



APPRENTICE
VALLEY

PREMIUM SMS

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 32715".

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.

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 email 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.

Available Bands and Revenue Share

Bands range from R1 up to R30

* Subject to availability

Product Availability

Premium SMS is available to Messaging Account holders.

Revenue Share Pay-out

Revenue share is only paid out on entries sent directly to your short code and does not include customer replies on short code response messages.

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

Revenue Share (90/10 Split)

Band	Vodacom		MTN		Cell C		Telkom Mobile	
	Network	Your Share	Network	Your Share	Network	Your Share	Network	Your Share
R1.00	R0.15	R0.09	R0.13	R0.08	R0.03	R0.02	R0.12	R0.07
R1.50	R0.50	R0.30	R0.40	R0.24	R0.14	R0.08	R0.43	R0.26
R2.00	R0.85	R0.51	R0.67	R0.40	R0.25	R0.15	R0.74	R0.44
R3.00	R1.54	R0.92	R1.23	R0.74	R0.48	R0.29	R1.34	R0.80
R5.00	R2.94	R1.76	R2.33	R1.40	R0.93	R0.56	R2.58	R1.55
R7.50	R4.68	R2.81	R3.71	R2.23	R1.50	R0.90	R4.10	R2.46
R10.00	R6.43	R3.86	R5.10	R3.06	R2.06	R1.24	R5.63	R3.38
R15.00	R9.92	R5.95	R7.86	R4.72	R3.19	R1.91	R8.67	R5.20
R20.00	R13.41	R8.05	R10.62	R6.37	R4.32	R2.59	R11.80	R7.08
R25.00	R16.90	R10.14	R13.38	R8.03	R5.45	R3.27	R14.80	R8.88
R30.00	R20.39	R12.23	R16.14	R9.68	R6.58	R3.95	R17.80	R10.68

The Revenue Share is 90% of the revenue given to us, minus the cost of the compulsory reply SMS.

All figures exclusive of VAT

Products Subscription Fees

R150 per month per service

Minimum Revenue Claim Amount

R1 500 - Shared Short Codes

R2 500 - Dedicated Short Codes

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