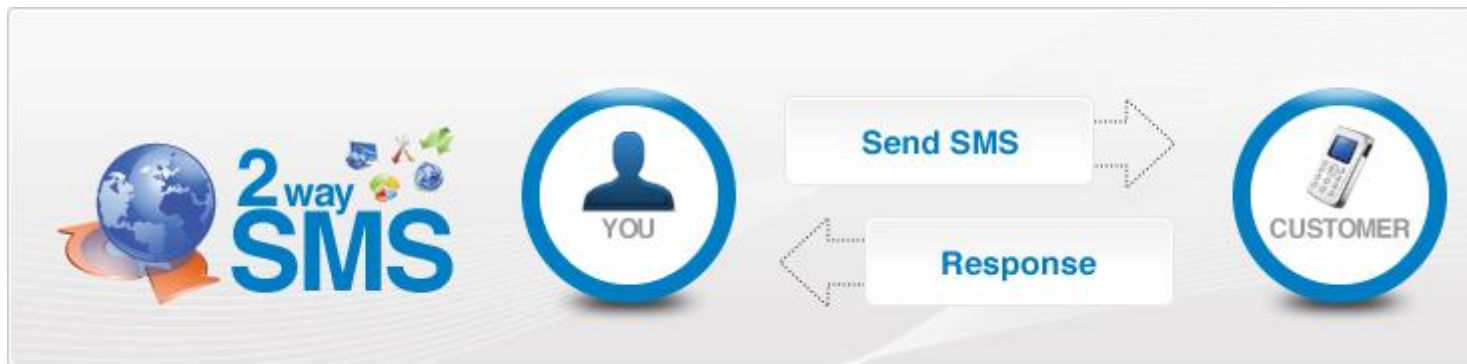


# 2-Way SMS Messaging

# What is 2-Way SMS Messaging?

Virtual long numbers (VMN) and short codes are the main methods that enable **2-Way SMS**. **Virtual long numbers** are typical mobile numbers provided by mobile operators. **Short codes** are 5-6 digit numbers which are easier to remember and have a national reach.

Both virtual long numbers and short codes give enterprises a number they can use to receive and send **SMS messages**.



## 2-Way SMS Features

**One or more dedicated numbers** on Cellx's platform

**Inbound messages** immediately processed and forwarded

**Replies stored** in portal inbox, forwarded to email, mobiles or application API

**Keyword on shortcode** **5667777** or **VMN 9223050005**

**Auto-Replies**

# Where we could use 2-Way SMS?

## Lead Generation via Keywords on Longcode

**Example:**

sms <BRANDNAME> to 9XXXXXXXXXX

## Information-On-Demand via SMS

**Example:**

sms <RESULT> space <ROLL\_NO> to  
9XXXXXXXXXX

## Collecting Feedback

**Example:** Please let us know the user  
experience of the product.

sms <PROCUCTNAME> space <GOOD> to  
9XXXXXXXXXX

## Create Segment-wise database of potential customers

**Example:**

sms <BRANDNAME> space <CITYNAME>  
to 9XXXXXXXXXX

Komapsumnida  
Medawasse  
Wabeja  
Meri  
unafteesh  
Tinki  
Wabeja  
Medawasse  
Shukuria  
Paldies  
Hatur  
aniha  
Maake  
Denkaaja  
Fakaane  
Spassho  
Spassho  
gozaimashita  
Ekhmet  
Mehrbani  
Nenachalhya  
Spassho  
Spassho  
Maake  
Baika  
Yasjagaratan  
Memorchar  
Atto  
Gaojho  
Yaqhanayelay  
Efoharisto  
Gui  
Arigato  
Dankscheen  
bolzin  
Sanco  
hii  
Maketai  
Tashakkur  
Maketai  
You  
suxsama  
Tavtapuch  
Maitoka  
ekju  
Sikomo  
Shukria  
Dan  
Chaltu  
Merestankhy  
Dhanvabhad  
Biyan  
Grazie  
Snachalhuya  
nuhun  
Juspaxar