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We recently released our new in-platform SMS tool! View a pre-recorded demo here:

View SMS Demo

Included Features

- SMS design library & composition tool
- SMS sending workflow
  - Send a test or a 'live' message
  - Send immediately or schedule delivery
- SMS permission processing
- List send (emergency text)
- SMS reporting pages
- In development: An in-platform link shortener (similar to Bitly)

View our recorded SMS Demo here.

SMS Pricing

Pricing is based on credits. **Credits cost approximately $14 per thousand**, but with volume-based pricing this may be slightly higher or lower. Simple SMS messages under 160 characters use one credit each, while MMS messages use 3. Learn more about credit usage here.

The monthly cost of your provisioned phone number is included included in the cost per credit. There is no additional fee.

We are finalizing our pricing guide, but if you'd like to discuss SMS pricing with us, please email your CSM or our help desk (support@ascent360.com). We'd love to get you started with SMS Marketing!

What to Expect when Getting Started

Once you get signed up for our SMS feature, here's what to expect:

1. Phone number provisioning ➡ We'll get a phone # provisioned for you to send from. *This can take up to 10 business days*.
2. Uploading your opt-ins ➡ If you have an existing list of SMS opt-ins, you'll request a data load.
3. Become familiar with the designer tool ➡ Spend some time building 1-2 messages in the composition tool. It's easy to send yourself *test* text messages.
4. Start collecting additional opt-ins ➡ Think about building an incentive for having people sign up for your text program. Do you want to offer 10% off one product, or perhaps host a giveaway? Ask people to text "START" to your dedicated phone number. These opt-ins will automatically flow into A360.
5. Send your first message ➡ We're happy to assist you during your ramp-up using the SMS tool. If you'd like support, reach out to our help desk team or your CSM.

More Information

If you'd like more information, here are some resources for you:

1. Watch the recorded SMS Demo here.
2. Schedule a 15-minute call with us here.

Submitting a List of SMS Opt-ins

- Make sure you know if your file contains opt-ins only, or a mixture of opt-ins and opt-outs.
  - When submitting your data load request, you must specify if everyone in the file is opted-in or if the permission is within the file itself.
- While your file can have just one column of mobile numbers, this is not optimal for "matching" to existing records in your database. Whenever possible, try to include these fields:
  - Mobile Number
  - SMS Permission
  - Opt-in Date
  - First Name
  - Last Name
  - Email
- Submit your **upload request here**.

Helpful SMS Resources

- Blog: Top Campaigns to Jumpstart Your SMS Marketing Strategy
- Guide to Texting Compliance
- How to gather SMS opt-ins
- Create a text message using the SMS editor

⚠ IMPORTANT REMINDER: SMS compliance is ***always*** required when sending text messages via Ascent360.

To learn more about getting started with SMS, email our help desk or contact your Client Success Manager.