



AUDATA MESSENGER USER GUIDE

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**COMMERCIAL IN CONFIDENCE.
FOR DISTRIBUTION WITHIN AUDATA CUSTOMER ORGANISATIONS ONLY.**

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Overview

INTRODUCTION

Audata Messenger is a software service for engaging with audiences via text channels (such as SMS), designed specifically for radio.

LOGGING IN

You can access the Audata Messenger service at the URL below:

<https://login.audata.io>

After logging in, select the “Promo” application.

SELECTING INSTANCE

Different stations in Audata are called “Instances”. If you have access to more than one instance, you can use the drop-down menu in the top right corner of the main Audata Promo screen to switch between them.

Audata will remember the last instance (station) you had selected, and will automatically display this instance when you next sign in.

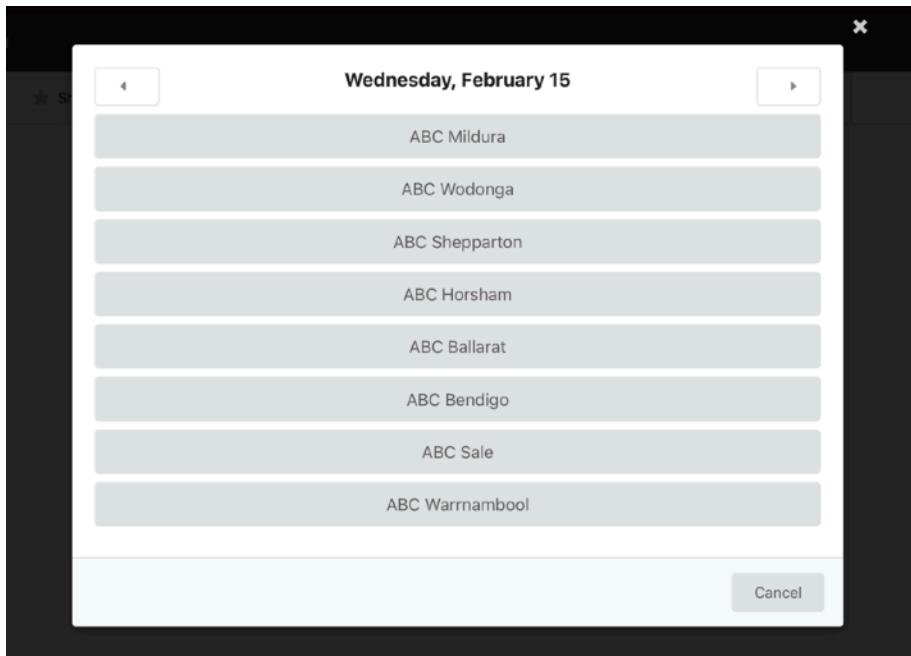
SELECTING YOUR SHOW

Shows in the same instance will see the same messages and share the same number, however will be able to approve messages and create Polls independently.

To select your location, click the Calendar icon (or Change button) in the top left corner of the Studio screen.



Audata will remember your selection for next time you log in, so you should only need to select your location the first time.



LOGGING OUT

To log out of Audata Messenger, click the User icon in the top right corner of the Studio interface, and select “Sign Out”.

Inbox

Your Inbox View allows you to read SMS and other Messages that you have received.

MESSAGE OPTIONS

If a listener messages the station and their information already exists in Audata Promo it will automatically be completed. If it's a new number the number will be displayed.

In this box you can see Audata Promo has given the name, age and suburb of the person who has sent the text. In the middle of the box is what the person has sent the station. On the far right is the date that the message was received. If you hover over that section you will see the exact date and time.



Each icon is an action and if you hover over the icon what the action is will pop up.

NOTE

Only some Icons / Actions may be visible to you, depending on your User Permissions.

The Actions are:

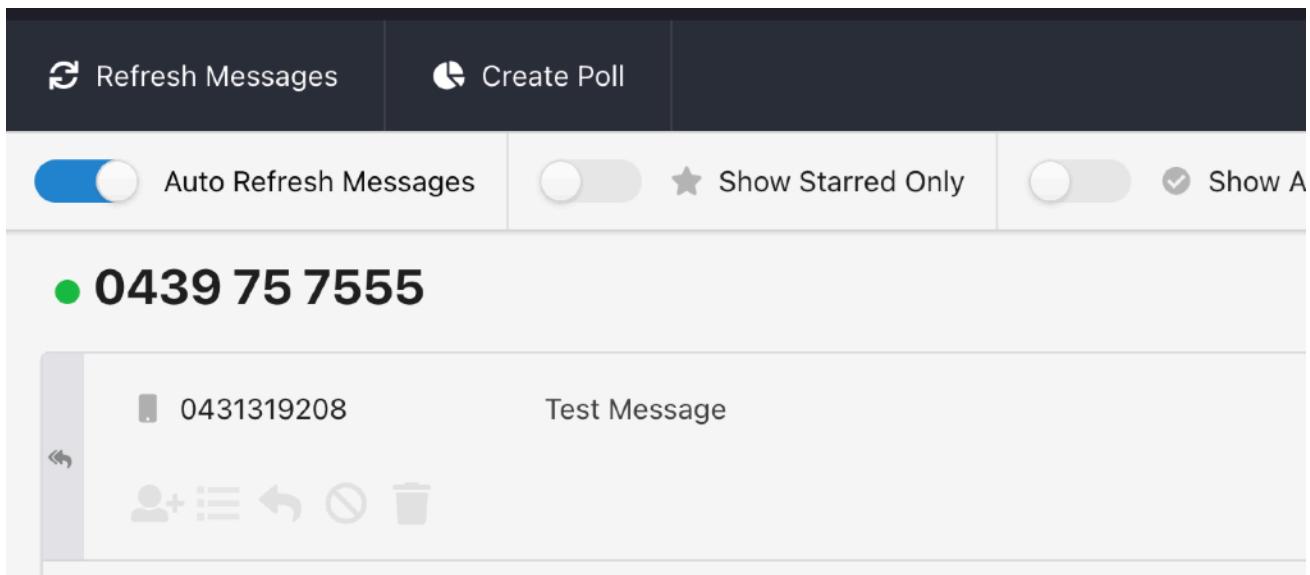
- **Add User Profile** - If the message comes from an unknown number you have the ability to manually add their details.
- **View Thread** - This will show the entire conversation that has taken place with that number.
- **Reply** - You can reply directly to the number.
- **Block Sender** - Once a sender is blocked you will no longer see their messages in the main inbox. If you block a number you are prompted to give a reason as to why you blocked them. This is optional.
- **Delete** - This deletes the message from your main inbox. You can still view deleted messages which we will cover soon.
- **Star** - Highlights the message. There is also a toggle you can select so only starred messages will appear in your inbox.
- **Approve** - Approves the message, making it visible to users who can only see messages which have been approved. Approved messages are indicated with a light green background.

There are also the following toggles:

- **Show Starred Only** - If this toggle is on only starred messages will appear in the inbox.
- **Show Approved Only** - if Message Approval is enabled for your instance, this toggle allows you to only show Approved messages in the inbox.
- **Auto Refresh Messages** - If this toggle is selected the inbox will automatically refresh adding new messages to the top of the inbox.

REPLIED ICON

Messages that have been Replied to display a grey bar to their left side, and a “replied arrow” icon (shown below).



FONT SIZE

Users can increase the Font Size of Messages to increase their readability. To adjust the Font Size:

1. Click the User icon in the top right corner of the Studio view,
2. Click "User Settings"
3. Select the desired Font Size from the drop-down menu;
4. Click "Save Settings".

Polls

Audata Messenger allows you to create interactive Polls, which your listeners can vote on via SMS.

CREATING A POLL

1. Open **Studio**.
2. Select **Create Poll**.
3. Enter your **Poll Question**.
4. Enter your **Option name** and **Option keyword**. The keyword is the word you'll be asking listeners to text in. The Option name and keyword don't need to be the same. Numbers also work as a keyword. If you want more than two options click on "Add Poll Options".

5. If you want listeners to be able to vote more than once, make sure the **Listeners can vote more than once** toggle is on.
6. Click on **Create Poll**.

Create a poll

Poll Question

What's the best TV show in the world?

Enter your poll options: [?](#)

Option name	Friends	Option keyword	friends
Option name	Gilmore Girls	Option keyword	girls
Option name	The Office (US)	Option keyword	office

[+ Add Poll Option](#)

Listeners can vote more than once

[Create Poll](#)

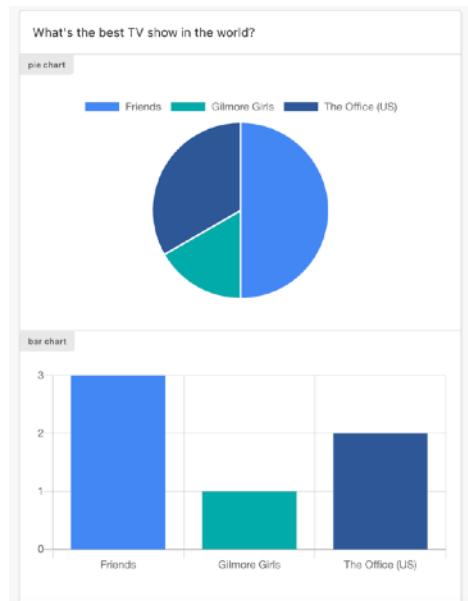
Once your poll is created people can start voting and the results will appear on the screen as a pie chart. This will appear next to your inbox on the right hand side of the screen.

TIPS FOR CREATING A POLL

- The Option name can be complex for the presenter's information, but choose simple 'one word' keywords for the audience
- Choose keywords that are easy to spell
- In the example above, presenters should ask listeners to text in one of the following words: "FRIENDS, GIRLS or OFFICE". These are displayed to the presenter as "Friends", "Gilmore Girls", and "The Office (US)".
- Alternatively, the keywords could be the numbers 1 to 3, and then the presenter could instead ask listeners to "Text 1 for Friends, 2 for Gilmore Girls or 3 for The Office (US)"

VIEWING YOUR POLL

Once your poll is created people can start voting and the results will appear on the screen as a pie chart. This will appear next to your inbox on the right hand side of the screen.



Hide Poll Messages

Toggle the “Hide Poll Messages” option in the top filter bar to prevent poll responses from appearing on screen alongside other messages.

FINISHING A POLL

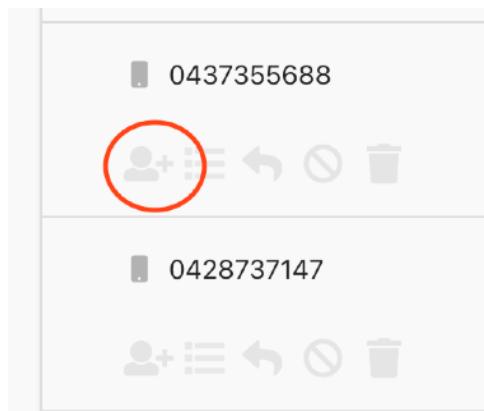
1. Once your Poll is complete, click **Finish Poll**. The Poll will remain visible, but new submissions will not be counted.
2. If you want to save your poll results for later, right-click the pie chart or bar graph and choose ‘Save image as...’ to store for viewing later
3. Once you’re ready to delete the poll, click **Delete Poll**.

Listener Profiles

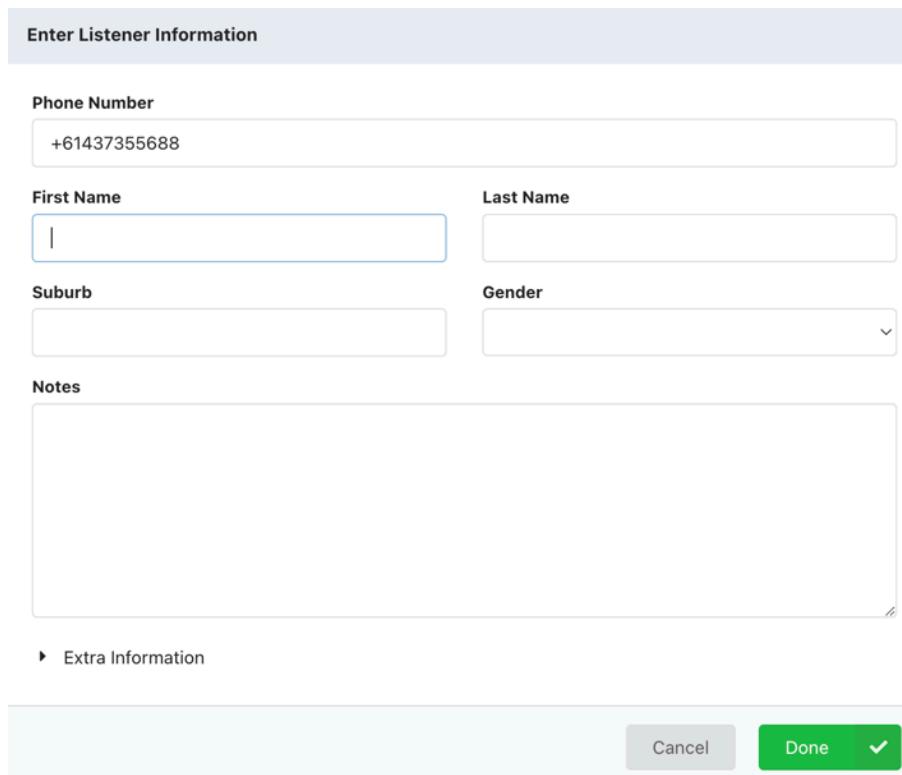
Audata Messenger allows you to save details of a Listener from a Message they've sent in. These details will then be displayed next to any future messages from that person, based on their phone number.

ADDING A PROFILE

You can Add or Edit a Profile by clicking the Profile icon, which appears to the left of any message in the Studio view.



The Profile details window will appear. You can add, or edit, any fields you like, then click Done to save the details.



The screenshot shows the 'Enter Listener Information' profile details window. It contains the following fields:

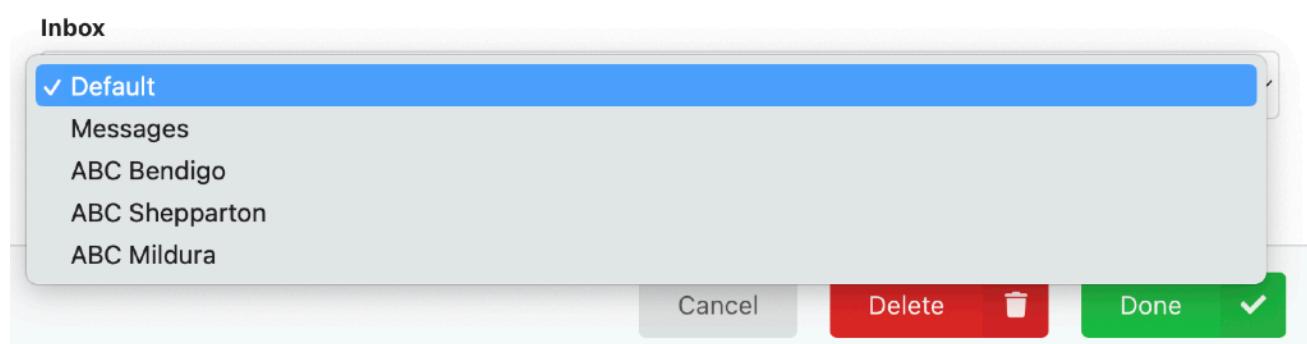
- Phone Number:** +61437355688
- First Name:** (empty input field)
- Last Name:** (empty input field)
- Suburb:** (empty input field)
- Gender:** (dropdown menu)
- Notes:** (large text area)

At the bottom, there is a link 'Extra Information' and buttons for 'Cancel' and 'Done' with a checkmark icon.

INBOX ROUTING

If your Audata Messenger Instance has multiple Inboxes, you can (optionally) specify which Inbox to use for any individual listener.

This is commonly used in the case where multiple locations share the same instance and phone number. For example, if you know a Listener is in *Bendigo*, you can set their Inbox to *Bendigo* so that all future Messages they send will get routed into that Inbox and won't be seen by shows in *Shepparton*, for example.



From the Profile window, click on the **Inbox** drop-down menu and select the Inbox you'd like to use for this Listener. Then click **Done** to Save.

NOTE

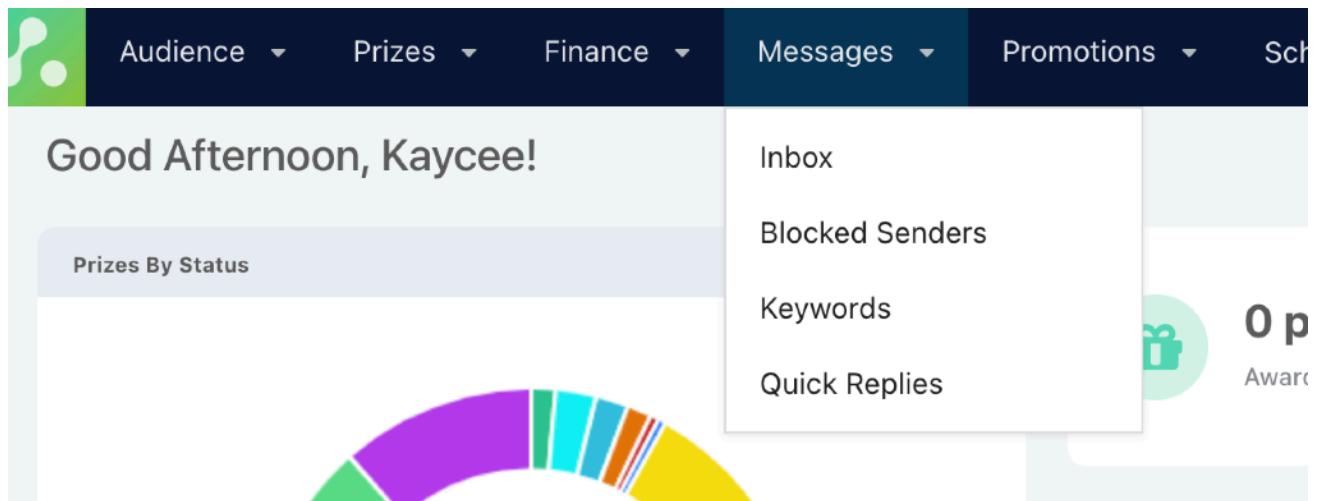
Setting the Inbox for a Listener will only affect future messages they send. The selected message, and any previous message, will not be changed and will remain in their current Inboxes.

Dashboard

Advanced features can be accessed by clicking on the **Dashboard** button in the top-right corner of the Studio screen, then found under the **Messages** drop-down menu in the top navigation bar.

NOTE

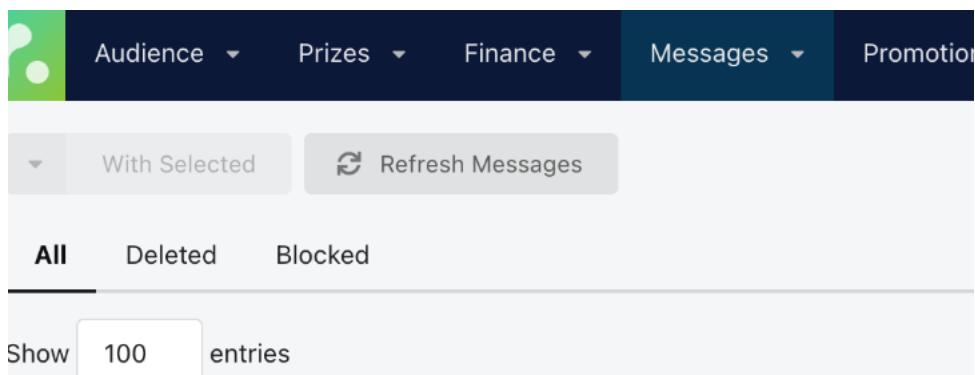
Access to this Dashboard, and the visibility of certain Messages (such as Blocked messages) will depend on the Users Permissions.



The screenshot shows a navigation bar with tabs: Audience, Prizes, Finance, Messages (which is currently selected and highlighted in blue), Promotions, and Schedule. Below the navigation bar, a message 'Good Afternoon, Kaycee!' is displayed. A sub-menu is open under the 'Messages' tab, listing: Inbox, Blocked Senders, Keywords, and Quick Replies. To the right of the sub-menu, there is a green circular icon with a gift icon and the text '0 p' and 'Awards'.

INBOX

Under this Inbox all messages can be viewed including Deleted Messages and Blocked Messages, depending on your User Permissions.



The screenshot shows the 'Inbox' section of the dashboard. At the top, there are filter buttons: 'With Selected' and 'Refresh Messages'. Below these are three tabs for filtering messages: 'All' (which is selected and underlined), 'Deleted', and 'Blocked'. At the bottom, there is a pagination control with the text 'Show 100 entries'.

BLOCKED SENDERS

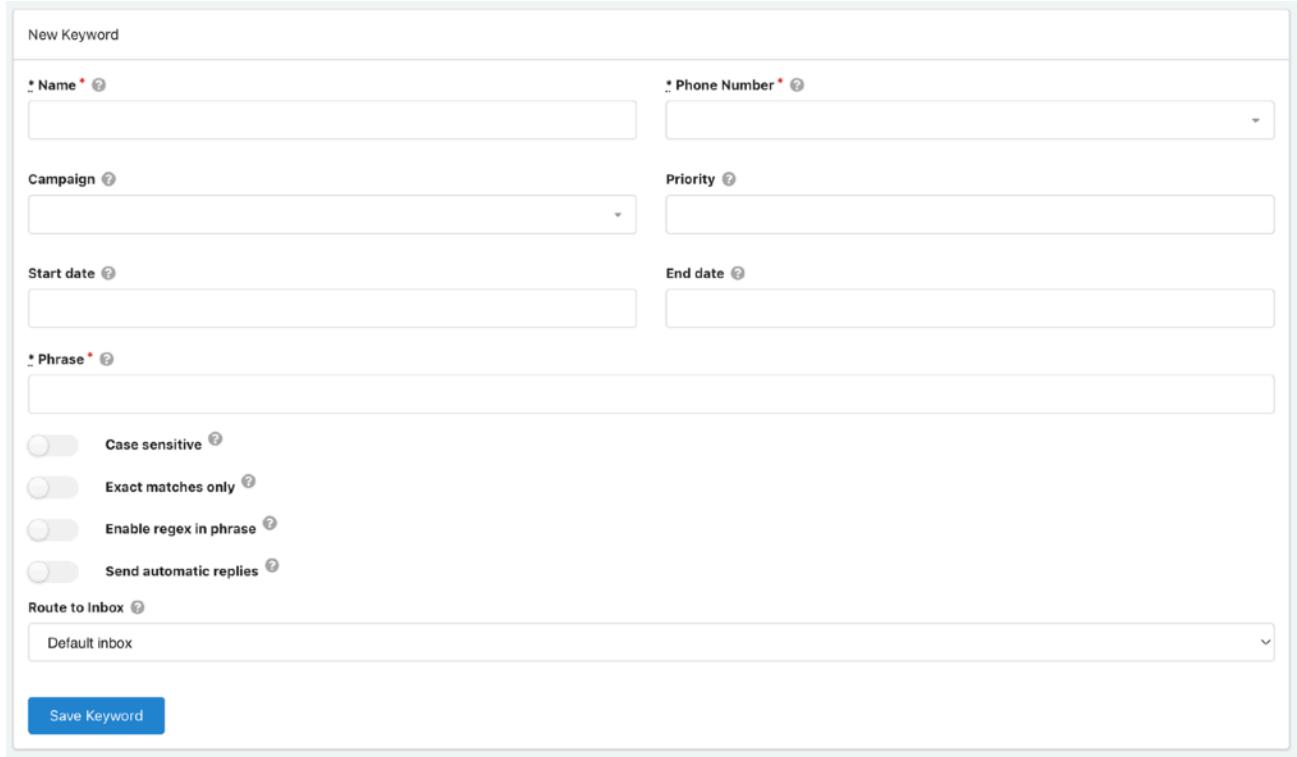
Under this tab you can view all blocked senders and also unblock a sender if needed under Actions, depending on your User Permissions.

Keywords

Keywords can be used for a number of purposes: for example, routing messages into specific inboxes, running SMS-based competitions, or sending automatic replies.

CREATING A KEYWORD

Find Keywords under Messages > Keywords in the top navigation bar. Keywords have the below options / fields:



The screenshot shows the 'New Keyword' form. It includes the following fields and options:

- Name** (required): Text input field.
- Phone Number** (required): Text input field.
- Campaign**: Drop-down menu.
- Priority**: Text input field.
- Start date**: Text input field.
- End date**: Text input field.
- Phrase** (required): Text input field.
- Case sensitive**: Switch (unchecked).
- Exact matches only**: Switch (unchecked).
- Enable regex in phrase**: Switch (unchecked).
- Send automatic replies**: Switch (unchecked).
- Route to Inbox**: Drop-down menu, currently set to 'Default inbox'.
- Save Keyword**: Blue button at the bottom.

Name	A descriptive name for internal use, so you can easily identify the keyword.
Phone Number	The inbound phone number associated with this keyword.
Campaign	Optional: Associate this keyword with an Audata Promo Campaign
Priority	Optional: Messages that match multiple keywords will be assigned only to the one with highest priority, with 1 being the highest priority.
Start Date	Optional: The date the keyword will be active from. Leave blank for an indefinite keyword.
End Date	Optional: The date the keyword will be active to. Leave blank for an indefinite keyword.
Phrase	The specific word or phrase to look for in incoming messages. This is not case sensitive.

Case sensitive	Whether the phrase should be case sensitive, or whether it should match (default) any case.
Exact matches only	Whether the keyword should match only messages that contain the specific Phrase, with no other words or characters.
Enable regex in phrase	For more complex or advanced keywords, enable to use a regular expression (regex) pattern as your keyword phrase.
Send automatic replies	Automatically send a predefined SMS reply to messages which match this keyword.
Route to Inbox	Automatically route matching messages to a specified inbox.

After completing these details, click **Save Keyword**.

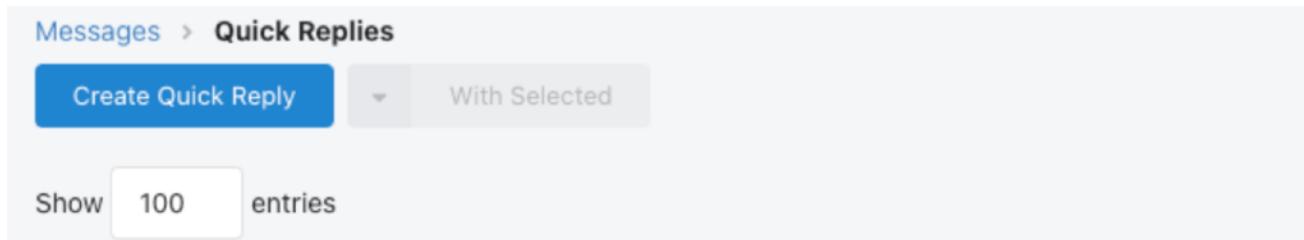
Once your Keyword is set up if you return to the Keywords page you'll be able to view the amount of messages that have come through.

Quick Replies

This feature gives you the ability to send listeners a pre-defined reply when they SMS the station. Here is how you set this up.

CREATING A QUICK REPLY

1. Click on **Messages** and **Quick Replies** in the top navigation bar.
2. Click on **Create Quick Reply**.



3. You will then need to create your Quick Reply Template. Give your template a name e.g. the name of a competition or standard reply. Then create the template. You can personalise the template by using the Insert Options. Template example below.

New Quick Reply Template

* Name *

Song Vote

Insert Snippet Station Insert Variable

1 Hi {{listener.name}}
2 Thanks for sending in your song vote! Keep listening to {{station.name}} to see if your song makes it to number 1.

Create Quick reply

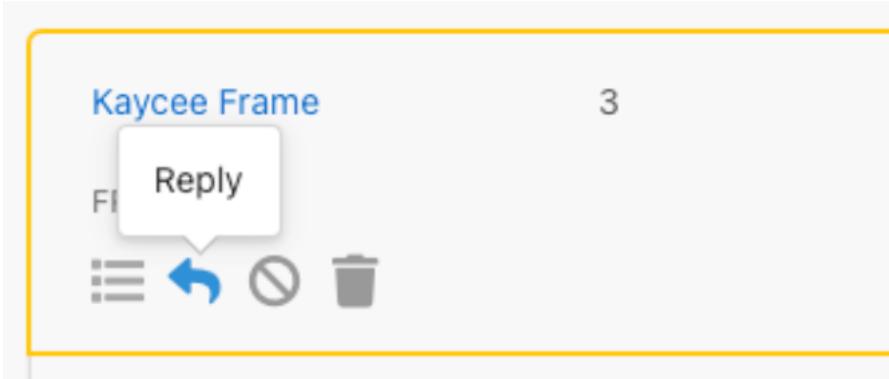
Templates should only include a maximum of 250 characters, as they are being delivered by SMS.

SENDING QUICK REPLIES

Once your Quick Reply template is created it is then available to send to listeners. Follow these steps to send your Quick Reply.

1. Click **Studio**.

2. Click the **Reply** icon next to any message in your Inbox.



3. Click **Add Quick Reply**.
4. Click on the Quick Reply Template you want to send and then select the blue tick.
5. The template will be inserted into your New Message field, click **Send** to deliver the reply.

