

Premium rate SMS (Short Code)

Looking to setup a SMS competition, Fundraiser, voting line, etc. Use your very own Premium rate SMS (Shortcode).

What is Premium rate SMS?

Definition of Premium rate SMS (Short code)

- A short code is a 5 digit number (I.E 35050) that is used in an application to personal SMS services.
- It can carry a standard rate charge or a premium rate charge to the sender of the SMS.
 - Reverse billed (The company will pay for the SMS – R0.60 Per SMS) I.E R0.00
 - R0.86 to R30.00

Premium rate SMS (Short Code) facility allows clients to:

- Choose their own custom 5 digit short code.
- Choose what rate they would like on the Short code. E.g. (Reverse billed up to R30.00)

How does it work?

A short code can be 'dedicated' or 'shared'

- Dedicated
 - A unique number that belongs to one person/business only.
- Shared
 - A unique number that is shared between several people/businesses. Each person/business is allowed to create 'keywords' on the short code. The keyword represents each businesses campaign.
 - Business 1 – Keyword is "WIN"
 - Person 2 – Keyword is "Thursday"

Stouf Communications (Pty) Ltd trading as Stouf.com Reg No 2000/026080/07
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Third Party Revenue (TPR) is the money that is paid out to you as a client. For every entry that comes in the networks takes roughly 50% we then as the wasp get paid out the remainder. You as our client will then receive 80% of that cash.

Here is an example of how that works:

PER SMS RECEIVED Exc VAT

Tarrif	Short Code Example	CellC Exc Vat			MTN Exc Vat		
				Client 80%			Client 80%
		%	Value	Per SMS	%	Value	Per SMS
Standard(R0,86)	31010	0%	R0.00	R0.00	33.53%	R0.00	R0.00
R1.00	31010	33.06%	R0.29	R0.23	37.62%	R0.33	R0.26
R1.50	31010	44.66%	R0.59	R0.47	46.36%	R0.61	R0.49
R2.00	31010	50.45%	R0.89	R0.71	50.16%	R0.88	R0.70
R3.00	31010	52.06%	R1.37	R1.10	54.72%	R1.44	R1.15
R5.00	31010	58.48%	R2.57	R2.05	58.37%	R2.56	R2.05
R7.50	31010	61.71%	R4.06	R3.25	60.19%	R3.96	R3.17
R10.00	31010	63.27%	R5.55	R4.44	60.99%	R5.35	R4.28
R15.00	31010	64.83%	R8.53	R6.82	61.86%	R8.14	R6.51
R20.00	31010	65.63%	R11.51	R9.21	62.30%	R10.93	R8.74
R25.00	31010	66.60%	R14.61	R11.68	62.56%	R13.72	R10.98
R30.00	31010	66.82%	R17.58	R14.07	62.78%	R16.52	R13.22

Tarrif	Short Code Example	Vodacom Exc Vat						Telkom Mobile Exc Vat		
		Pre-Paid		Client 80%	Postpaid		Client 80%			Client 80%
		%	Value	Per SMS	%	Value	Per SMS	%	Value	Per SMS
Standard(R0,86)	31010	0.00%	R0.00	R0.00	0.00%	R0.00	R0.00	0.00%	R0.00	R0.00
R1.00	31010	37.75%	R0.33	R0.26	42.50%	R0.37	R0.30	38.00%	R0.33	R0.27
R1.50	31010	50.33%	R0.66	R0.53	56.67%	R0.75	R0.60	49.33%	R0.65	R0.52
R2.00	31010	56.63%	R0.99	R0.79	63.75%	R1.12	R0.89	54.50%	R0.96	R0.76
R3.00	31010	62.92%	R1.66	R1.32	70.83%	R1.86	R1.49	60.33%	R1.59	R1.27
R5.00	31010	67.95%	R2.98	R2.38	76.50%	R3.36	R2.68	64.80%	R2.84	R2.27
R7.50	31010	70.47%	R4.64	R3.71	79.33%	R5.22	R4.18	67.07%	R4.41	R3.53
R10.00	31010	71.73%	R6.29	R5.03	80.75%	R7.08	R5.67	68.20%	R5.98	R4.79
R15.00	31010	72.98%	R9.60	R7.68	82.17%	R10.81	R8.65	69.27%	R9.11	R7.29
R20.00	31010	73.61%	R12.91	R10.33	82.90%	R14.54	R11.64	69.85%	R12.25	R9.80
R25.00	31010	74.01%	R16.23	R12.98	83.31%	R18.27	R14.62	70.00%	R15.35	R12.28
R30.00	31010	74.24%	R19.54	R15.63	83.60%	R22.00	R17.60	70.37%	R18.52	R14.81

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NB: Information

In terms of the new Consumer Protection Act all promotional campaigns are limited to a maximum of a R1.50 short code. Please note all revenue below R500.00 Excluding Vat per month will not be paid out. However, all revenue above R500.00 Excluding Vat per month will be paid to you as the client. R0.22 (Excl Vat) is deducted from your TPR per Reply SMS.

Shortcode Value	Transaction Cost	Reply SMS included
Reverse Billed	Client Pays - R0.60(Incl Vat) Per Transaction	No - R.025(Incl Vat) Per Reply
Standard(R0,86)	User Pays	No - R.025(Incl Vat) Per Reply
R1.00	User Pays	No - R.025(Incl Vat) Per Reply
R1.50	User Pays	Yes
R2.00	User Pays	Yes
R3.00	User Pays	Yes
R5.00	User Pays	Yes
R7.50	User Pays	Yes
R10.00	User Pays	Yes
R15.00	User Pays	Yes
R20.00	User Pays	Yes
R25.00	User Pays	Yes
R30.00	User Pays	Yes

Where can I use it?

- Creates an excellent 'call to action' when appended to current marketing material.
- Used to create brand awareness
- Create SMS competitions
 - Run a sms competition/voting line where the public can win a prize by sending in the right/preferred answer.
- Voting Line
- Donations and mobile services
- Marketing & Promotional SMS
- Informational communication
- Alerts information
- Grow your business
 - Don't have a business card with you? Ask the customer to send a sms to your keyword and they will instantly receive your contact details via sms or email.
- Build a database of prospects
 - Build a database of future customers - for each message that is sent to you, you receive a full report showing the cell number, date, time and text sent.
- Put your advertising on auto pilot
 - Ever been overwhelmed with responses to a classified ad? Put your keyword in the ad. When the reader SMSs in, they instantly receive any information you choose, like your product catalogue or price list.
 - Done by them Smsing in a Product name – Mini or BWM ect
- Do market research
 - Run a survey to find out how customers find your product/service, or what their preferences are, so next time you can give them exactly what they want.

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The benefits of premium rate SMS?

- You can build a prospect database for later marketing.
- You can stay in touch with your customers easily.

Suggestions where to advertise your SHORTCODE?

- Facebook
- Twitter
- Posters – Place these at places where people would queue – This is important!
- Send out a Bulk SMS
 - Included your FB page link
 - What to SMS into your shortcode
 - Shortcode
- Try to get a radio station to advertise your shortcode
- At all the events you attend:
 - Have a poster by your stand
 - Maybe have a T-Shirt printed with "SMS WIN to 31010 to WIN a new car! T&C's apply. SMS charged at R1.50"
- Have the local security company have a poster on the back window or on the car.
- Taxi branding – Inside is best as it gives the client time to SMS
- DON'T advertise on big billboards – this brings in very little SMS's
- Smaller billboards on back roads – Brings in a lot of SMS's.

Do we get paid out for our competition?

- On the shared short code there is no SMS revenue pay outs.
- On the dedicated short code there is a SMS revenue pay out, please contact us for more details as to the profit sharing split. Less than R500 (Excl Vat) per campaign Stouf will NOT affect payment and the actual amount will be forfeited.

Costs? (All costs Incl VAT)

- **Dedicated**
 - R1 140.00 Once-off setup fee.(Includes 1 (one) SMS Campaign)
 - R570.00 per month subscription fee.
 - Additional Campaigns * optional – R250.00
 - Reply SMS: R0.25 per SMS (Optional)
- **Shared**
 - R1 140.00 Once-off setup fee.
 - R570.00 per month subscription fee.(Includes 1 (one) SMS Campaign)
 - Additional Campaigns * optional – R250.00
 - Reply SMS: R0.25 per SMS (Optional)

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