

# Originators & Campaigns

## Quickstart

## Buying and managing long codes just got easier

### Overview

Buying, configuring and managing long codes just got easier with OpenMarket's Originators & Campaigns tool. Available in Customer Center, you can now buy and configure a new long code in minutes.

In addition, Originators & Campaigns lets you view all of your originators: short codes, long codes, and alphas. You can see the country of origin, the type, the status, and when a code was last updated. You can also configure a long code and link to the Campaigns tool to see the status of your short code operator campaigns.

### What you can do

- View all of your long codes, short codes, and alphas and see their status
- Buy and configure long codes for v3/v4 Global SMS
- View the mobile operator status of a US short code campaign

### How to get started

Log in to [Customer Center](#) using your OpenMarket credentials and click Originators from the Tools menu. You'll see the main page listing any originators that are already configured for your account.

To purchase long codes, contact your OpenMarket account manager and they'll set you up with the feature.

### Where can I learn more?

Check out the [Originators & Campaigns User Guide](#) on the OpenMarket docs site.

Don't hesitate to contact your account manager with questions or if you need help getting started.

See the back side of this guide for an example of how to use Originators & Campaigns.

The screenshot shows the 'Originators' page in the OpenMarket Customer Center. It includes a search bar, filter options for 'Last updated date range', 'Country', and 'Type of Number', and a table of originators. Callouts highlight: 'Click to buy a long code' pointing to a 'Buy a Number' button; 'Apply filters to quickly find a specific number' pointing to the filter dropdowns; 'Click a number to view details and access the configuration tool' pointing to a number in the table; and 'Enter a friendly name to an originator so it is easy to recognize' pointing to the 'Friendly Name' column.

Originator	Friendly Name	Country	Type	Subtype	Status	Updated
+1 510 296 7666	Add new name	US	Long Code	National Long Number	Active	Sep 20, 2019, 10:15:02 AM
+1 201 622 7873	Add new name	US	Long Code	National Long Number	Active	Sep 20, 2019, 3:17:49 AM
+1 425 292 2741	Add new name	US	Long Code	National Long Number	Active	Sep 19, 2019, 11:55:11 AM
+1 510 296 7577	Add new name	US	Long Code	National Long Number	Active	Sep 18, 2019, 3:40:22 PM
+1 501 285 8675	Add new name	US	Long Code	National Long Number	Active	Sep 18, 2019, 3:39:40 PM
+1 425 292 2795	Add new name	US	Long Code	National Long Number	Active	Sep 18, 2019, 2:25:35 PM
+1 515 297 7792	RCS fallback demo	US	Long Code	National Long Number	Active	Sep 18, 2019, 11:32:42 AM
+1 425 292 2793	Add new name	US	Long Code	National Long Number	Active	Sep 18, 2019, 11:04:04 AM
+1 417 222 3114	Missouri appt reminders	US	Long Code	National Long Number	Active	Sep 17, 2019, 1:32:48 PM
+1 425 292 2731	Denali	US	Long Code	National Long Number	Active	Sep 17, 2019, 9:16:16 AM

### We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you.

Visit [www.openmarket.com](http://www.openmarket.com) for more information.



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# Example: Buy and configure a new long code

## Why use a long code?

Long codes are standard, 10-digit phone numbers that work great as message originators when you want to communicate one-on-one with a customer. They're particularly good for appointment reminders, reservation confirmations, and customer service interactions. Although long codes have the disadvantage of low throughput (one message per second), they have some advantages: they're low cost and quick to set up, and they appear local to end users.

To demonstrate use of Originators & Campaigns, let's look at how our fictitious company, Food Truck Suppliers (FTS), uses the tool.

## Step 1: Buy a long code

FTS recently expanded to two more Midwest states and they want to start messaging their new customers. Cindy Teele, FTS's business manager, logs in to OpenMarket's Customer Center, selects **Tools** and then selects **Originators**. Since she's already been granted permission to the purchasing feature, Cindy sees and clicks the **Buy a Number** button on the main page.

Buy a Number

Phone Number	Type	Location	Buy
+1 417 222 3130	Long Code	Missouri	Buy
+1 417 222 3131	Long Code	Missouri	Buy
+1 417 222 3135	Long Code	Missouri	Buy
+1 417 222 3136	Long Code	Missouri	Buy

## Step 2: Configure the long code

Right after purchasing the new long code, Cindy jumps right to the configuration tool.

- First she selects which SMS product she's using. She knows it's "Global SMS", so she selects that.
- Next she needs to pick which application account to use. This can be tricky if the account hasn't been given a friendly name, but she did this previously so she selects the account labeled "Appointment reminders."
- Next she fills out the form to configure how FTS will receive texts sent in by customers. She selects the protocol OpenMarket will use to send the messages (HTTP or SMPP), the language used (JSON or XML), and the endpoint (URL) for receiving messages.

## Step 3: Test and go!

It took Cindy less than five minutes to buy and configure the new long code. Now all she needs to do is test the long code and then she can start sending messages to FTS's new customers in Missouri and Kansas.

Account ID	Friendly Name	Status	Last Updated
000-000-100-39451	Follow-up survey	Active	September 17, 2019
000-000-107-52861	Appointment reminders	Active	September 17, 2019

Keyword	Account ID	Format	Last Updated
JOIN	000-000-107-52861	HTTP_V4_JSON	September 17, 2019

## Have questions?

Your OpenMarket account manager is available to answer any questions you have about how to use Originators & Campaigns. Our Support team is also there for you, to help with any technical problems you might have.

For a more comprehensive User Guide, see our [docs site](#).