



TextPower

Alert and authenticate using text messaging

PowerText Functions

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What Is PowerText?

PowerText is an exclusive function of TextPower, Inc., that allows users to insert variables into text messages without the need for any programming ability. If, for example, you want your text message to include:

- The current date, so that you can schedule something to be sent in advance but to still reflect the date that it is sent
- The current date plus 7 days (for the duration of a coupon, as an example)
- An abbreviated URL so that the actual URL, which would likely be quite long, doesn't consume all of the available characters in the text message (text messages are limited to 160 characters)
- A coupon code so that you can track the efficacy of a promotion or special offer
- Encrypted text so that you can include sensitive information in a text message that can only be viewed by someone with advance knowledge of the unlock code

... or many other functions, PowerText makes it easy for anyone to do. It's as simple to use as a mail merge function in a word processor and takes even less time to set up.

PowerText is available through the use of TextPower's web-based applications including AlertManager and Express as well as through the standard message creation pages in your TextPower-provided administrative page. You can also easily program your message sending functions with our APIs and include any of these functions with ease. You can also click the "Open Message Builder" button on the "Send Alerts" tab of the application to create these PowerText messages.

The following pages describe each of the PowerText functions, what they might be used to accomplish and shows a screenshot of the actual resulting message that a user would receive when you send a message using these functions.

We are always available to assist you. Please feel free to contact us at Support@TextPower.com or toll-free at 888.818.1808 x2 (support line).

Thank you for using TextPower's PowerText function.

Coupons and Unique Codes

The most commonly used type of PowerText function is the unique code, frequently used as a code on a coupon or promotional message in order to easily identify who is redeeming the offer or which offer is being redeemed.

How would a coupon or unique code be used?

Users of coupon codes would be anyone wanting to send a code to identify a promotion, coupon or specific item. In fact, this code could be used to identify anything that the sender wishes to carry a code that will associate it with a particular offer or a particular recipient.

How would a coupon code be entered into a text message?

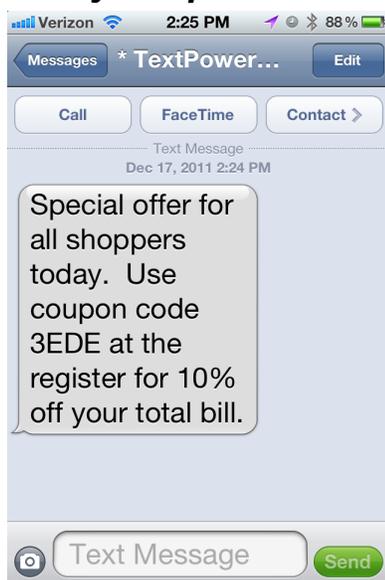
In addition to using the simple click-to-add function in TextPower's Message Builder function you can add coupon codes into messages in the administrative pages or via the API by inserting the following code wherever you want the coupon code to appear:

%coupon%

You can also send a numeric-only coupon by entering the code:

%ncoupon%

Examples of messages containing a regular coupon code and a numeric-only coupon code:



Concatenated Messages

Standard text messaging is limited to 160 characters per message. While TextPower has ways of circumventing that limitation it may not always be advisable or appropriate. In that case if you've got a long message to send you could simply break it up into multiple messages – a process known as concatenation.

How would a concatenated message be used?

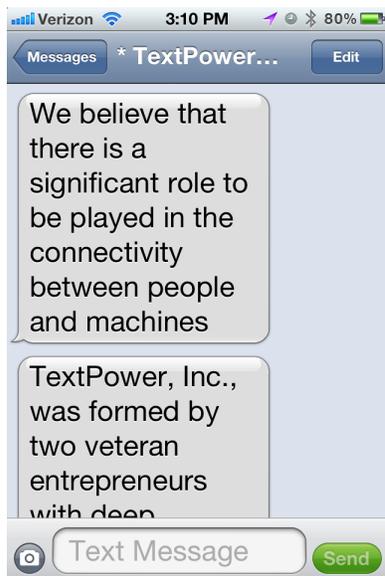
When you have a long message to send you can enter concatenation marks after portions of the text to have it split up into multiple messages.

How would the code to create concatenate messages be entered into a text message?

The code to break up a message into multiple parts (i.e., concatenate it) is:

;;; (that's semicolon, colon, semicolon)

Example of a concatenated message:



The original message was sent as all one block of text with the code “;;;” between the words that appear in the different message blocks in this example.

Date Stamps

A “date stamp” is a way of easily entering the date you wish to appear on a message. This is very handy when scheduling messages in advance or wanting to define a time period within which an offer or code can be used, or when an offer expires.

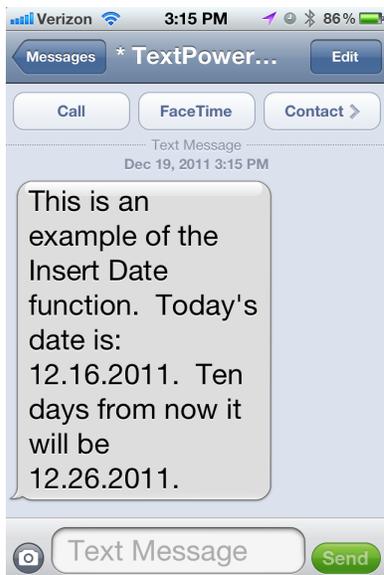
How would a date stamp be used in a text message?

Date stamps can be used to signify the beginning, end or duration of a time period in any text message. “This offer is good from <date message is sent> to <date message is sent plus 5 days>”, for example, would show the date that the message is sent and a date five days into the future after the “to” in the message.

How would the code to create a date stamp be entered into a text message?

%date now date%

Example of a message with a date stamp:



Encrypted Text

There are times that you don't want a message to be viewed on a mobile device but still need to send it via text message. This function is ideal for that purpose.

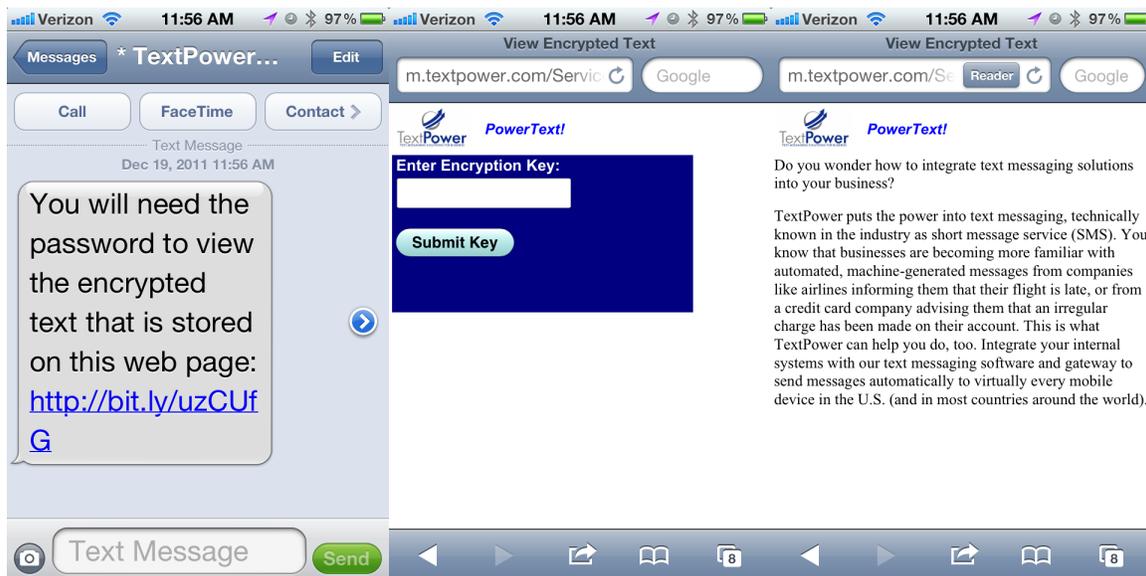
What would encrypted text be used for?

If you wanted to send a confidential message to a group of people you could do so with this function. A message is sent with an introduction saying something like "A confidential message is waiting. Click here and enter your passcode." The user would see only that in the text message and the words "Click here" would be a link to a web page that they can view in their mobile browser – but only after they've successfully entered the passcode.

How would the code to create an encrypted text message be entered into a standard text message?

The full text of the message would be entered into the Message Builder window preceded by the code "%encryptedtext%". Everything following that code would be encrypted and placed on a web page automatically that is hosted on the TextPower site. The creator of the message would be allowed to enter a passcode that the viewer of the message would have to know in order to see it.

Example of an encrypted text message:



The first screen shot (far left) shows the text message as it is seen by the user. The second one shows the "Enter Encryption Key" screen – without the key/password you cannot view the text (shown in the screen shot to the far right).

Email Text

TextPower has the ability to manage email addresses for messaging in addition to text messages. In some cases you may wish to send a portion of a message to your users, customers or constituents via text and have them receive the remainder of the message via email.

What would the email text function be used for?

The "Email Only Text" function is used when creating a text message to split the content of the message so that all characters preceding the code for this function are sent via text message (limit 160 characters) and all of the content following the code is sent to the email address that the user has on file in the TextPower record.

How would the code to create an email text be entered into a text message?

%emailonly%

Example of an email text message:



Content sent via email:



Extended Text

Sometimes 160 characters isn't large enough to get your message across. TextPower has a unique method for showing a much greater number of characters or words by automatically converting a very long text message to a web page that is then stored on the TextPower server and a link to that page is embedded in the text message users receive.

What would extended text be used for?

To send lengthy messages without incurring an additional cost for splitting the message into multiple parts (known as "[concatenation](#)") you would simply insert the code for extended text just before all of the text that will appear on a TextPower-hosted web page.

How would the code to create an extended text message be entered into a regular text message?

Open the Message Builder window by clicking the "Open Message Builder Button" on the "Send Alerts" tab of the application. Enter whatever text you want to appear in the actual text message that is received by the mobile device FOLLOWED BY "%extendedtext%" and then add whatever text you want the user to be able to read on a separate page. A link will appear in the text message that they can click to take them to that page.

Example of an extended text message:





Clicking the link (in blue and underlined in the screen shot above) will take viewers to a page hosted on the TextPower server with all of the information that was entered in the message creation window (either in Message Builder or via the API).

Send to URL

Sometimes you just want to suggest that people visit an existing web page. This function allows you to enter a lengthy URL and our system will abbreviate it (using bit.ly) and embed it in the message text.

What would “Send to URL” be used for?

If you have an existing web page you can easily refer people there by embedding a standard URL in the text message.

How would I embed a URL into a text message?

The code brackets each end of the URL. Use “%lurl” before the URL and “lurl%” after the URL. For example: %lurl

<http://www.marketwatch.com/story/government-security-news-names-textkey-best-intrusion-prevention-solution-2011-11-22> lurl%

How would I add a unique identifier (ID) to the URL?

There is a checkbox in the Message Builder that allows you to add a unique identifier so that you can tell which mobile number actually went to that URL.

Example of text message with embedded code:

You can see a video about our award-winning authentication product called TextKey online at %lurl <http://www.textpower.com/Base/textkey.html> lurl%

What the text message looks like after being sent with the embedded code:



PowerText Command Summary

Simple Commands – No parameters required

- Issue Coupon **%coupon%**
- Issue Numeric Coupon **%ncoupon%**
- Issue Regular TextKey **%textkey%**
- Issue Long TextKey **%strongtextkey%**
- Extended Text **%extended%**
- Email Only text **%emailonly%**
- Create QR Code **%qrcode%**
- Concatenated Message Marker **;;; (semicolon, colon, semicolon)**

Parameterized Commands

- Insert Date
%date now[+|-]n[d|m|y] date%
- Send To URL-Basic
%lurl http://myurl.com?myparm=xx lurl%
- Send To URL with Unique ID parameter attached.
%purl http://myurl.com?myparm=xx purl%
- Send Encrypted Text
%encrypted myencryptionkey,casesensitive encrypted%
The case sensitive parameter is optional. If supplied it must be either true or false. The default is true.

[End of documentation for PowerText]