyword uniquely identifies your list.
- The keyword cannot be changed once it has been saved, so pick a good one!
- If you create a new list (e.g. for a different campaign), you will need to pick a different keyword for that list

Welcome message

Text messaging industry regulations in the US require that when somebody signs up to receive txt messages from you, a certain **welcom e message** is sent to them. The language to be used in that welcome message is strictly regulated.

To configure the welcome message, click on *Subscription > SMS subscription confirmation message*

- Toggle the feature ON
- Click on *SMS to subscribed* to edit the actual message

In the *subscription tab* set on at the Sms confirmation message, click on SMS to subscribed. You will be redirect to the page where you can set the text included in the welcome message.

The text **"Msg&Data Rates May Apply Reply STOP to cancel Reply HELP for help**" is mandatory in your welcome message

Email | **SMS**
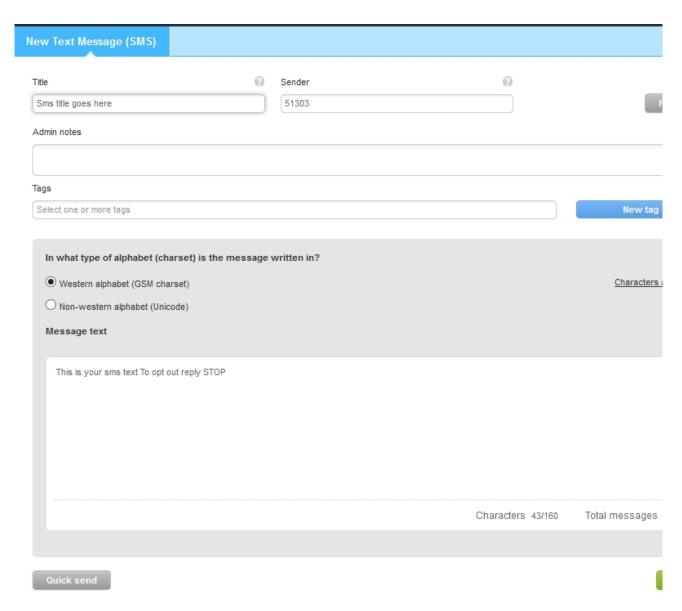
Enable "Welcome" SMS

Sender ❓

51303

Enter the message content

Welcome message for your list Msg&Data Rates May Apply Reply STOP to cancel Reply HELP for help

Characters allowed   Characters: 95/

If you receive this error while saving your settings...

❌ There was an error while saving the welcome message.. The message does not include required text. Msg&Data Rates May Apply
There was an error while saving the welcome message.. The message does not include required text. Reply STOP to cancel
There was an error while saving the welcome message.. The message does not include required text. Reply HELP for help

... it's because the welcome message has not been correctly set up. Please see the notes above on how to configure the welcome message.

How to create a sms message

New Text Message (SMS)

Title   Sender

Sms title goes here   51303

Admin notes

Tags

Select one or more tags   New tag

In what type of alphabet (charset) is the message written in?

● Western alphabet (GSM charset)   Characters

○ Non-western alphabet (Unicode)

Message text

This is your sms text To opt out reply STOP

Characters 43/160   Total messages

Quick send

Creating a sms is very easy. From your admin tool: *Messages > Sms > New*

Remember to add **To opt out reply STOP** at the end of your message. This text is mandatory!

Customer experience

Subscribing

- Your customers will subscribe to your campaign(s) by sending the keyword associated with the campaign (list) to 51303
- Continuing with the example above, the pizza restaurant's customers would text "pizzasf" to 51303 to subscribe to pizza specials sent by the restaurant
- They will immediately receive the Welcome Message, which will tell them how to get help (e.g. more information about the campaign) and how to unsubscribe

Unsubscribing

- After eating too much pizza, some of the customers may want to unsubscribe from pizza specials: they can do so by texting "STOP PIZZASF" to 51303
- The keyword and commands are not case sensitive, so texting "stop pizzasf" triggers the same result