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# GravitySMS

Business SMS Platform

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# About GravitySMS

## What's Gravity SMS

GravitySMS is an online SMS service provider, catering to all types of customers for sending group text messages all over India as well as Globally through different sms gateway networks. They allow send thousands of messages quickly at a time on random mobile numbers and track the delivery status of each SMS. They provide HTTP and XML API, SMPP to integrate with other software and deliver SMS to the intended recipient's cell phones.

## Our Vision

Our vision is to become the leading Technology solution provider in India, providing end to end solutions for various Institutions and organizations both within and outside India.

## Our Mission

Our mission is to help Institutions and Businesses align their Information Technology strategy with their vision. They do this by providing the best consultancy services and technology solutions.

Direct Telecom Operator Connectivity with BSNL, Vodafone, Airtel, Videocon, Jio.

# About GravitySMS

Software & Services business with wholly owned IP.

Solution in over 60 countries, in 25 languages.

Founded in 2016, 10+ years of mobile-first

experience. Supporting over 500+ end users.



# GravitySMS Features - Easy & Powerful



## Send Bulk SMS with Unmatched Delivery

Reach out to millions within seconds. Easily personalize bulk SMS campaigns, compose regional language texts, schedule deliveries and more at the click of a button. **Get best-in-class delivery for both promotional & transactional SMS.**



## Receive SMS Online

Allow customers/prospects to instantly reach out to you. Get your own SMS address and receive SMS online using our short codes, long codes and keywords. Easily set SMS auto-replies or forward incoming texts to your phone/software. **Example: SMS SSMHUB TO 9664653344**



## Secure, Scalable & Powerful SMS APIs

Start sending SMS from any application in minutes. Our powerful SMS APIs allow you to send & receive SMS, reports, manage contacts & more. Access comprehensive documentation with **sample codes in PHP, Java, .NET, C#.**

“ ...and many more features including opt-out manager, opt-in manager (bypass DND), excel-to-SMS etc.



[www.gravitysms.com](http://www.gravitysms.com)



## Media-Rich SMS with Attachments & Shortlinks

Go beyond 160 characters. For the first time ever, GravitySMS allows you to attach and send files, images, flyers, videos, brochures and shortened web links in your texts at **no extra cost!** It's as easy as attaching files in an email.



## Real-Time Delivery Reports & Clicks Metrics

Stop shooting in the dark. With delivery reports for every number and **detailed click through reports** for all attachments and shortened URLs, you can now measure campaign effectiveness. Modify and test different campaigns to find the right message and right campaign time for your target audience!



## SMPP: Great Choice for Top SMS Messaging Performance

If you're having a large clientele and purchasing SMS from multiple providers we empower you to offer robust, scalable and manageable inbound **SMPP client services.**

# Enterprise-Ready Capabilities



## Tiered Account Structure

- Easily allow your franchisees and teams to run their own bulk SMS campaigns with a tiered account structure. Just pay centrally, allocate credits to your sub-accounts as needed and monitor consumption. Yes, it's that simple!



## Control Your SMS Content

Monitor and control the content in every SMS that is sent from your account. You can limit access to SMS templates for your sub-users. Alternatively, you can restrict sub-users' texts from going out without your explicit approval.



## Bespoke Management

We can help you with a range of services from data cleansing and campaign management to custom API integrations and bespoke reports. Our mobile marketing experts can even help you with the right database and marketing insights to kick start your lead generation!



## Multi-User Roles & Privileges

Having problems with multiple users accessing a single account? As a super user, you can define granular roles and privileges for each of your sub-users. You can even monitor their usage with a detailed audit trail report.



## Ultra Low Latency OTP Route

Don't let a delayed OTP affect your business! We can now configure your account with an advanced auto-retry option. Our gateway intelligently reroutes the OTP with different operators if the delivery-receipt is delayed.



## Enhanced Support SLAs

Get personalized support from our in-house mobile marketing and technical gurus. We also offer enhanced SLAs to support corporate clients meet their service level needs.

# Sending SMS – Easily Customize Campaigns

## Personalize Bulk SMS

Use merge fields to quickly add custom fields of your contacts while composing the SMS. Zero software installs required.

## Promotional SMS & Transactional SMS

Ask for a promotional account, transactional account or get both configured, free of cost, so that you can send any business SMS hassle free!

## Send SMS via Web, API, Email, App..

Send via web portal, trigger from your software via GravitySMS APIs, use excel-to-sms plugin, email-to-sms or mobile apps at no additional cost.

## Regional Language Texts

Compose messages in 21 regional languages including Hindi, Tamil, Telugu, Bengali, Marathi, Punjabi using our transliteration tool.

## Opt-out Mechanism

Easily insert opt-out message at the end of any SMS at the click of a button and let us seamlessly manage your opt-outs.

## Unmatched Delivery

Our direct operator connectivity, intelligent gateway routing & redundancy measures ensure best-in-class delivery rates, speed and uptime.

## Schedule and Stagger Campaigns

Send immediately or select a time and date for sending campaigns. Or, stagger your sends in defined batches.

## Opt-in (myDND) Manager

Allow your customers to easily opt-in and receive all your offers and promotional messages. Bypass the DND filters.

## And, so much more

You can even insert your own web links or mobile web pages, tickets, vouchers, loyalty cards, surveys and forms created on GravitySMS platform.

“ Instantly reach out to customers, prospects “ & staff with personalized bulk SMS texts, alerts, updates, OTPs ... ”

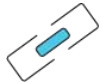
# Send SMS with Attachments and Shortened Web Links

- ➔ Go beyond 160 characters. Insert files, images & web links in your SMS as GRAVITYSMS shortlinks (sg0.co).
- ➔ It is as easy as attaching files in an email.
- ➔ Track link clicks & measure SMS campaign effectiveness.



## Attachments

For the first time ever, send files along with your SMS! Easily insert brochures, menus, photos, videos, spreadsheets, pdfs and more in SMS. GravitySMS will host the file securely and convert this to a unique URL in the body of your text message.



## Web URL

Send your webpages as GravitySMS short links to your contacts and track who opened the links and from which handset! Our Short Link creator tool lets you enter any URL from the web to generate a short link version.



## Measure SMS campaign effectiveness

GravitySMS provides granular reports to track clicks on attachments and shortlinks. You can measure, test and optimize your SMS campaigns to send the right SMS to the right audience at the right time.

Hi, here is our new menu.  
<http://sg0.co/r/8h2>





# Send SMS – Explainers & Examples

## Promotional SMS



Hi Deepika, Happy Birthday! Get 25% Off on all our wines today! With this Voucher: <http://sg0.co/r/UTr>

Promotional SMS is used to send offers, discounts or promotions to new and existing customers. The messages may or may not be solicited by the recipients.

Messages are only delivered to non-DND numbers and opt-in numbers (via myDND).

Promotional SMS can be sent only between 9am and 9pm.

Promotional bulk SMS will be delivered with a random 6-digit Sender ID assigned by the telecom operator. Ex: DM-022145.

VS

## Transactional SMS



Hi Sid, See your child's exam timetable (for sixth grade) <http://sg0.co/r/Nqui>

Transactional SMS is used to send OTPs, informational messages, booking and order alerts to your registered customers. They should not be intended for marketing.

Messages are delivered to all recipients, irrespective of their Do-Not-Disturb (DND) status.

Transactional SMS are delivered 24x7 with no time restriction.

Transactional SMS can be assigned a 6-alpha character Sender ID of your choice. It should correspond with your business name. Ex: IM-GTYSMS.

# Real-Time Delivery Reports & Click Metrics

## Access real-time delivery reports

Keep track of message delivery using authentic delivery reports for each message in real-time.

## Track click metrics

Sending bulk SMS campaigns has been like shooting in the dark for far too long. With GravitySMS advanced link tracking system, you can include a short link in your SMS and track granular metrics like clicks, click through rate and mobile device characteristics like OS, screen resolution & more.



### MEASURE

With simple, yet powerful GravitySMS features you can include attachments or short links and track clicks to measure campaign effectiveness.



### TEST

It's a gas giant and the biggest planet in our Solar System. Jupiter is the fourth-brightest object in the sky



### OPTIMIZE

Mercury is the closest planet to the Sun and the smallest one in our Solar System. It's only a bit larger than our Moon

# 2Way Messaging - Long Code Service

## 2-Way Messaging

● Simplify your messaging experience with the use of shared and dedicated long codes that enable two-way communication at ease.

## Online Surveys

Get feedback of online surveys in realtime with the use long code. People are able to send replies to the said number in an instant.

## Lead Generation

If your advertising campaign includes the use of long code, you can measure the effectiveness of the campaign.

## How Can I Use Long Code Service ?

Long code is two way service and helps you to get real time response from your customer and as in auto reply you can push predefined messages.

- ✓ The Long code is used for lead generation by bulk sms, Online ads, TV channels & print media.
- ✓ It is widely used for mobile verification systems.
- ✓ It is very helpful for stock checking, stock updates, sms subscription activations, Mobile ticketing, mobile opt-in database systems.

“ Provide easy, cost-effective way for customers & prospects to reach out to you instantly. Generate leads and interact with customers by allowing them to easily opt-in or request for information. ”



# 2Way Messaging - Short Code Service

Short codes are mobile numbers that are significantly shorter than regular mobile numbers (usually 10 digits) which are used for SMS, MMS and Interactive Voice Services.

## Survey & Feedback

Short Code service is very good tool for Survey and Feedback.

## User Registration

Short Code service is best way to verify the user registration.

## Contest & voting

Short Code service is best and cheapest tool for contest and voting.

## Promote your business with Short Codes :

Providing a short, easy to remember, and dedicated short code number, usable for SMS marketing, these services enhance lead generation, while facilitating live voting, customer feedback collection, and more.

- ✔ Let your customers provide you the information you need by just texting in to your short codes.
- ✔ Let your customers participate in polls and surveys using combination of keywords and short codes.

“ Short codes are used for buying content, interacting with a help menu, voting on TV programmes, listening to mobile radio, and a host of other services. ”



# Missed Call - Quickest Way to Reach Customers

## Multi Campaigns

Collect missed call responses for multiple campaigns simultaneously.

## Campaign Tracking

Monitor live updates of multiple campaigns on our real-time dashboard.

## Instant Activation

Get started with your campaign in no time with our instant activation.

## How you can use missed call service for your business

Missed call alert services increase productivity in your work and grow the number of potential customers by providing them with the best marketing medium.

- ✓ Easy updates
- ✓ Drive Downloads
- ✓ Lead Generation
- ✓ Customer verification
- ✓ Collect Feedback
- ✓ Engagement/Votes
- ✓ COD confirmation
- ✓ Support for NGOs
- ✓ Opt-in/out of lists

“ **Get customer responses in seconds without any cost. Collect leads, take feedback and run marketing campaigns at no cost with missed call service.** ”



# Voice SMS - Voice API Platform

## Bulk Voice SMS Software and API

Our robust bulk voice SMS software is very powerful to do your company's voice broadcasting. Integrate our different programming Voice APIs or sample code to use Voice services.

## How Voice Broadcasting Can Be Beneficial For You?

- ✓ **High ROI** : Interactive voice broadcasting helps you to make more than 300% return on investment.
- ✓ **Surveys**: It can be used for surveys, feedback, urgent message, welcome or thank you messages.
- ✓ **Political Campaigns** : Easiest and cost-effective way to reach all voters with your custom message.
- ✓ **Lead Generation** : It's a best way to generate mature and qualified leads with minimum investment.

“ Integrate voice calling within your applications. Make, receive, and control calls across the world programmatically. ”

[www.gravitysms.com](http://www.gravitysms.com)



## Voice SMS Features

- ✓ Text to Speech Improves
- ✓ Productivity
- ✓ Powerful API
- ✓ Saves your Cost
- ✓ Pay only for Answered Calls
- ✓ Assured Delivery

GravitySMS

# BULK Email Marketing

## Dashboard

- Easily view counters about the number of email lists, campaigns, subscribers, templates but also recent campaigns details and a recent activity report.

## API keys

Create API keys to allow external application to connect to your account and run various actions like adding new subscribers, creating campaigns, etc.

## Surveys overview

We can allow customers to add their own surveys and decide how many they are allowed to add. Then customers can manage them from here.

## Get your emails opened and read with rich personalization

Our personalization features go far beyond putting you on first name terms with your customers. Combine placeholders through our APIs or via our portal to send highly sophisticated and contextualized emails that deliver value.

## Email Marketing Features

- |                          |                      |                         |
|--------------------------|----------------------|-------------------------|
| ✓ Email lists management | ✓ Email templates    | ✓ Delivery servers      |
| ✓ Campaigns management   | ✓ Bounce servers     | ✓ Sending domains       |
| ✓ Tracking domains       | ✓ Email box monitors | ✓ Feedback loop servers |

“ Create rich, personalized transactional and marketing emails, and send them via API or web portal, to capture your customers’ attention. ”

[www.gravitysms.com](http://www.gravitysms.com)



GravitySMS

# WhatsApp API Solutions

## Send customers information they need where they want to receive it

- How can WhatsApp API help your business? Here are some ideas to get you started.
- ✓ **Time Critical Notifications** Flight cancellations, delays, rescheduling which requires real-time communication, and customer service.
- ✓ **Travel Confirmation & Alerts** Flight confirmations, check-in notifications, and boarding passes for travelers.
- ✓ **Booking Inquiries** Seat selection, payment/billing questions, cabin upgrades, and other information travelers need.

## Features of WhatsApp API

- ✓ Send & receive rich text messages, images, video, and popular document formats.
- ✓ Status updates to track sent, delivered and read messages.
- ✓ Comprehensive statistics and analytics reporting capabilities.
- ✓ Secure end-to-end messaging.





## Secure, Scalable & Powerful SMS APIs

- ✓ Send bulk SMS
- ✓ Schedule messages
- ✓ Retrieve inbound SMS
- ✓ Personalize SMS
- ✓ Manage contacts
- ✓ Generate short links
- ✓ Get delivery reports in real-time
- ✓ Get account balance
- ✓ Access templates
- ✓ Password security
- ✓ Get ticket details & redeem them
- ✓ Get survey results



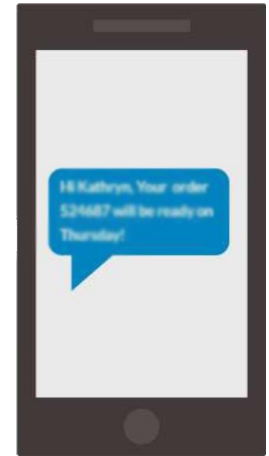
“ Easily integrate any application and start sending SMS in minutes using our free SMS gateway APIs with comprehensive documentation & sample codes in PHP, Java, .NET, C#... ”

# Excel SMS Plugin

- ✓ Create unlimited personalized SMS using the data present on your Excel sheet.
- ✓ Schedule messages to deliver at a later date and time.
- ✓ Choose Sender names.
- ✓ Calculate cost for each send
- ✓ and much more..

## Advantages of using SMS Excel Plugin :

No Need to Login to any website. You can send SMS directly from Excel Sheet. Our SMS Excel Plugin allows to schedule the SMS Campaign i.e. send SMS at a future date and time. Excel plugin saves a lot of time and allows you to manage your SMS campaigns with great ease.



“ Install GRAVITYSMS Excel plugin and send bulk SMS directly from your Excel sheet, without having to log on to GRAVITYSMS web portal. ”

# Use Cases

## Sales Promotions

- With an estimated open rate of 99%, business text messaging is an extremely attractive option for promoting sales. Findings from the same study indicate that 90% of those opens occur within three minutes of receiving the message.

## Marketing Campaigns

If you work/have worked in marketing, you may have heard of the “rule of seven”. It suggests that you have to reach potential customers in several different places, and in a number of different ways, before you can convert them to purchase.

## Orders

Although most companies that allow mobile payments, PAYTM for example, use apps to facilitate the process there are those who allow customers to use text messages to place orders. Domino's Pizza is one notable example.

## Discount Coupons or Vouchers

Creating discount vouchers and coupons can be a bit of a headache, especially with all of the sites on the web dedicated to sharing promo codes that can be used to get money off.

“Contact us to know how your company can leverage GRAVITYSMS platform to drive business growth!”

[www.gravitysms.com](http://www.gravitysms.com)

## Virtual Gifts

Gift company is a virtual gift card, sent via text message, that allows recipients to collect a real gift in a store. For example, you could use it to send a gift voucher to a friend to cover the cost of a meal in a particular restaurant.

## Appointments / Reminders

One of the biggest problems for doctors, dental doctors and anyone else who operates their business on an appointment basis is no-shows. Manually making calls or sending out emails about appointments can help reduce this.

## Alerts

With just a little tweaking, you can use your mobile phone to receive email alerts as text messages. For example, Insteon makes it possible to receive their service notifications (usually sent as an email) as an SMS message.

## Goods Tracking

It's now the norm for both brands like Amazon, Argos etc. and delivery providers such as Yodel and Hermes to offer delivery updates and tracking notifications. In most instances, this includes SMS.

# Why choose **GravitySMS!**

One-stop Shop for  
ALL SMS Needs

**BEST-IN-CLASS DELIVERY**



**EASY & POWERFUL TEXTING**



**AUTHENTIC REAL-TIME REPORTS**



**QUICK, FREE & FLEXIBLE APIs**



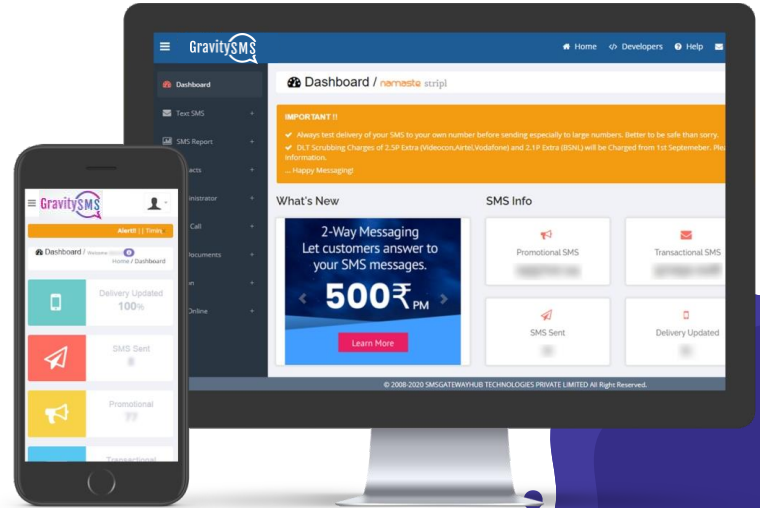
# One-Stop Shop for All Business SMS Needs

## Comprehensive Bulk SMS Platform

- ✓ Send personalized SMS with unmatched delivery (Promotional & Transactional)
- ✓ Receive SMS using short codes, long codes and keywords
- ✓ Access real-time delivery reports
- ✓ Opt-in (myDND) and Opt-out manager
- ✓ Easy & secure API integration
- ✓ Excel to SMS plugin

## Unique Features

- ✓ Offline SMS via Long Code
- ✓ Get detailed click-through reports for all GRAVITYSMS short links
- ✓ Mobile friendly website to send SMS
- ✓ You can buy online SMS as per your need
- ✓ Multiple Operator Failer Routing
- ✓ Send SMS with bank grade security.





Does anyone have any questions?

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