Anchor

SMS Reseller Glossary of Terms

These terms are all specific to the SMS Reseller industry and not Mobile Marketing as a whole.

Aggregator
A company that pushes applications to content providers and mobile carriers. This organization assists message traffic through several multiple operators and other corporations by providing campaign oversight, administration assistance and billing options.

Alerts
Traditionally in the form of text or multimedia message, these notifications contains event information (weather, news, updates, etc.) that are sent to subscribers that have opted-in to a short code. If a consumer receives the message and has not opted-in, the message will be considered SPAM.

API- (Application Program Interface)
An application programs specific language that is used to communicate with an operating system or control program, such programs include database management systems (DBMS) or communications protocol. APIs are activated upon codes in the program that provide links to a particular sub route for execution. The API is already setup through a program module to complete the operation or it will need to be linked to an existing program to execute the function.

Application Provider
A company that supplies software solutions to others within the same network.

ASP- (Application Service Provider)
Also known as commercial service provider, ASP hosts software applications within their servers for customer to access through private lines or online.

Bluetooth
By using a 2.4 GHz spectrum band, this feature enables mobile devices (that are equipped with a chip) to send and receive information through wireless devices over a short distance.

Carrier
This is a company that provides wireless services either nationally or locally to consumers.

Common Short Code Administration (CSCA)
A corporation that administers and monitors the short code registry for a specific region. One might also refer to the CSCA as mobile carrier, mobile network operator, mobile carrier, network operator or operator company. CSCAs are predominately located in Canada, China, the United Kingdom and the United States. In other countries, local carriers and short code aggregators are the administrators of the CSC registry.

Confirmed Opt-in
A straightforward agreement by the subscriber to participate in the mobile program/campaign. This agreement is an acknowledgment by the consumer of their desire to participate.

Dedicated Short Code
When a common short code is only running one service at a time.

Delivery Report
MO/MT billing success rates in the form of a notice or report.

Free to End User (FTEU)
A program in which a subscriber opts-in with the intent of receiving SMS/MMS messages that do no result in a premium or standard messaging charges with their carrier. The subscriber can interact wit the service by sending messages, such as opting-in, opting-out or requesting help. Carriers may, at their own discretion, charge the consumer for Mobile Originated messages.

GSM- (Global System for Mobile Communications)
First introduced in 1991 and extensively used in Europe, the Middle East, Africa, Asia and parts of North America, GSM use three different frequency bands: 900MHz, 1800 MHz and 1900 MHz. The frequency allows for eight calls on the same radio frequency, representing the second generation of wireless networks.

Keyword
Also known as a prefix or suffix, this is a specific word/name that is used to push the desired message within a Short Code Service.

Landing Page
A page that the user is directed to when they click on an ad in order to receive more information or make a purchase. These links can appear as an ad banner, link with a webpage or any other form of offer-related communication.

Location Based Services (LBS)

A range of services that provide subscribers assistance with driving directions, information about resources, destinations within their current locations (restaurants, ATM, movie theaters, etc). This technology that is being installed within headsets of their networks, is the same that have been used by parents to monitor their Childs movements.

MMS Message
A multimedia message that contains multimedia objects in the form of a message.

MO or MT Billing
Service used for billing purposes by tagging a tariff to a MO or MT SMS message.

Messaging
SMS and MMS messages that are sent to mobile phones or wireless devices.

Messaging Gateway
Computer system that converts messaging protocols from one to another while providing interfaces between two store, forward nodes or message transfer agents (MTAs).

Mobile Content
Using SMS messages to contain advertising text or that points consumers to a print, web or TV advertisement that promotes ringtones, games, applications, and other services that can be obtained by short codes.

NeuStar
Manages the short code directory that is rented for the use of the CSCA organization.

Opt-in
Acknowledges their desire to participate in notices from the mobile marketer.

Opt-out
The subscriber responds to a notice from the mobile marketer with the phrase "stop". This allows the user to stop receiving the messages from the company.

Opt-out Mechanism
The process that the subscriber may exercise at any point as their right to opt-out.

Premium Billing
Billing above standard SMS or text rates from the carriers.

Premium Rate Program
A program that requires a double opt-in that gives the subscriber understanding that they will be billed above the SMS rate to their mobile plan.

Premium Short Message Service (PSMS)
Also known as SMS billing or MT billing, PSMS is a billing system which the mobile subscriber is charged above standard text messaging rates for mobile content or subscriptions.

Program Approval
Program that is used to obtain approval to the aggregator and carrier for the use of a short code.

Promotional Content
Service or product offered at no charge to the user to try before they make the purchasing decision in order to increase confidence.

Random Short Code
Short code that is assigned by an administration body as a random number sequence.

SMS Message
Most commonly referred to as a text, this is a message that is sent by a Short Message Service using only 160 characters.

SMS to TV (SMS2TV)
An conjunction between TV and mobile subscribers that text in a message or vote that was displayed on TV to persuade an outcome. SMS to TV can also be known as: SMS-based Interactive TV, SMS Text Messaging, Mobile Interactive TV, Mobile-Phone-Based iTV, WAP-based Voting Application, iTV Services for Wireless Devices, Synchronizing Mobile-Phone Based Applications with TV Programming, Wireless 2-Screen iTV, Call TV, SMS-2-TV, SMSTV Text Messaging and Text TV

Shared Short code
A short code that can be used to run multiple campaigns at the same time.

Short Code
Common Short Code is the most common term for Short Code.
See Common Short Code for a definition.

Short Code Program
A campaign that uses a short code as the primary means of
opting-in.

Short Message Peer-to-Peer Protocol (SMPP)
The protocol for exchanging message between individuals or
companies such as Short Message Service Centers (SMSC). Its
primary purpose is for connecting services to a third-party with
SMSCs to automate services.

Short Message Service (SMS)
The standard of message systems between mobile devices that
consist of normally only text.

SIM Card
A smart card that gives a mobile device its identity. SIM cards
are used to identify a phone and make it easy to rent or borrow
phones.

SMS- (Short Message Service)
The transmitting of short text-messages from mobile phones, fax
machines or IP addresses. Messages cannot be longer then 160
alphanumeric characters that contain only text. Once a message
is sent, the SMSC receives it to then sent it to the appropriate
mobile device. SMSC sens a SMS request to the home location
register (HLR) to find a roaming customer.

SMS gateway provider
Provides a gateway for users to send SMS messages through to
then route the messages to another gateway or SMSC.

SMS reseller / SMS broker
SMS providers purchase SMS messages in bulk from wireless
carriers at a low price, they then sell the messages at a higher
price to increase profits.

Single Opt-In
When a subscriber opts-in to a program as activated by terms of the program or service.

Standard Rate
Messages or programs that result in only normal messaging charges that are included in their wireless bill or deducted from a subscribers messaging plan.

Standard Rate Program
Billing the subscriber SMS rates according to their mobile plan which requires a single opt-in.

Subscription Billing Renewal Message
A message that contains the program name, renewal details, billing period and opt-out details before the program or subscription is automatically renewed.

Subscription Program
A mobile subscriber that passively acquires premium or standard charges over time for content delivery.

Subscription Service
Providing mobile content for a fee charged on a regular basis, such as monthly or weekly.

USShortcodes.com
The CSCA website where companies can obtain short codes for mobile services and campaigns.

Unsolicited Messages
SMS or MMS messages sent to subscribers without prior approval.

Zero Rated Messaging
A brand or marketer that assumes payment on behalf of the mobile subscribers for the standard rates