# Email To LinkInSMS

# User Guide

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# INTRODUCTION TO LINKINSMS

The core LinkInSMS system is designed to enable the delivery of large amounts of rich communications, up to 16MB, to a smartphone by just sending a single SMS.

The easiest method of sending this is to use our *Email to LinkInSMS* service that allows a registered user to send a LinkInSMS message simply by sending an email from an authorized email address to an appropriate smartphone number.

LinkInSMS hosts the rich content of the email as a custom HTML Web page and delivers the URL link in a simple SMS message, allowing the viewing of the Web page on the smartphone with a simple tap.

This allows business applications and monitoring software to deliver detailed information, such as repair instructions or order confirmations, to smartphones over SMS.

The linked rich content can also be secured with the use of an authentication question. See the **SecurityQuestion** and **SecurityAnswer** fields below.

# USAGE GUIDE

This section outlines the procedure for a user to send a message to the Email to LinkInSMS service. This document assumes that the user has Subscribed at linkinsms.com/subscribe. Any questions should be forwarded through linkinsms.com/contact-us

## CUSTOMER PORTAL

This document does not cover the advanced features made available through the Customer Portal on the linkinsms.com website. However, it needs to be noted that many of the features mentioned in this document are setup through the Customer Portal, such as LISTS. Also, there are many features mentioned in this document that can alternatively be set at the Account level in the Customer Portal. This means that the TAGS would not need to be entered in the body of the email. For more information on the Customer Portal, go to LinkInSMS.Com/customer-login.

## EMAIL TO LINKINSMS SERVICES ADDRESSES:

The Email must be sent FROM an authorized email address, the main email address on the account and an alternative Send-Only email address or an authorized full domain.

The LinkInSMS message must specify the TO field of the email as follows:

- Email to Link In SMS: **xxx**@linkinsms.message-service.org

The "**xxx**" should either be replaced with the destination phone number(s), or alternatively, if the numbers are included in the body of the message or a <Lists></Lists> tag is used, then the **xxx** would be **msg**@linkinsms.message-service.org

The format of the destination phone number ("**xxx**") for a USA or Canadian phone number is:

5551231234@linkinsms.message-service.org

A non-USA or Canadian number follows the two accepted international formats:

+611231234@linkinsms.message-service.org OR 0011611231234@linkinsms.message-service.org

## DESTINATION FORMATTING:

Each message must give destination numbers as part of the message.  Destinations can be specified in three ways.

1.  In the "To" address.
    For example: 5551231234@linkinsms.message-service.org.
    Multiple destinations can be sent to by separating them with a "#". ie:
    5551231234#+331231234#0011611231234@linkinsms.message-service.org
    OR, multiple destinations can be entered as multiple full email addresses:
    5558765432@linkinsms.message-service.org, +33677680275@linkinsms.message-service.org"

    **Note.** The part of the email address to the left of the "@" symbol cannot be greater than 64 characters.  This limits the number of recipients that can be sent to in one message using this method.  If using multiple full email addresses, the limit is given by your email provider.

2. In the body of the message in the following format:
    <Numbers>
    5551231234
    +331231234
    0011611231234
    </Numbers>

3. The "Email To LinkInSMS" can send to lists pre-saved on the portal by using the format:
    (refer to LinkInSMS Broadcast Lists)
    <Lists>
    My First List Name
    My Second List Name
    </Lists>

## JOB NAME

Each Email to LinkInSMS message is assigned a job name in the broadcast system for tracking purposes.  The "Job Name" of the job is taken directly from the subject of the email. The Subject can alternatively be made the message or can be concatenated to the content of the email to make the complete message. Refer to the LinkInSMS.com/customer-login – then My Details for more on this subject.

## STRUCTURE OF THE LINKINSMS EMAIL

LinkInSMS will send the body of the email as an SMS to the specified recipient(s) excluding content marked out be special tags.  In particular, content that is between the tags <LinkInSMSPage> and </LinkInSMSPage> will become the body of the linked rich content data page.

The SMS message is taken as the whole body of the email, excluding:

- Anything inside a command/parameter tag. Ie.
  ```
  <LinkInSMSPage> CONTENTS OF THE LINKED PAGE </LinkInSMSPage>
  ```
  or
  ```
   <ScheduledDate>22/04/2013 15:15</ScheduledDate>
  ```
- Anything outside of the Beginning Message / End  Message Tags.

The following optional parameters can be set in the body of the message:

### <LinkInSMSPage>

The contents of this field should be a page of html or text data for the recipient, for example an employee's schedule, and in your message you must include the code %%linkinsms%%.  On sending, the page of data is saved to the Link In SMS server, and a link to the page is substituted into the outgoing SMS so that the recipient can easily view the linked data.

For example. Your Email to SMS message might be:

```
Hi Jane Smith, to view your schedule for the week, please
click on %%linkinsms%%
<LinkInSMSPage>
     <table>… {Full html table with schedule} …</table>
</LinkInSMSPage>
```

Note, if your <LinkInSMSPage> field just contains a web link, then when the recipient clicks the link in the SMS, they will be redirected to your specified web page.  This link can be customized for the recipient.  For example:

```
<LinkInSMSPage>
    http://myschedule.com/schedule.php?userid=123&auth=h6Fh89Uz.
</LinkInSMSPage>
```

An alternative to using the <LinkInSMSPage> field is if you pre-upload a Recipient list through the Customer Portal, you can include web page data for each recipient in the "Link In SMS Page" list field, and then including the code %%linkinsms%% in your SMS will add a link to html pages generated from the uploaded list.  In this case you do NOT use the <LinkInSMSPage> tag, as you want the page data to come from the field in your list, not your email.

As an additional feature, in the Customer Portal, you can set LinkInSMS header and footer values, so that you can have a Logo and other links automatically wrapped around any Link In SMS html content.

### <SecurityQuestion> and <SecurityAnswer>

If these fields are included in your email, then when the recipient clicks the link, they are presented the **SecurityQuestion** text, and have to enter the **SecurityAnswer** (case insensitive) to be allowed to view the linked page.  For example:

```
<SecurityQuestion>Please enter your last name</SecurityQuestion>
<SecurityAnswer>Smith</SecurityAnswer>
```

**NOTE:** The tags, the question and the answer are <u>NOT</u> case sensitive.

### <Sender>

By default the Sender number for the SMS is the users registered mobile number or "PRIVATE" if one does not exist.  This can be overridden by adding the tag: <Sender>XXXXXX</Sender>.

To have the same number show every time for the SMS recipient, "**USA and Canadian customers**" must rent an SMS Long-Code from LinkInSMS at a nominal monthly fee. "**International customers**" can specify the Sender ID in MY Details in the "Customer Portal", or they can also rent a Long-Code to be the consistent SMS Sender ID.

Contact us to get a Long Code specific for your account.

### <TwoWay>

The SMS can be set to 2-Way by adding the tag <TwoWay> anywhere in the email.

If this is set, then the user can reply to the SMS, and an email with the reply contents will be sent to the account's main email address.  Optionally a "Default SMS reply email" address can be set for the user in the Customer Portal, so replies go there rather than the account's main email address.

### \<TwoWayReplyAddress\>

If a SMS is set to 2-Way, then a custom email address for replies to be sent to by using this tag.

### \<Password\>

If the account is setup to use password authentication, then the tag
<Password>*mypass*</Password> should be included in the body of the message.

Obviously, replace *mypass* for your actual account password.

### \<ScheduledDate\>

The broadcast job can be scheduled to be sent at a later date by adding the tag
<ScheduledDate>date</ScheduledDate>, where the date should be formatted as: "dd/mm/yyyy hh:mm"

Ie. <ScheduledDate>22/04/2013 15:15</ScheduledDate>

### \<AdditionalReportEmails\>

Final job reports can be sent to additional emails other than the main account address by adding the tag:
<AdditionalReportEmails>
email1@sample.com
email2@sample.com
</AdditionalReportEmails>

### Start and end of message indicators

In some cases, particularly with automated systems, there may be parts of the email that you do not want to include in the final SMS. To skip these unwanted areas, you can use Start message and End message indicators:

### Start message indicators

Instead of starting the outgoing message content at the beginning of the email, there are a couple of options for skipping the start of the email and starting the relevant message further down.

1. A line containing just the tag "<Beginning Message>" can be included in the email, and the outgoing content will start on the line AFTER this.
2. If the user has the configuration option "Start of message text" set in the portal, then the outgoing content will start where this text is found, optionally including the text itself
Note, if the start of message text is set but not found in the incoming email, then the outgoing message will start from the beginning of the email.

### End message indicators

The end of a text message to be sent can be indicated in a number of ways:

1. A line containing just the tag "<End Message>" can be included in the message.
2. A blank line followed by "-- " (two plain ascii dashes and a space) which must then be on a line by itself
3. Four empty lines
4. The text entered in the users "End of Message Text" configuration field through the portal.

   The above tags and anything after will not be counted as part of the message text to send out.


## LINKINSMS BROADCAST LISTS

The LinkInSMS broadcast system allows you to send SMS messages and pages of customized data out to a whole list of recipients at one time. Some examples:

- Send out daily schedules to staff members.
- Daily send out stock prices for all customers portfolios
- Send out health alerts to people who have been in contact with an infectious individual.
- Send out fire warnings to people in danger of needing evacuation with links to evacuation plans.

To send out message like this, you either upload a list with all the needed recipient details via the portal, or you code your systems to send the recipient data to our API.

Generally you will want to customize your message and web page for each recipient. This is done by including the required personal data in the recipient list you send us.

### CUSTOMISING YOUR BROADCAST

When sending a broadcast to a list of recipients, you generally want to customize both the SMS message and the web page. This is done by including custom recipient data in the list you send us. Eg:

| Destination | Firstname | Lastname | CustomFiedl1 | LinkInSMS |
|---|---|---|---|---|
| 0987654321 | Wendy | Smith | 1PM 10th June 2021 | *full web page1* |
| 0864297531 | Andy | Ross | 10AM 12th July 2021 | *full web page2* |


So then when you send your message to these recipients the SMS would be something like:

Hi %%firstname%%. You have an appointment on %%customfield1%%. Please visit %%linkinsms%% to see your appointment details.

For the Web page part, there are two options for customizing the resulting page:

1.  In the job setup, send us shared web page content that should be merged with the custom data.  E.g.

    Dear %%firstname%%.
    You have an appointment at %%customfield1%% at our office at:
    123 North Road.
    Eastville.

    Please bring your checkbook
    Other instructions…

2.  Don't send us a shared page, and in this case the contents of the LinkInSMS field in the list above will be used.  This lets you send completely individual pages of data for each recipient such as weekly schedule tables, etc.

### SECURE LINKINSMS BROADCAST

To send a LinkInSMS broadcast to a list of people but require them to answer a security question, include the LinkInSMS Security question as per the "Secure Quick LinkInSMS" section above, but leave the "LinkInSMS Security Answer"/<securityanswer>  fields blank, and instead make sure your list has values for the %%linkinsmssecanswer%% field

| Destination | Firstname | Lastname | LinkInSMSSecAnswer | LinkInSMS |
|---|---|---|---|---|
| 0987654321 | Wendy | Smith | 12/02/98 | *full web page1* |
| 0864297531 | Andy | Ross | 03/11/89 | *full web page2* |

This means each recipient will have their own unique security answer to give.

## AUTHENTICATION:

In sending an Email to LinkInSMS message, the sender must be authenticated as having permissions to send the message. There are three authentication methods that can be selected in the Email to LinkInSMS section of the user's settings:

1. **Email address (Default)**
   In this case, the only authentication is that the incoming email address is a unique address in one of the registered user accounts. This is the weakest form of authentication as email addresses are easily "spoofed" so it is possible for someone other than the account holder to send a broadcast by email under the user's account.

2. **Challenge Response.**
   Once the job email is sent, the job is saved on the server, and an Authentication email is sent to the registered user address. The user replies to this to confirm that they initiated the request, and then the job is sent.

3. **Embedded password.**
   In this case, the original job request should have the line "<password>xxyyzz</password>" in the body of the request. If this password matches the account password, then the message is sent immediately.

   *Note, the previous format of including the line "Password=xxyyzz" still works as well.*

   Alternatively, for advanced systems, the password can be sent in an X-Header record. To do this, your system must add the X-header: "X-EtoB-PW: yourpassword" to the email.

## <SecurityQuestion> and <SecurityAnswer>

If these fields are included in your email, then when the recipient clicks the link, they are presented the **SecurityQuestion** text, and have to enter the **SecurityAnswer** (case insensitive) to be allowed to view the linked page. For example:

```
<SecurityQuestion>Please enter your last name</SecurityQuestion>
<SecurityAnswer>Smith</SecurityAnswer>
```

## ACCOUNT ADVANCED OPTIONS

In the Customer Portal / My Details, there are several advanced Email to LinkInSMS Options that can be set.

### IP WhiteList

As an additional security option, a list of allowed mail server IP addresses can be added to the "IP WhiteList" field in the user's profile on the system.  If this is set, only Email to LinkInSMS requests from this mail server will be accepted.

### Subject Field Behaviour

Here you can select how you want text in the subject field to be treated.  The options are:

- Use subject field for the job name
- Concatenate subject with message body. *(as well as use it as the job name)*

### Start of Message / End of Message

This field is used to exclude extraneous information from the email, such as the email signature.

### Alternate Email address

Contact us to request an alternative Send-Only email address or to set the entire company domain as being authorized to send messages through LinkInSMS.

### WhiteList Alert Email

If an email address is entered here, and a value is entered for the "IP WhiteList" field, then any attempts to send an Email to LinkInSMSfrom an unauthorized IP address will cause a notification email to be sent to this address.