

# Premium SMS

premium short codes solution

*power to you*



## Quick Facts

- Shared and Dedicated Short Codes are available
- All pricing bands available
- Run your own competition or Marketing Survey
- Unique replies can be configured per keyword
- Full Reporting on your campaign

## Introduction

Premium SMS offers you a smart, affordable and fast Premium Rated SMS solution.

Premium SMS is ideal for setting up a competition line or a survey. You are able to easily edit your service settings online, as well as receive full reporting on all received and sent SMS.

## Shared Short Codes

You can get started immediately by creating up to 5 unique keywords on a shared premium short code of your choice. For example: "SMS the keyword WIN to 54000".

You can also create multiple Premium SMS services using different short codes.

## Dedicated Short Codes

You can also select from a range of dedicated premium short codes.

Having a dedicated short code will give you unlimited keywords and more flexibility for your campaign.

## Vodacom Messaging Account

Premium SMS is available to Messaging Account holders.

## Want to find out more?

Give us a call or drop us an email today!

## SMS Reply Options

You have 2 options for the automatic SMS reply.

The Standard Option offers you the option of setting a standard SMS reply for each received SMS per keyword or for all keywords listed,

You also have the option of forwarding the received SMS details to an e-mail address at no extra cost.

The Advanced Option allows your Developer to create a URL that we will call for each received SMS, passing it the necessary details. This allows for total customisation and gives you flexibility with your Short Code service.

## Costs

### Product Subscription Fees

R100 per month per service

### Minimum Revenue Claim Amount

R1 500 - Shared Short Codes

R2 500 - Dedicated Short Codes

## Revenue Share

### Shared Short Codes (60/40 Split)

Band	Pool	Your Share	Vodacom Lesotho
R1.00	R0.50	R0.37	R0.14
R1.50	R1.00	R0.73	R0.27
R2.00	R1.50	R1.10	R0.41
R2.50	R2.00	R1.46	R0.54
R3.00	R2.50	R1.83	R0.68
R5.00	R4.50	R3.29	R1.22
R7.50	R7.00	R5.11	R1.89
R10.00	R9.50	R6.94	R2.57
R15.00	R14.50	R10.59	R3.92
R20.00	R19.50	R14.24	R5.27
R30.00	R29.50	R21.54	R7.97

### Dedicated Short Codes (50 / 50 Split)

Band	Pool	Your Share	Vodacom Lesotho
R1.00	R0.50	R0.37	R0.14
R1.50	R1.00	R0.73	R0.27
R2.00	R1.50	R1.10	R0.41
R2.50	R2.00	R1.46	R0.54
R3.00	R2.50	R1.83	R0.68
R5.00	R4.50	R3.29	R1.22
R7.50	R7.00	R5.11	R1.89
R10.00	R9.50	R6.94	R2.57
R15.00	R14.50	R10.59	R3.92
R20.00	R19.50	R14.24	R5.27
R30.00	R29.50	R21.54	R7.97

\* all figures exclusive of VAT

#### Available Bands and Revenue Share

Bands range from R1 up to R30

\* Subject to availability

#### Shared Short Codes

The Revenue Share is 60% of the revenue given to us, minus the cost of the compulsory reply SMS.

The minimum payout threshold is R1,500.00.

#### Dedicated Short Codes

The Revenue Share is 50% of the revenue given to us, minus the cost of the compulsory reply SMS.

The minimum payout threshold is R2,500.00.

Please note if this minimum payout threshold of R2,500.00 is not met, a penalty charge of R1,000.00 will be liable for the content providers account.

#### Vodacom Messaging Account

Please note that we can only allocate your Revenue Share based on what we receive from the Networks, and when we receive it.

Normal allocation is 60-90 days after the month in question.