



SMS TERMS & DEFINITIONS

SMS: Short Messaging Services. This is another word for a text message.

ShortCode (SC): A four or five digit phone number that an advertiser or organization can use to communicate with consumers via SMS.

Keyword: The keyword used in the “**call to action**” to track text responses. Example: "text **DEGREE** to 71441". In this example, the word **DEGREE** is the campaign Keyword.

Call to Action (CTA): The marketing message directing the user to opt-in to an SMS campaign. EX: (text "Keyword" to "ShortCode"). This method is used mostly in offline media such as print, radio, or TV. It can also be placed on a website.

SMS Campaign: Refers to any type of SMS program.

Standard Rate SMS: SMS programs incurring only the standard carrier text messaging fees applied by the carrier based on the mobile subscriber text messaging plan.

Premium Rate Program (Premium SMS): An SMS program that charges the mobile subscriber a premium rate (extra text messaging fees) on top of the standard SMS carrier fees in exchange for mobile content such as ringtones.

Mobile Terminated Message (MT): Mobile phone bound text message. Any text message sent from the ShortCode to the user's mobile handset.

Mobile Originated Message (MO): ShortCode bound text message, any text message sent from the mobile handset (the user) to the ShortCode.

Wireless Access Protocol (WAP): A standard providing cell phones with a way to access mobile optimized web pages. The term WAP is commonly used to refer to any mobile page or website.

Mobile Messaging Platform: The system or software used to enable, manage, and run SMS campaigns and ShortCodes.