

Integrating Oracle Responsys with MessageWhiz



What is Oracle Responsys?

Oracle Responsys equips B2C marketing teams with intuitive, powerful tools to craft and deliver compelling, tailored experiences to consumers across devices, channels, and every stage of their journey. By transforming data from diverse sources into actionable insights, Oracle Responsys enables the creation of highly targeted audiences and the delivery of personalized messages with near real-time precision.

MessageWhiz Integration

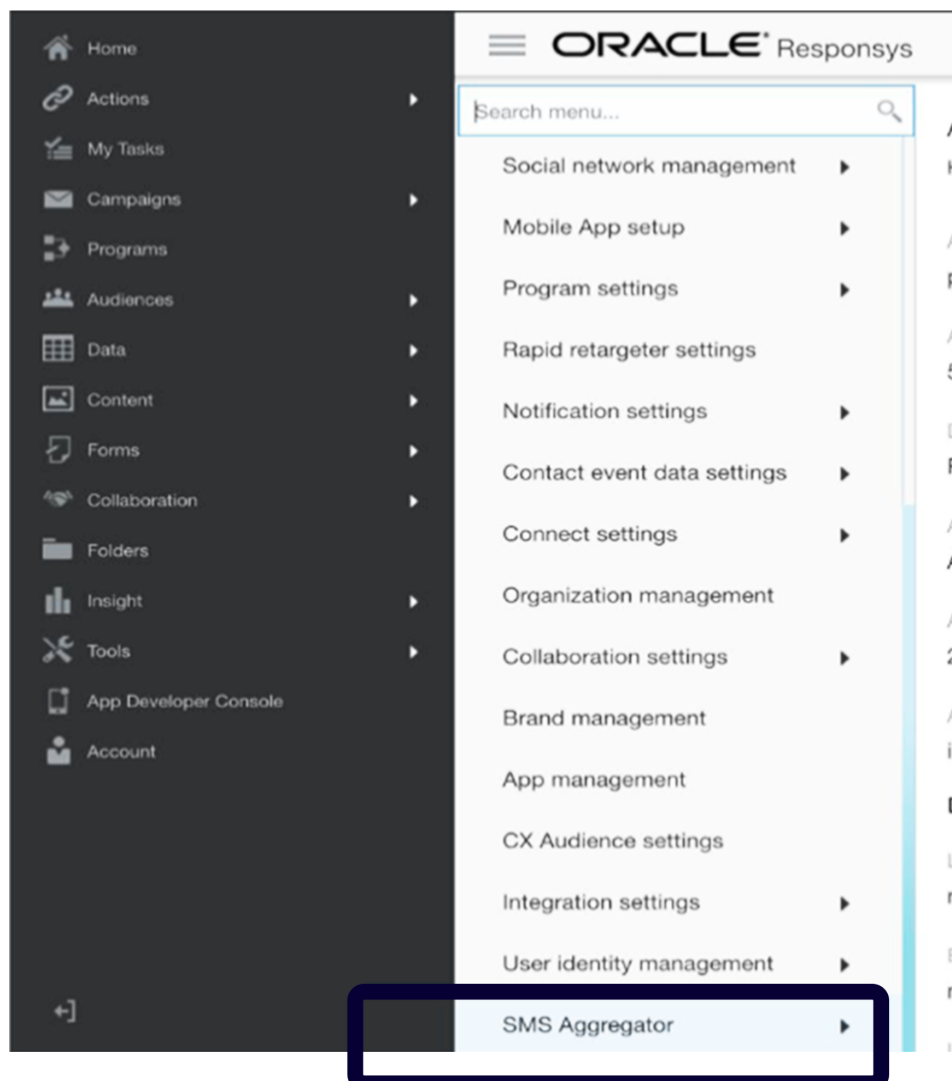
MessageWhiz, as a leading business messaging provider, integrates with Oracle Responsys through the SMS Public Aggregator Network (SPAN).

SPAN allows marketers to directly find, order, and manage an SMS aggregator from within Oracle Responsys.

How to Choose MessageWhiz as Your Aggregator

1. Navigate to the SMS Aggregator Section:

- From the main Oracle Responsys dashboard, click on the **Account** section in the left-hand menu.
- Scroll down and select **SMS Aggregator**.



2. Find an Aggregator:

- In the **Find Aggregator** section, fill out the necessary fields to locate an aggregator that matches your requirements.

Find Aggregator

Filters [Clear all](#)

Country / Countries where you want to send message. *

Oman x Saudi Arabia x United Arab Emirates x

Route type *

Mobile Terminated(MT) - Promotional x

Code type

☐ Short ☐ Long

Deliverability score

80% 100%

Displaying aggregators with deliverability score between 80 - 100%

☒ Include aggregators that do not have deliverability score yet.

Find

Find an aggregator

To find an aggregator, perform these steps:

1. Select the country or countries where you want to send messages.
2. Select one or more Route type based on your need. Route type specifies whether you want to send Promotional, Transnational, Priority SMS traffic, or a combination thereof. You must specify at least one Route type.
3. Optionally, refine your search (as described below).
4. Click Find.

To refine your search further:

- Filter the search results based on the type of code you want by selecting Short or Long.
 - Short Codes: Short codes are special numbers provided by carriers that are used to address SMS messages sent from mobile phones. They are typically five or six digits long. These codes are country specific.
 - Long Codes: Long codes are used for international SMS messages from mobile phones. They are numeric and can be up to 15 digits long. These codes can be used across multiple countries.
- Select your desired Deliverability score range. Slide the buttons until the desired range is displayed. For any given plan, the Oracle-derived deliverability score is displayed. The Oracle-derived deliverability score is the average deliverability computed with past 90 days data. The aggregator-declared deliverability is displayed when the Oracle derived score is not available. Aggregator declared deliverability is the value provided by the aggregator. This value is not validated by Oracle. For more details on the Oracle-derived and the Aggregator-declared deliverability per plan, hover over the percent value that will be displayed per plan. Oracle-derived deliverability is classified into three categories:
 - 80% - 90%
 - 80% - 89.99%
 - < 80%

Aggregator declared deliverability is displayed when Oracle derived deliverability score is not available.

Cancel **Review and Submit**

3. Specify Details:

- **Country Selection:** Choose the country or countries where you plan to send SMS messages.
- **Route Type:** Specify the type of SMS traffic you want to send (e.g., Promotional, Transactional, Priority, or a combination). At least one route type must be selected.
- **Code Requirements:** For each selected country and route type, Oracle requires you to obtain a code from the aggregator.

Find Aggregator

Filters

Country / Countries where you want to send message:

Oman x Saudi Arabia x United Arab Emirates x

Route type:

Mobile Terminated(MT) - Promotional x

Code type:

☐ Short ☐ Long

Deliverability score:

80% 100%

Displaying aggregators with deliverability score between 80 - 100%

☒ Include aggregators that do not have deliverability score yet.

Find

ICS Mobile

Country	Code type	Route type	Setup fee	Monthly fee	Price (CPM)	Deliverability score
☐ United Arab E...	Long	MT - Promotional	\$0.00	\$0.00	\$1.25	89.00%

mgage

Country	Code type	Route type	Setup fee	Monthly fee	Price (CPM)	Deliverability score
☐ United Arab ...	Long	MT - Promotional	\$0.00	\$0.00	\$17.00	No data available
☐ Oman	Long	MT - Promotional	\$0.00	\$0.00	\$67.00	No data available
☐ Saudi Arabia	Long	MT - Promotional	\$0.00	\$0.00	\$13.50	No data available

Unifonic

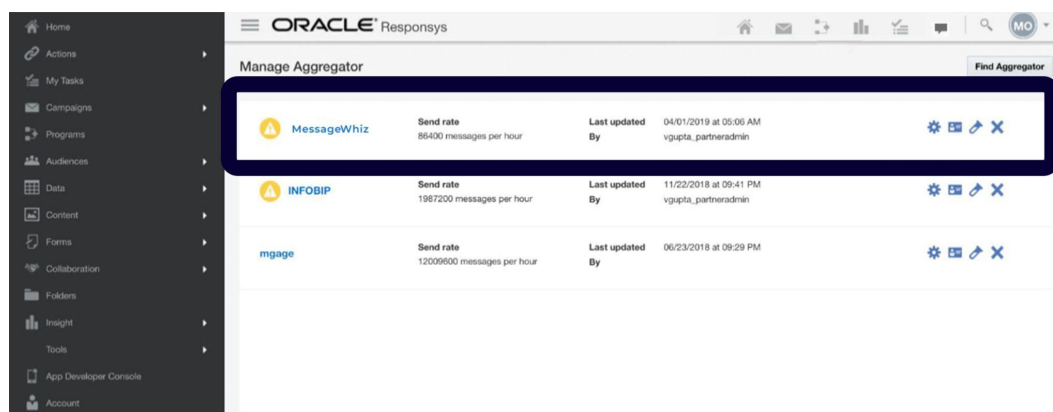
Country	Code type	Route type	Setup fee	Monthly fee	Price (CPM)	Deliverability score
☐ United Arab ...	Long	MT - Promotional	\$100.00	\$0.00	\$18.00	98.00%
☐ Oman	Long	MT - Promotional	\$0.00	\$0.00	\$63.00	98.00%
☐ Saudi Arabia	Long	MT - Promotional	\$0.00	\$0.00	\$16.00	99.00%

MT: Mobile Terminated MO: Mobile Originated

Cancel **Review and Submit**

4. Select Code Type:

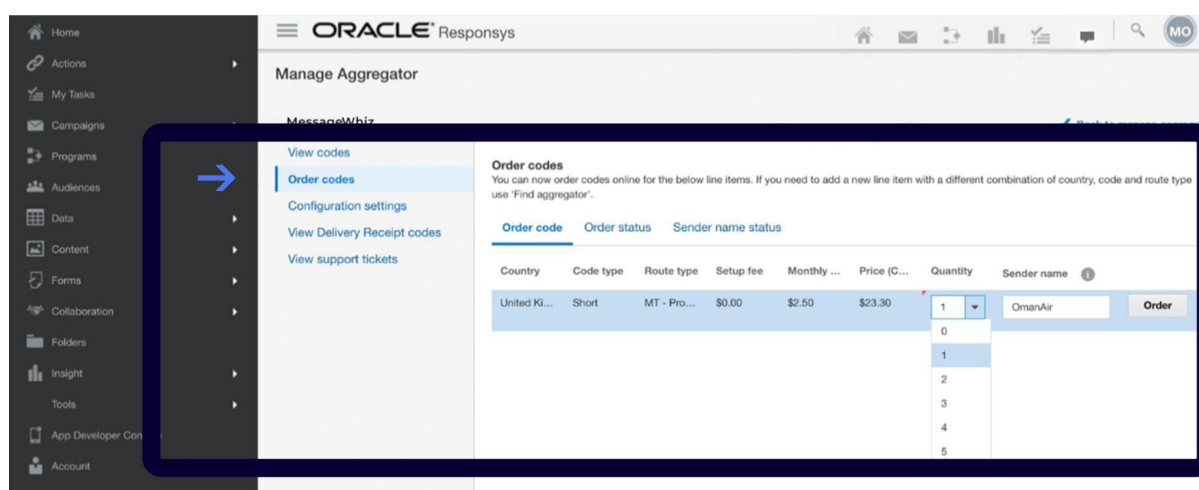
- Decide whether you need a **Long Code** (typically used for international SMS messages, up to 15 digits long) or a **Short Code** (commonly 5-6 digits, used for addressing SMS messages).
- Communicate with your customer to determine the best option. For 2-way



communication, ensure the appropriate code is requested through your team.

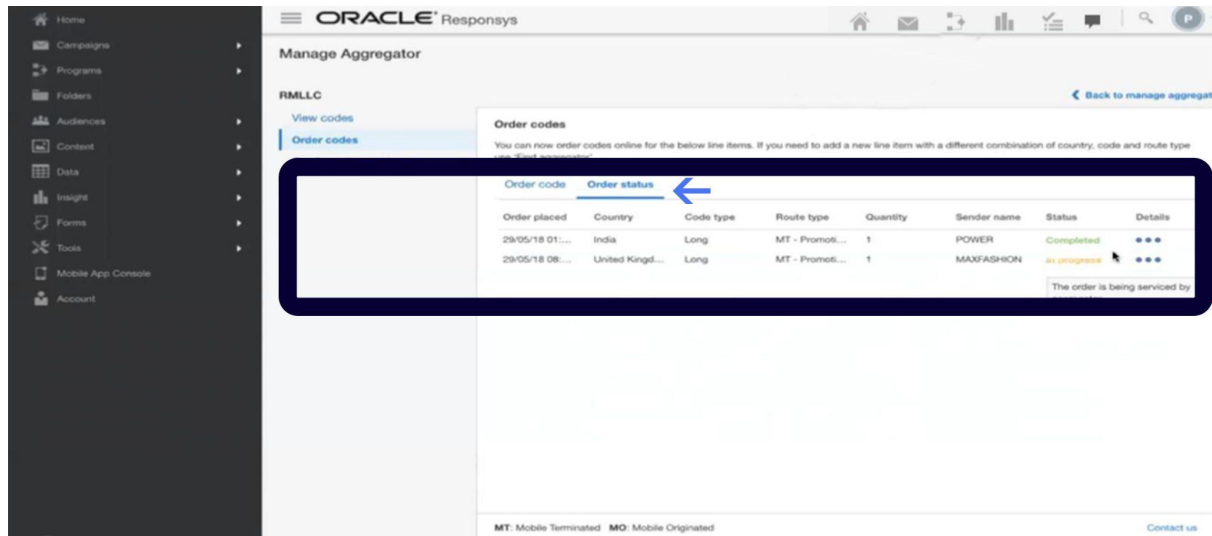
5. Find Aggregators:

- Once all required fields are completed, click **FIND** to view a list of aggregators that meet your criteria.



6. Select MessageWhiz:

- Choose **MessageWhiz** from the list as your SMS aggregator.



7. Order Codes and Check Status:

- After selecting MessageWhiz, customers can place orders for required codes and check the status of those orders.
- Customers can also monitor the status of SENDER ID registration. However, all SENDER IDs must be registered by the MessageWhiz team before messages can be sent.

Follow these steps, to easily and effectively select MessageWhiz and configure it to meet your SMS messaging needs. If you need further assistance, contact our support team.