![audata logo]

MESSAGING KEYWORDS GUIDE

Messaging Keywords in Audata Promo allow you to collect incoming messages with a common phrase or word in the body of the message, which makes it simple to run "text-to-win" contests.

With Audata Promo, you can run multiple keywords simultaneously, and set up different, specific automatic replies for each keyword.

CREATING A KEYWORD

1. Navigate to **Messages** > **Keywords** from the main navigation bar.

2. Click **Create New Keyword**.

New Keyword

* Phone Number *

[   ]

* Name *

[   ]

This is a descriptive name for you to use to easily identify this keyword.

* Phrase *

[   ]

This is the word or phrase to look for in incoming messages. Not case sensitive.

⬤ Send automatic replies

Start date   End date

[   ]   [   ]

Leave blank for an indefinite keyword.

[Save Keyword]

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3. Fill in the below fields:

    • **Phone Number** - select the number (from the list of your available numbers) which will receive incoming messages.

    • **Name** - this is for your own reference only, so you can recognise the keyword or campaign.

- **Phrase** - this is the word (or phrase) to detect in incoming messages. This is not case sensitive, so the phrase "TEST" would also catch messages that contain the phrase "test" or "tEsT", for example.

- **Send Automatic Replies** - if selected, enter your reply which will automatically be sent in response to incoming messages.

- **Start and End Date** - this is optional, if you'd like the keyword to only be active for a certain time.

4. Click **Save Keyword**.

5. Your keyword is now active (or will be active from your start date).

VIEWING MESSAGES

You can browse, sort, and search through all the messages that Audata has collected under your keyword, or export them as a CSV file to open in Excel.

1. Navigate to **Messages** > **Keywords**

2. Click the name of the Keyword to view the received messages

3. Click Export CSV if you'd like to download all your messages as a CSV file.

AWARDING PRIZES & SENDING REPLIES

To quickly award a new prize to listeners from your Keyword messages page, hover over the inbound message row and the below links will appear.

Click the **Award Prize** button to award a new prize to this listener.

You can also click **Reply** to easily send a reply to the listener via SMS. Replies will be sent from the phone number which received the inbound message.