



## Brief

# AT&T Messaging Toolkit: Your Everything Mobile Communications

Text messaging (SMS) is the most immediate, attention-grabbing, and cost-effective communication channel there is. SMS also boasts the highest read rate of any channel: 90% of all texts are read within three minutes of delivery. It is no surprise to see that more and more businesses are adopting text messaging for their communications. Uses of texting range from alerts, customer service, employee communications, sales and marketing, and even to authentication. AT&T Messaging Toolkit does it all, both internally and externally, with a user friendly interface that makes automation and management a breeze.

### Improve Internal Communications

Strengthen employee communications by sending mass texts as company-wide announcements, benefit alerts, meeting reminders, staffing announcements, and targeted texts for recruiting, shift confirmations, and critical broadcasts. An automated birthday or anniversary picture message can add a personal touch as well. Texting can help increase survey response rates too. If you send employee surveys through text rather than email, you can get more responses and get them faster too.

### Better Customer Service

Studies show that more than half of customers said they would prefer to contact customer service by texting rather than email or calling. By allowing customers to text in their simple questions or inquiries, you can spare them time spent on hold and free up your own phone lines. Texting is also an efficient way to send appointment reminders. It's also a great way to send account or shipment alerts, fraud warnings, and timely reminders using texts based on individual preferences. Plus, you can resend important alerts if the first message was unread or if the embedded link was not clicked.

### Generate More Sales

Automatically send targeted and perfectly timed offers and promotions based on interest and behavioral history. Add mobile coupons and loyalty program features to boost repeat business. Mobile coupons are much more likely to be redeemed than traditional paper coupons. E-coupons can be sent to all mobile phones, not just smartphones.

Receive analytics of your campaigns, letting you see what works and what doesn't. Text-enable your business number to communicate quickly with your new customers. We even integrated with Salesforce, so that when you capture leads using AT&T Messaging Toolkit, they will automatically appear in your Salesforce account, letting you have two-way text chats via Salesforce's interface.

### API Integration

Maximize communication by integrating texting features into your system using one of our several APIs (HTTP, REST, and SMTP). You can also rest easy knowing sensitive information is kept highly secure, as we offer SMS two-factor authentication for login security.

### So much more than just text

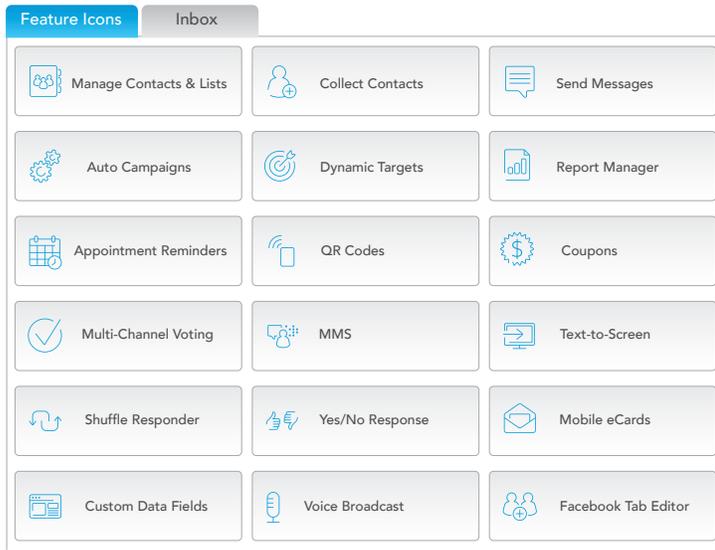
AT&T Messaging Toolkit gives you access to a variety of tools that let you diversify the way you communicate. Send plain text messages (SMS) or multimedia messages (MMS) that include pictures and videos. Use Long codes or 4, 5, or 6-digit Short codes, which enable you to send up to 200 messages per second. You can choose between the included shared short code or purchase your own dedicated code to which subscribers can text your keyword. If you already have a database of subscribers who have given you full consent to receive texts, you can easily import those numbers into your management tool.

### Wow your Customers

Use features like Text-To-Join keywords that can be texted by subscribers to opt-in to your messaging program and create messages that are automatically sent to subscribers when they opt-in using your mobile keyword. You can also run campaigns on autopilot. Set a condition, and when it's met, the app's software automatically carries out a preset action that can be anything from sending a message or coupon to setting a full drip campaign in motion.

Best of all – You can add AT&T Landline Texting, which lets you use send and receive texts via the 10-digit (toll-free or landline number that your business already operates and advertises.

## User Controlled Dashboard



### Messaging Features:

- **Mobile Keywords** – Text-To-Join keywords are registered words that customers can text to opt-in to your messaging program.
- **Picture Messaging** – Send plain text messages (SMS) or multimedia messages (MMS) that include pictures and videos.
- **Import Subscribers** – Import your subscriber database into AT&T Messaging Toolkit.
- **Auto-Responder** – Create messages that are automatically sent to consumers when they opt-in via your mobile keywords.
- **Short Codes** – Short codes are shortened (4, 5, or 6-digit) phone numbers that enable you to send up to 200 messages per second.
- **Appointment Reminder** – Help ensure that clients show up for their appointments by sending text reminders via SMS.
- **Mobile Coupons** – Send product or services offers to a consumer's mobile device.

### Enterprise-Grade Capabilities with everything you need

AT&T Messaging Toolkit gives you SMS, MMS, email and social media, all on a single integrated platform. Brand the management tool with your own name for better user adoption. The easy to use interface will display your brand when users log in. By adopting a multi-channel strategy and using the channel each subscriber prefers, you can reach even those who still prefer to be contacted by email. You can even send a message from your email to be delivered as a text message.

## Management Tools

Access control lets many different users access your account, but enables you to decide which features and data they are allowed to access. If your enterprise operates at multiple locations, you can keep data separate for each location or department. That way, only your California location will be able to message your Los Angeles-based customers. You can also save time and maintain a consistent brand image using pre-made templates, or you can create your own.

### Marketing Features:

- **Smart Targeting** optimizes your messages by catering them to each recipient's interests.
- **Rules and Triggers** automates individualized and perfectly timed messages.
- **Enterprise-grade features** help you grow without compromising control and security.
- **Cross-Channel capabilities** make it easy to reach all of your subscribers from a single user interface.
- **Long-Code Texting** allows you to send and receive text messages using your existing business or direct number, instead of using your personal mobile number.
- **API** enables you to text-enable your existing software.
- **Corporate Branding** gives you the flexibility to brand the software under your name.

Analytics features enable you to fine-tune campaigns and allocate message credits as needed. And AT&T Messaging Toolkit uses redundant data centers, servers, network connectivity, and multiple paths to wireless carriers, so that you can have maximum availability.

### API for Programmers

If you already have your own application, you can incorporate our messaging features into it—SMS, MMS, email, Facebook and Twitter. Our API's two-factor authentication feature also can help improve your online account security by requiring a one-time code that's either emailed or texted to a user when suspicious network traffic or an unknown IP address are detected. And AT&T's support team can provide assistance with API integration if needed.

## Important Information

**Eligibility and Activation:** AT&T Messaging Toolkit is an internet website solution, and/or application programming interface ("API") used for messaging ("Solution"), and related SMS, MMS, e-mail, voice broadcast, social media, and instant messaging capabilities.

**Account Suspension:** If Customer account or the AT&T Messaging Toolkit service within Customer account is suspended for reasons other than abuse or violation of terms of use, Customer account data is retained but billing is suspended. Customer account data will be retained but inaccessible to Customer until service is cancelled or reinstated. Billing is suspended and unused credits will roll over to the next bill cycle if applicable.

**Account Cancellation:** If Customer cancels AT&T Messaging Toolkit, then Customer retains access to the AT&T Messaging Toolkit until the last day of the bill cycle, at which time the Portal and all customer data will no longer be accessible to Customer. In such case, unused credits will terminate at the end of the billing cycle. If Customer account is cancelled by AT&T as a result of abuse or violation of terms of service, Customer will no longer retain access to the AT&T Messaging Toolkit portal or account data effective on the date of cancellation. In such case, unused credits will be forfeited on the date of cancellation. AT&T and its suppliers may delete any of your archived data after 90 days from the date of termination.

**Non-AT&T Devices/Service:** With respect to each message that Customer sends to an end user with a non-AT&T device/service, Customer is responsible for ensuring that Customer, its applicable end users and the use of AT&T Messaging Toolkit complies with all applicable terms of service of such other wireless carrier(s). All associated voice, messaging and data usage will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms and conditions. Support: 24x7 technical support for AT&T Messaging Toolkit provided by AT&T and its suppliers. Second tier and higher support not available 24x7. For non-AT&T Messaging Toolkit issues, all technical support will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms and conditions.

**Sending and/or Receiving Messages:** AT&T Messaging Toolkit requires internet access to access the Solution. AT&T has no liability to Customer for Customer's inability to access the Solution for reasons beyond AT&T's control. If any messages are attempted to be sent from AT&T Messaging Toolkit to any nonsupported, restricted, blocked or unavailable wireless phone numbers or devices at AT&T or any wireless carrier, such messages will not be delivered. Customer is responsible for managing, maintaining and securing information about individual recipients and group distribution lists used in AT&T Messaging Toolkit. AT&T's privacy policy may be viewed at [www.att.com/privacy](http://www.att.com/privacy). Customer is responsible for ensuring accurate phone numbers are entered into AT&T Messaging Toolkit address book and group distribution lists, and Customer is responsible for removing any unwanted phone numbers from AT&T Messaging Toolkit address book and group distribution lists. Customer is solely responsible for all content Customer transmits through or using AT&T Messaging Toolkit, and Customer is responsible for safeguarding its access to AT&T Messaging Toolkit. Customer must take all reasonable steps to ensure that the Customer password and username are not disclosed to a third party or compromised in any way. Use of AT&T Messaging Toolkit is subject to the AT&T Acceptable Use Policy, which can be found at [att.com/AcceptableUsePolicy](http://att.com/AcceptableUsePolicy). Customer and its end users must cooperate with AT&T and/or governmental authorities in investigations alleging a violation or prohibited use of AT&T Messaging Toolkit.

**Emergency Notification:** AT&T Messaging Toolkit must not be used as the sole method of sending SMS, MMS, e-mail or IM notifications that contain information that is essential to the protection of life or property. First responders should not rely on AT&T Messaging Toolkit for such situations; in such situations AT&T Messaging Toolkit may be more susceptible to blocking, outages, delays and congestion, and greater risk of non-delivery.

**HIPAA:** If Customer chooses to use AT&T Messaging Toolkit to transmit Protected Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department of Health and Human Services pursuant to the Health Insurance Portability and Accountability Act ("HIPAA").

**Messages, Privacy and SPAM:** AT&T is a strong supporter of a SPAM-free communication environment and AT&T Messaging Toolkit follows the strictest permission-based philosophies. Customer support monitors large email imports as well as emails, instant messages, and mobile texts for the purpose of minimizing complaints on unwanted SPAM, which may cause delivery delays. Any account found to be using AT&T Messaging Toolkit for SPAM will be suspended without notice. If you know of or suspect any violators, please notify us immediately at [mobilityabuse@att.com](mailto:mobilityabuse@att.com) or deliver an SMS message to 7726. Any unused credit or remaining service fee will not be refunded. Customer's AT&T Messaging Toolkit Online Sign-up page must state why you are collecting the recipient's contact information, how you plan to use the contact information, and must follow AT&T's terms of use and Privacy Policy. Every out-going message via AT&T Messaging Toolkit must contain a mandatory unsubscribe link or "STOP" instruction, as applicable. If the link or instruction is removed or de-activated in any way, AT&T may suspend or terminate the customer's account. A recipient who chooses to unsubscribe or replies to any mobile text via the "STOP" command will be automatically removed from your contact lists. Additionally, AT&T or its supplier automatically sends all of your new contacts an email, instant message, or mobile text confirming their interest in receiving messages from you.

Notwithstanding AT&T's anti-SPAM commitment and procedures, it is Customer's responsibility to comply with all applicable SPAM and privacy regulations and guidelines in each jurisdiction where messages are transmitted, distributed or received. Customer agrees it will not use AT&T Messaging Toolkit to send messages to any recipient without their consent. Customer will have the burden of proving consent with clear and convincing evidence if a recipient complains customer did not obtain their consent consistent with applicable rules and regulations. Consent cannot be evidenced by third party lists Customer purchased or obtained. Customers importing distribution lists and Customers utilizing the API must certify that all numbers are 100% opt-in and were not exchanged, rented or purchased from a third party or business entity in any way, as well as compliance with relevant rules and regulations. Our certification forms are made available during the import upload process and the API provisioning process and are available for your review upon request.

Customer cannot use AT&T Messaging Toolkit to transmit any communication that would violate any applicable federal, state, and local law, court order or regulation, including but not limited to the Telephone Consumer Protection Act, 47 U.S.C. § 227 ("TCPA"), the rules governing the DoNotCall Registry, currently found at [www.donotcall.gov](http://www.donotcall.gov), and the CAN-SPAM Act. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate your AT&T Messaging Toolkit without notice. AT&T's failure to take any action in the event of a violation shall not be construed as a waiver of the right to enforce such terms, conditions, or policies.

**Cellular coverage is not available in all areas:** Due to cellular coverage and system limitations, AT&T Messaging Toolkit functionality may not be accessible at all times. AT&T wireless coverage maps are available at [wireless.att.com/coverageviewer](http://wireless.att.com/coverageviewer). Non-AT&T devices/services are not covered by the AT&T networks and additional terms and conditions may apply (refer to your wireless carrier). Coverage is subject to transmission limitations and terrain, system, capacity and other limitations. AT&T does not guarantee the availability, security, reliability, speed of message delivery, or timeliness of message delivery of AT&T Messaging Toolkit functionality, and AT&T makes no Service Level Agreements (SLAs), guarantees or warranties with respect to the performance of AT&T Messaging Toolkit. Delivery time is dependent upon the conditions prevailing at the time of submission and actual delivery and/or delivery within a specific period of time are not guaranteed. Messages may not be successfully terminated, or terminated in a timely manner, on an end user's handset. This could be due to, for example, the end user's handset not working properly, being switched off or out of range, or the message storage space on the end user's handset being full.

**Short Codes:** AT&T Messaging Toolkit includes access to a shared common short code ("CSC") provided by AT&T for SMS and MMS messages. If a customer desires a dedicated CSC, AT&T can assist in the provisioning and utilization of the dedicated CSC within AT&T Messaging Toolkit, subject to applicable fees. Customer is responsible for acquiring the dedicated CSC and payment for all Common Short Code Administration lease fees. Submitting the request for carrier approval of a CSC does not guarantee that a participating carrier will accept or implement the CSC or that Customer will be able to use the CSC at all. Carrier CSC approval can take 12 weeks or longer, and will vary according to the time required to secure Customer's CSC approval from each desired carrier. AT&T makes no guarantees as to the timing of receipt of any carrier's CSC approval.

**Additional Terms:** AT&T Messaging Toolkit is also subject to customer's Wireless Agreement, the applicable voice, data and/or text messaging plan brochures found at [att.com/abs-addtl-terms](http://att.com/abs-addtl-terms) and coverage maps. All non-AT&T devices and service used with AT&T Messaging Toolkit will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms and conditions. Offer subject to change without notice.

**For more information contact an AT&T Representative or visit [att.com/messagingtoolkit](http://att.com/messagingtoolkit)**

