

Please find below some important information which will help you execute your Campaigns according to the Use case.

- ✚ Promotional Route is just for Promotions and hence sometime it might take to deliver the SMS.
- ✚ Transactional Route is a Priority Route as it is related to the “Subscriber / User’s account information like Schools, Banks, Hospitals, and Institutes etc.
- ✚ Promotional Route is open from morning 9:00AM–8:45PM only wherein Transactional Route is 24×7.
- ✚ There is no Standard Timeline for the Delivery of SMS as such as it depends on various reasons including Technical & Functional.
- ✚ Normally, 1lac Promotional SMS gets processed in 10 to 45 minutes subject to Traffic and the Status of receivers Mobile.(Switched off, not reachable, Memory full etc..)
- ✚ Transactional SMS gets delivered normally between 3 sec to 30 sec, but subject to status of receivers Mobile.(Switched off, not reachable, Memory full, etc..)
- ✚ Our Users Submit the SMS to our Operator Server & Our Server submits the numbers to individual Operators to whom the numbers belong.
- ✚ Then the Individual Operators tries to deliver the SMS to the subscriber.
- ✚ If the end user Mobile Phone is Switched Off, Not reachable, Memory Box Full, the Operator does re-retry for a defined time post which the SMS is termed “Failed”
- ✚ The charges in Bulk SMS Industry are for the Submission to the Server and not for the Status like Delivered, Failed, pending.
- ✚ In Promotional Route DND Numbers are filtered before submitting to the server and hence they are not charged. All other numbers will be charged irrespective of their status post submission.
- ✚ As Promotional Route is always high on Traffic, we recommend our users to send / plan the campaign at least 4 hours ahead the schedule.
- ✚ Regarding reports – SMS Sending and Report receiving is a parallel activity at the server level but if the Traffic is high, preference is giving for the SMS submission and not to reports.
- ✚ In such case the reports will be updated after the completion of the said job.
- ✚ Pending Reports – Reports are submitted to our Server by individual Operators and then automatically our Users gets to see the details.
- ✚ If you see some reports are still pending, it means our server has not received any update from the relevant operators(s).
- ✚ There are nearly 100 plus reasons technically for an SMS getting to be termed as “Failed” which are listed by the Operators.
- ✚ If you need any further assistance, kindly email us on : support@msgatewayhub.com or call : 07316450666