

Introduction of Smart SMS

2022/5/13 Account Manager Team

Smart SMS

Basic Information:

1. Quantity & Region: Total Number: IN 80 million, ID 10 million;
2. Features: Launched on Miads can do **Installation growth** and **Retargetting**;

Placements

Select placement

SMS

Media/Ad placements:

All

Added: Media1/1, Ad Slots1/1

Enter keywords

GLOBAL_MESSAGE

1.419.1.1

Ad Format:

1. There are three ad formats: **plain text, card, and rich media.**
2. SMS currently only supports delivery in India and Indonesia, and under the time zone of the East Fifth District, the platform does not send SMS advertisements from 9 pm to 9 am;

Plain text

- Sender ID: It is the contact information of the clients, which needs to be manually ensured that the phone number can be used;
- Ad description: no more than 40 characters;
- Button Text: Up to 28 characters;

晚上8:36

蓝牙 4G 45%

←

100106177

← 商户电话号码

晚上8:22

Sale perabot rumah s.d 80% +
GRATIS Ongk [Download](#)

广告描述

按钮文字1

+ 短信 ↑

Card

- Sender ID: It is the contact information of the clients, which needs to be manually ensured that the phone number can be used;
- Ad description: no more than 40 characters;

The diagram shows a promotional card for Kotak bank. The card is divided into several sections:

- Title:** Kotak
- Subtitle 1:** Savings Accounts, Personal Loans and Cre...
- Subtitle 2:** Open a Zero Balance A/C
- Subtitle 3:** Get 6% interest instead of 3.5%
- Message:** Get 6%* interest instead of 3.5% Interest from your Savings Account. Open your Zer... >
- Buttons:** Three buttons are located at the bottom: "Open Account", "Calendar", and "Contact".
- Highlight:** A "Copy" button with a clipboard icon is located in the top right corner.

	A	B	C	D	E
1	Sender ID	Name			
2	KOTAKB	Kotak			
3	Text Items	Required?	Content		
4	Title	required	Kotak		
5	Subtile 1	optional	Saving Accounts, Personal Loans and Credit Card		
6	Subtile 2	optional	Open a Zero Balance A/C		
7	Subtile 3	optional	Get 6% interest instead of 3.5%		
8	Message	required	Get 6% interest instead of 3.5% interest from your Saving Account. Open you Zero		
9	Action Items	Required?	Name	Action(下拉菜单选择)	
10	Highlight	required	Copy	copy string	Get 6% interest instead of 3.5% interest fr
11	Button 1	optional	Open Account	open link	https://aaa.bbb.ccc
12	Button 2	optional	Calendar	open link	https://aaa.bbb.ccc
13	Button 3	optional	Contact	open link	https://aaa.bbb.ccc

Rich media

- Sender ID: It is the contact information of the clients, which needs to be manually ensured that the phone number can be used;
- Ad description: no more than 40 characters;

The image shows a mobile advertisement for Kotak 811. It features a video thumbnail of a man in a red shirt speaking. Below the video is the text 'Kotak' and a description: 'Kotak 811 introduces India's first zero-contact, Video KYC Savings Account. Open an A/c now ! ...'. At the bottom, there are three buttons: 'Open Account', 'Existing Customer Click here', and 'Unsubscribe'. Arrows point from labels to these elements: 'Media' points to the video, 'Title' points to the 'Kotak' text, 'Message' points to the description, 'Button 1' points to 'Open Account', 'Button 2' points to 'Existing Customer Click here', and 'Button 3' points to 'Unsubscribe'.

	A	B	C	D	
1	Sender ID	Name			
2	911141185645	Mint Keyboard			
3					
4	Text Items	Required?	Content		
5	Title	required	Mint Keyboard - India 🇮🇳		
6	Message	required	Your friends are having fun with Mint keyboard! Chat in your ov		
7					
8	Action Items	Required?	Name	Action	Content
9	Button 1	optional	Download	open link	https://mir
10	Button 2	optional	Buy now	open link	https://mir
11	Button 3	optional		open link	
12					
13	Image	800x450, at most 200KB			
14	Video				