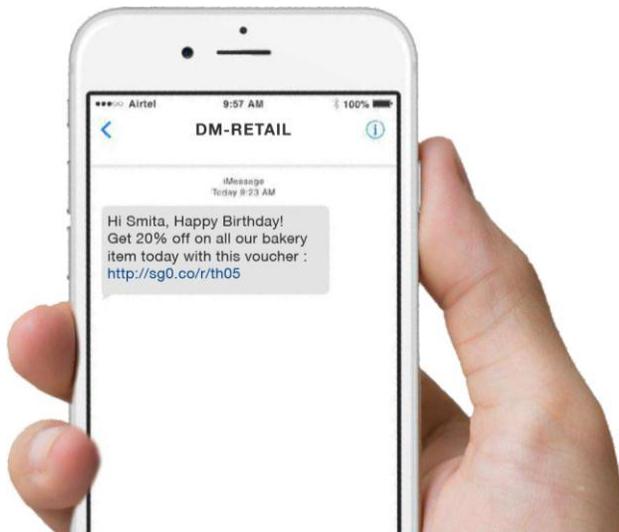# OS DIGITAL: India's #1 Commercial SMS Platform

About OS DIGITAL

What's OS DIGITAL

OS DIGITAL is an A2P SMS service provider, catering to all types of customers for sending group text messages all over India as well as globally through different SMS gateway networks. They allow send thousands of messages quickly at a time on random mobile numbers and track the delivery status of each SMS. They provide HTTP API, SMPP to integrate with other software and deliver SMS to the intended recipient's mobile phones.

Our Vision

Our vision is to become the leading Technology solution provider in India, providing end to end Solutions for various Institutions and organizations both within and outside India.

Our Mission

Our mission is to help Institutions and Businesses align their Information Technology strategy with their vision. They do this by providing the best consultancy services and technology solutions.

Direct Telecom Operator Connectivity with BSNL, MTNL, VIL, Airtel, Vcon.

900+ Happy Customers

4.8 ★★★★★ Google Reviews

About OS DIGITAL

Dedicated Server for Software & Services.

Founded in Year 2015 with 12+ Years of Experienced Team.

Messaging, Voice, Digital Marketing & IT is the back bone.

900+ Direct Clients & 30+ Channel Partners in All India.

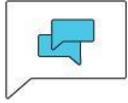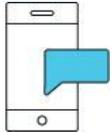Supporting Over 500,000,000 SMS & Voice Traffic Monthly.

OS DIGITAL Features - Easy & Powerful

Send Bulk SMS with Unmatched Delivery

Reach out to millions within seconds. Easily personalize bulk SMS campaigns, compose regional language texts, schedule deliveries and more at the click of a button. Get best-in-class delivery for both Promotional & Transactional SMS.
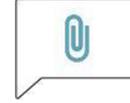
Receive SMS Online

Allow customers/prospects to instantly reach out to you. Get your own SMS address and receive SMS online using our short codes, long codes and keywords. Easily set SMS auto-replies or forward incoming texts to your phone/software. Example: SMS OSDGTL TO 8882831316

Secure, Scalable & Powerful SMS APIs

Start sending SMS from any application in minutes. Our powerful SMS APIs allow you to send & receive SMS, reports, manage contacts & more. Access comprehensive documentation with sample codes in PHP, Java, .NET, C#...

Media-Rich SMS with Attachments & Shortlinks

Go beyond 160 characters. For the first time ever, OS DIGITAL allows you to attach and send files, images, flyers, videos, brochures and shortened web links in your texts at no extra cost! It's as easy as attaching files in an email.

Real-Time Delivery Reports & Clicks Metrics

Stop shooting in the dark. With delivery reports for every number and detailed click through reports for all attachments and shortened URLs, you can now measure campaign effectiveness. Modify and test different campaigns to find the right message and right campaign time for your target audience!
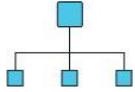
SMPP: Great Choice for Top SMS Messaging Performance

If you're having a large clientele and purchasing SMS from multiple providers we empower you to offer robust, scalable and manageable inbound SMPP client services.
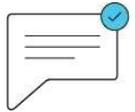
and many more advanced features...

DIGITAL
Empower Yourself
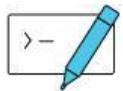
Enterprise-Ready Capabilities

Tiered Account Structure

Easily allow your franchisees and teams to run their own bulk SMS campaigns with a tiered account structure. Just pay centrally, allocate credits to your sub-accounts as needed and monitor consumption. Yes, it's that simple!

Control Your SMS Content

Monitor and control the content in every SMS that is sent from your account. You can limit access to SMS templates for your sub users. Alternatively, you can restrict sub-users' texts from going out without your explicit approval.

Best Reports Management

We can help you with a range of services from data cleansing and campaign management to custom API integrations and best reports. Our mobile marketing experts can even help you with the right database and marketing insights to kick start your lead generation!

Multi-User Roles & Privileges

Having problems with multiple users accessing a single account? As a super user, you can define granular roles and privileges for each of your sub users. You can even monitor their usage with a detailed audit trail report.

Ultra Low Latency OTP Route

Don't let a delayed OTP affect your business! We can now configure your account with an advanced auto-retry option. Our gateway intelligently reroutes the OTP with different operators if the delivery-receipt is delayed.

Enhanced Support SLAs

Get personalized support from our in-house mobile marketing and experienced technical team. We also offer enhanced SLAs to support corporate clients meet their service level needs.

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Sending SMS – Easily Customize Campaigns

Personalize Bulk SMS

Use merge fields to quickly add custom fields of your contacts while composing the SMS. Zero software installs required.

Regional Language Texts

Compose messages in 21 regional languages including Hindi, Tamil, Telugu, Bengali, Marathi, Punjabi using our transliteration tool.

Schedule and Stagger Campaigns

Send immediately or select a time and date for sending campaigns. Or, stagger your sends in defined batches.

Promotional SMS

Ask for a promotional account for business Promotions route, free of cost, so that you can send any business SMS hassle free!

Transactional SMS

Ask for a transactional account for customer information route, free of cost, so that you can send any information SMS hassle free!

SIM Based SMS

Allow your customers to easily send SIM based SMS route for all your offers and promotional messages. DND filters and refund for DND numbers.

Send SMS via Web and API

Send via web portal, trigger from your software via OS DIGITAL APIs, different software language codes are available for your application.

Unmatched Delivery

Our direct operator connectivity, intelligent gateway routing & redundancy measures ensure best-in class delivery rates, speed and uptime.

Survey, Short Link Track

You can even insert your own web links and track mobile numbers through web pages, surveys and forms created on OS DIGITAL platform.

❝Instantly reach out to customers, prospects & staff with personalized bulk SMS texts, alerts, updates, OTPs…❞
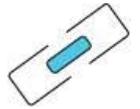
SIGITAL
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Send SMS with Attachments and Shortened Web Links

➡ Go beyond 160 characters. Insert files, images & web links in your SMS as shortlinks (txt1.in).

➡ It is as easy as attaching files in an SMS panel.

➡ Track links clicks & measure SMS campaign effectiveness.

Attachments

For the first time ever, send files along with your SMS! Easily insert brochures, menus,

photos, videos, spreadsheets, pdfs and more in SMS. OS DIGITAL will host the file securely and converts this to a unique URL in the body of your text message.

Web URL

Send your web pages as OS DIGITAL short links to your contacts and track who opened the links and from which handset! Our Short Link creator tool lets you enter any URL from the web to generate a short link version.

Measure SMS campaign effectiveness

OS DIGITAL provides track URL reports to track clicks on attachments and short links. You can measure, test and optimize your SMS campaigns to send the right SMS to the right audience at the right time.

Hi, here is our new menu.

http://txt1.in/r/8h2

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Send SMS – Explainers & Examples

Promotional SMS

> Hi Reena, Happy Birthday! Get 25% Off
> on all our stock today! With this Voucher:
> http://txt1.in/r/UTr

Promotional SMS is used to send offers, discounts or promotions to new and existing customers. The messages may or may not be solicited by the recipients.

Messages are only delivered to non-DND numbers.

Promotional SMS can be sent only between 9am and 9pm.

Promotional bulk SMS will be delivered with a random 6-digit Sender ID assigned by the telecom operator. Ex: MD-022145.

VS

Transactional SMS

> Hi Sid, See your child's exam timetable
> (for sixth grade)
> http:// txt1.in /r/Nqui

Transactional SMS is used to send OTPs, informational messages, booking and order alerts to your registered customers. They should not be Intended for marketing.

Messages are delivered to all recipients, irrespective of their Do-Not-Disturb (DND) status.

Transactional SMS are delivered 24x7 with no time restriction.

Transactional SMS can be assigned a 6-alpha character Sender ID of your Choice. It should correspond with your business name. Ex: VD-OSDGTL.

Real-Time Delivery Reports & Click Metrics

Access real-time delivery reports

Keep track of message delivery using authentic delivery reports for each message in real-time.

Track click metrics

Sending bulk SMS campaigns has been like shooting in the dark for far too long. With OS DIGITAL advanced link tracking system, you can include a short link in your SMS and track reports like clicks, click through rate and mobile device characteristics like OS, IP, Loation & more.

Measure

With simple, yet powerful OS DIGITAL features you can include attachments or short links and track clicks to measure campaign effectiveness.

Test

Run A/B tests for your SMS campaigns to determine the best time to send SMS, best CTA in your SMS, quality of your database and much more.
OS DIGITAL makes it effortless with easy interface and real-time reporting.

Optimize

Analyze the test results and optimize your campaigns by having a better CTA in your SMS, scheduling the campaign at the right time, choosing the right audience.

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2 Way Messaging - Long Code Service

2-Way Messaging

Simplify your messaging experience with the use of shared and dedicated long codes that enable two-way communication at ease.

Online Surveys

Get feedback of online surveys in real-time with the use of Survey SMS feature. People are able to answer the Questioner.

Lead Generation

If your advertising campaign includes the use of long code, you can measure the effectiveness of the campaign.

How Can I Use Long Code Service?

Long code is two ways service and helps you to get real time response from your customer and as in auto reply you can push predefined messages.

- ✓ The Long code is used for lead generation by bulk SMS, Online ads, TV channels & print media.

- ✓ It is widely used for mobile verification systems.

- ✓ It is very helpful for stock checking, stock updates, SMS subscription activations, Mobile ticketing, mobile opt-in database systems.

❝ Provide easy, cost-effective way for customers & prospects to reach out to you instantly. Generate leads and interact with customers by allowing them to easily opt-in or request for information. ❞

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2 Way Messaging - Short Code Service

Short codes are mobile numbers that are significantly shorter than regular mobile numbers (usually 10 digits) which are used for SMS, MMS and Interactive Voice Services.

Survey & Feedback

Short Code service is very good tool for Survey and Feedback.

User Registration

Short Code service is best way to verify the user registration.

Contest & voting

Short Code service is best and cheapest tool for contest and voting.

Promote your business with Short Codes :

Providing a short, easy to remember, and dedicated short code number, usable for SMS marketing, these services enhance lead generation, while facilitating live voting, customer feedback collection, and more.

- ✓ Let your customers provide you the information you need by just texting in to your short codes.

- ✓ Let your customers participate in polls and surveys using combination of keywords and short codes.

❝ Short codes are used for buying content, interacting with a help menu, voting on TV program, listening to mobile radio, and a host of other services.❞

BOOK YOUR TEST RIDE NOW
SMS RIDE TO 56161

Missed Call - Quickest Way to Reach Customers

Multi Campaigns

Collect missed call responses for multiple campaigns simultaneously.

Campaign Tracking

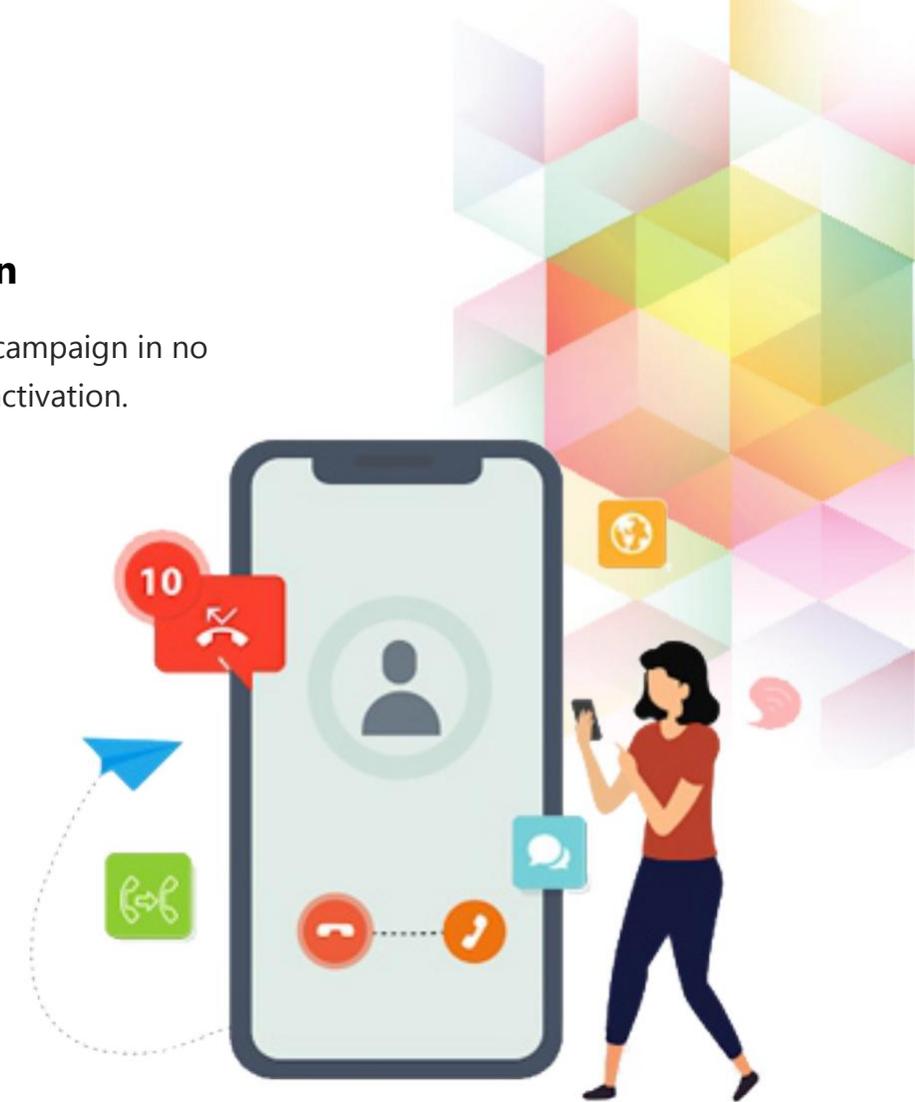Monitor live updates of multiple campaigns on our real-time dashboard.

Instant Activation

Get started with your campaign in no time with our instant activation.

How you can use missed call service for your business

Missed call alert services increase productivity in your work and grow the number of potentials customers by providing them with the best marketing medium.

- ✓ Easy updates
- ✓ Drive Downloads
- ✓ Lead Generation
- ✓ Customer verification
- ✓ Collect Feedback
- ✓ Engagement/Votes

- ✓ COD confirmation
- ✓ Support for NGOs
- ✓ Opt-in/out of lists

❝ Get customer responses in seconds without any cost. Collect leads, take feedback and run marketing campaigns at no cost with missed call service. ❞
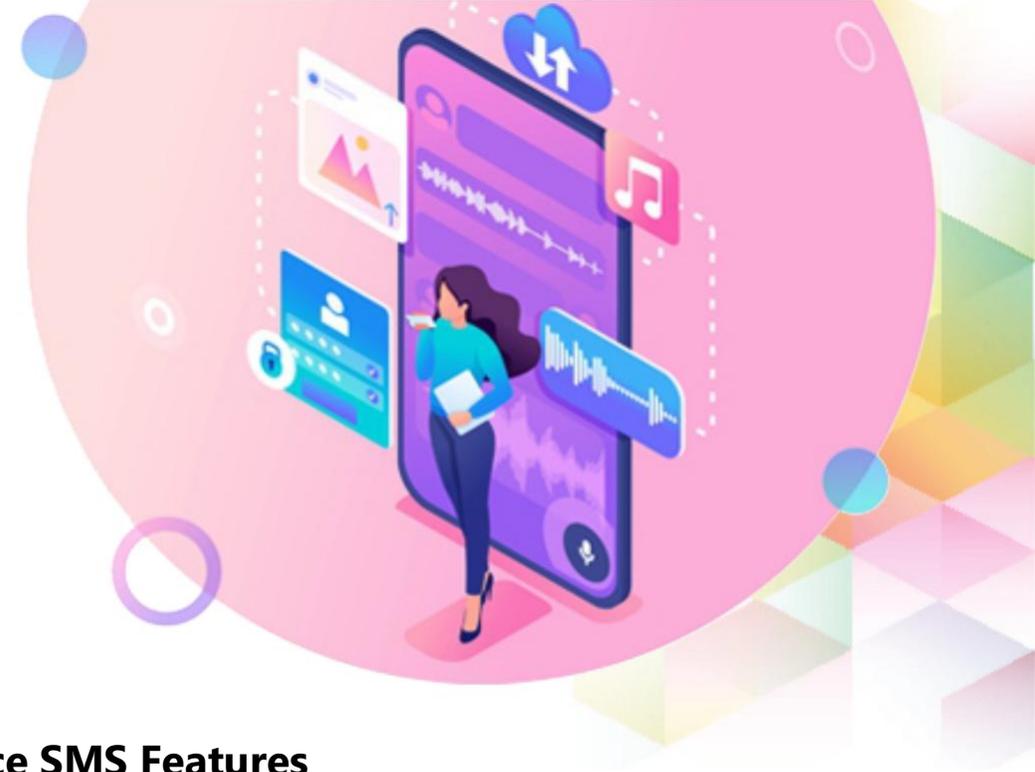
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Voice SMS - Voice API Platform

Bulk Voice SMS Service and API

Our robust bulk voice SMS software is very powerful to do your company's voice broadcasting. Integrate our different programming Voice APIs or sample code to use Voice services.

How Voice Broadcasting Can Be Beneficial For You?

- ✓ **High ROI :** Interactive voice broadcasting helps you to make more than 300% return on investment.

- ✓ **Surveys :** It can be used for surveys, feedback, urgent message, welcome or thank you messages.

- ✓ **Political Campaigns :** Easiest and cost-effective way to reach all voters with your custom message.

- ✓ **Lead Generation :** It's a best way to generate mature and qualified leads with minimum investment.

Voice SMS Features

- ✓ Text to Speech
- ✓ Improves Productivity
- ✓ Powerful API
- ✓ Saves your Cost
- ✓ Pay only for Answered Calls
- ✓ Assured Delivery

❝ Integrate voice calling within your applications. Make, receive, and control calls programmatically. ❞

DIGITAL Marketing

Social Media

Social Media Marketing or Social Media Ads campaigns, subscribers, where we throw our thoughts and post images and many more.

Google Ad word, SEO

Ad Words is an advertising service by Google for businesses wanting to display ads on Google and its advertising network.

Online Surveys

We can allow customers to add their own surveys and decide how many they are allowed to add. Then customers can manage them from here.
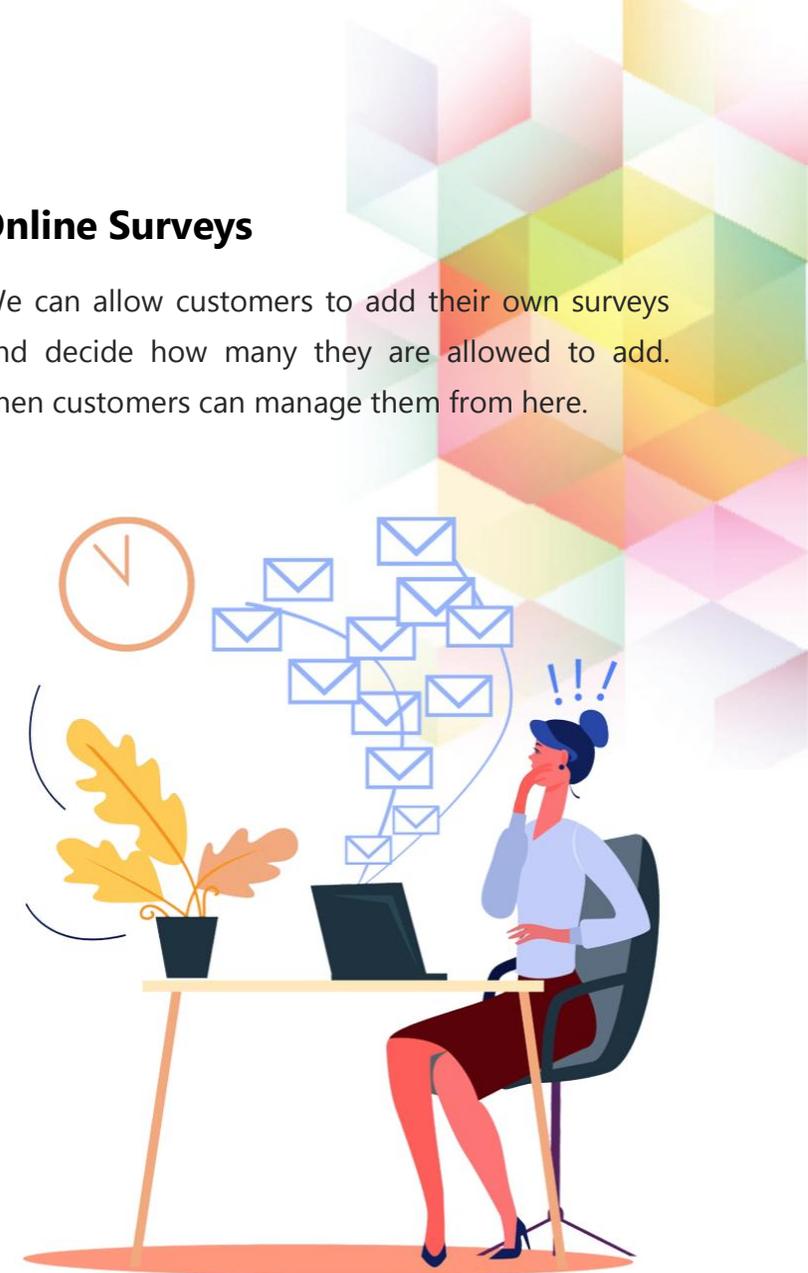
Advertising through Digital Marketing

Digital Marketing is an advertising service by Google, Facebook and other online platform for businesses wanting to display ads on their platform and its advertising network. It enables businesses to set a budget for advertising.

Digital Marketing Features

- ✓ Branding
- ✓ Leads Generation
- ✓ Demographic Target
- ✓ Age Target
- ✓ Remarketing
- ✓ Customers Reach
- ✓ Broad Match
- ✓ Social Media
- ✓ Performance Measure

❝ Creating Ad & Posting your Business to the Social Media and Google Platforms. ❞

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WhatsApp API Solutions

Send customers information they need where they want to receive it

How can WhatsApp API help your business? Here are some ideas to get you started.

- ✓ **Time Critical Notifications** Flight cancellations, delays, rescheduling which requires real-time communication, and customer service.

- ✓ **Travel Confirmation & Alerts** Flight confirmations, check-in notifications, and boarding passes for travelers.

- ✓ **Booking Inquiries** Seat selection, payment/billing questions, cabin upgrades, and other information travelers need.
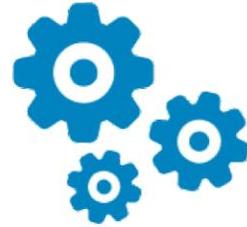
Features of WhatsApp API

- ✓ Send & receive rich text messages, images, video, and popular document formats.

- ✓ Status updates to track sent, delivered and read messages.

- ✓ Comprehensive statistics and analytics reporting capabilities.

- ✓ Secure end-to-end messaging.

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Secure, Scalable & Powerful SMS APIs

- ✓ Send bulk SMS
- ✓ Schedule messages
- ✓ Retrieve inbound SMS
- ✓ Personalize SMS
- ✓ Manage contacts
- ✓ Generate short links
- ✓ Get delivery reports in real-time
- ✓ Get account balance
- ✓ Access templates
- ✓ Password security
- ✓ Get ticket details & redeem them
- ✓ Get survey results

"Sample API Codes Available in ASP, PHP, JAVA, .NET, C#... "

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Use Cases

Sales Promotions

With an estimated open rate of 99%, business text messaging is an extremely attractive option for promoting sales. Findings from the same study indicate that 90% of those opens occur within three minutes of receiving the message.

Marketing Campaigns

If you have worked in marketing, It suggests that you have to reach potential customers in several different places, and in a number of different ways, before you can convert them to purchase.

Orders

Although most companies that allow mobile payments, Domino's Pizza and PayTM are examples, use apps to facilitate the process there are those who allow customers to use text messages to place orders.

Discount Coupons or Vouchers

Creating discount vouchers and coupons can be a bit of a headache, especially with all of the sites on the web dedicated to sharing promo codes that can be used to get money off.

Virtual Gifts

Gift Company is a virtual gift card, sent via text message that allows recipients to collect a real gift in a store. For example, you could use it to send a gift voucher to a friend to cover the cost of a meal in a particular restaurant.

Appointments / Reminders

One of the biggest problems for doctors, dental doctors and anyone else who operates their business on an appointment basis is no-shows. Manually making calls or sending out emails about appointments can help reduce this.
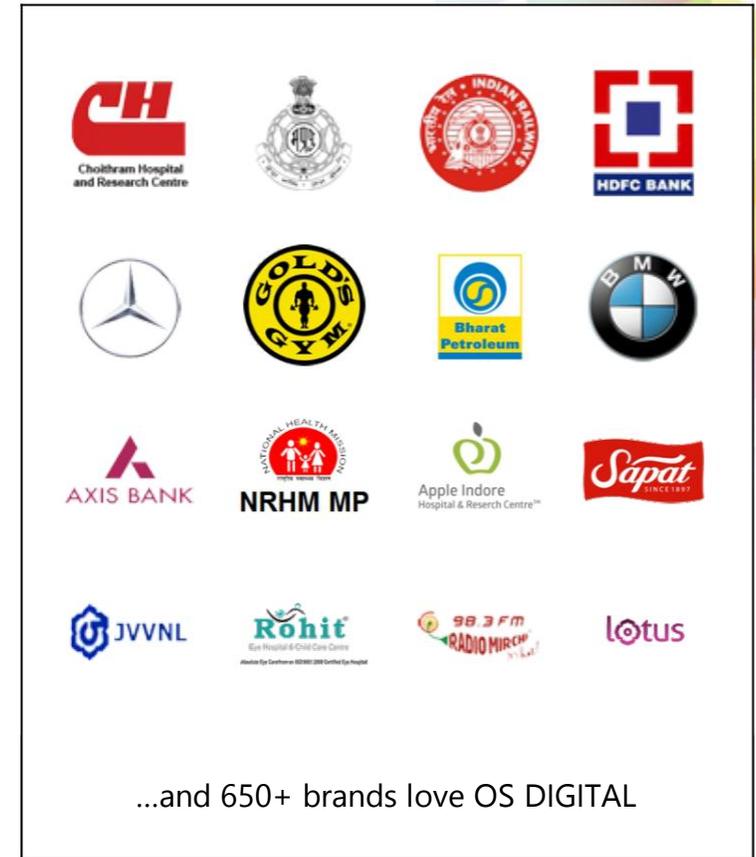
Alerts

With just a little triggering, you can use your mobile number to receive SMS alerts as text messages. For example, it makes possible to receive their service notifications as an SMS message.

Goods Tracking

It's now the norm for both brands like Amazon, Argos etc. and delivery providers such as Yodel and Hermes to offer delivery updates and tracking notifications. In most instances, this includes SMS.

❝ Contact us to know how your company can leverage OS DIGITAL platform to drive business growth! ❞

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Why choose OS DIGITAL ?

- Best-in-class Delivery
- Easy & Powerful Texting
- One-Stop Shop for All SMS Needs
- Quick, Free & Flexible APIs
- Features Built for Today's World
- Authentic Real-Time Reports

...and 650+ brands love OS DIGITAL

4.8 ★★★★★ Google Reviews

Contact Us

OS DIGITAL

F-1/167.168, Ground Floor, Sector-11
Rohini, New Delhi 110085

Call : +91-9868891277 **Email :** care@osdigital.in

Visit : www.osdigital.in

GSTIN : 07AHVPC5934D1Z9

Telemarketer ID : 1102456740000011303