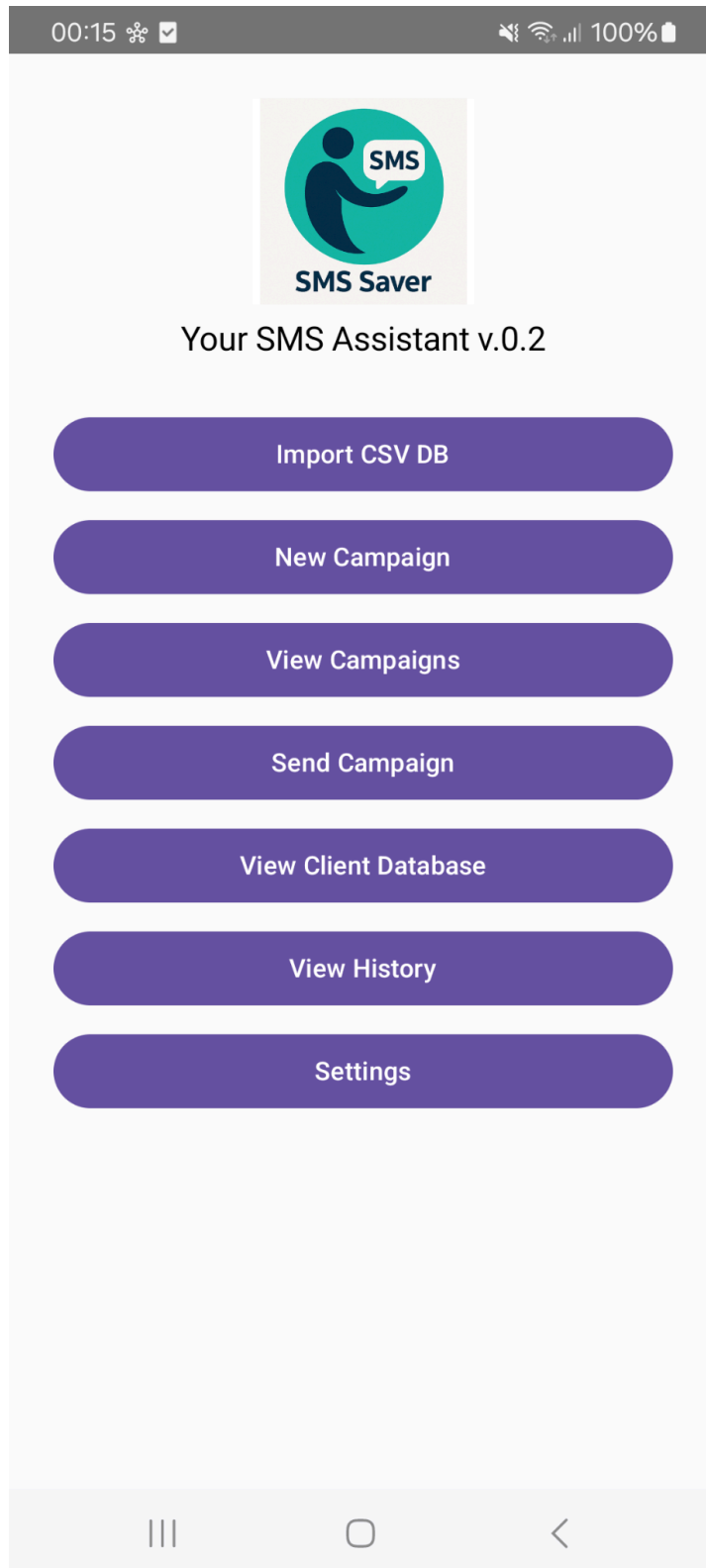


# 📖 Welcome to the SMS Campaign Assistant Manual



Thank you for choosing **SMS Campaign Assistant** — a powerful and flexible tool designed for professionals who want to manage SMS campaigns directly from their Android phone, using their own mobile plan.

No expensive API subscriptions. No third-party gateways. No limitations.  
Just direct, fast, and reliable communication — fully under your control.

With SMS Campaign Assistant, you can easily import your contact list from a CSV file. The first two columns should contain the **name** and **phone number**. After that, you're free to include as many custom fields as you need — whether it's for pet names, treatment types, loyalty levels, or anything else that helps you target your audience more precisely.

Want to send messages only to a certain age group, customer type, or service category? Just filter by the corresponding column. It's that simple.

### **Perfect for:**

- Veterinary clinics
- Hair salons & beauty professionals
- Personal trainers & fitness experts
- Local shops & service providers
- Freelancers & consultants
- Event planners & organizers
- Anyone who needs efficient, flexible SMS communication

### **Key Features:**

- Import CSV files with unlimited columns
- Filter and segment by any field
- Send SMS messages using your Android device
- Works offline after activation
- Backup and restore your contact database
- GDPR-compliant local storage
- No third-party SMS service required

- Clean, intuitive interface
- One license per device
- Designed for speed, simplicity, and results

### **License Information:**

- One-time payment for 12 months of full access
- License key delivered by email after purchase
- Activate directly within the app
- Fully functional offline once activated
- 7-day money-back guarantee — no questions asked
- Renewal reminder sent before expiration

### **Requirements:**

- Android phone with an active SMS plan
- Internet connection required only once to activate your license
- 100% offline functionality after activation

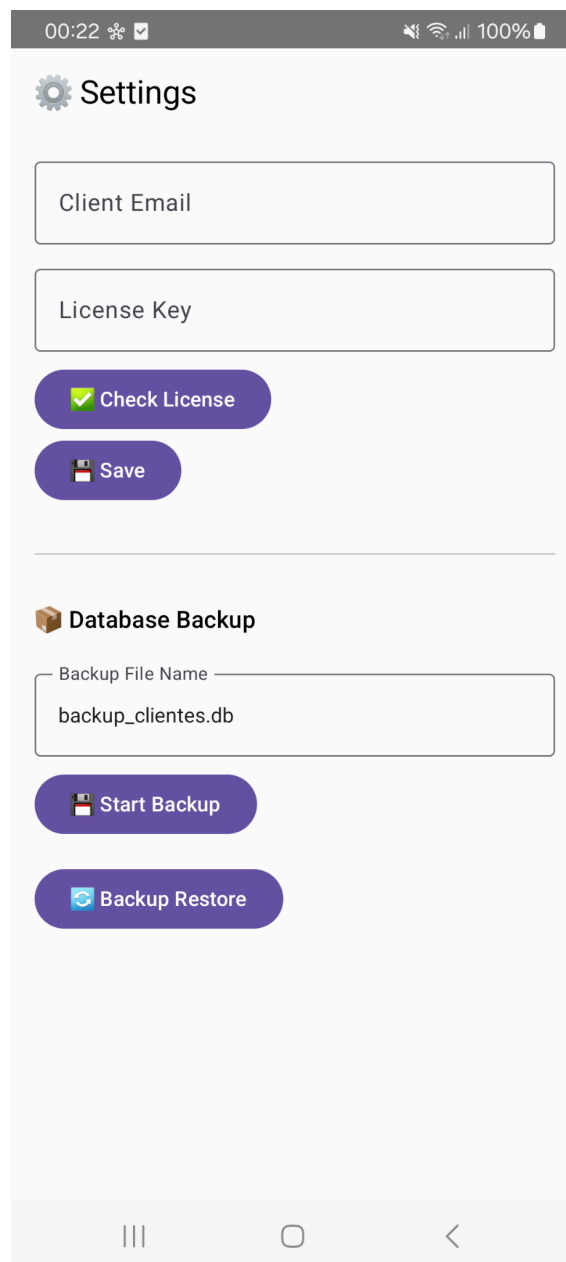
## → 📱 First Steps with SMS Campaign Assistant

Thank you for choosing our app to boost your business's marketing through SMS. Many people assume SMS is outdated — but that couldn't be further from the truth. In fact, SMS still holds the **highest open rate** of any communication channel worldwide.

When used correctly, SMS becomes a powerful tool for fast, direct, and personal contact. And that's exactly what **SMS Campaign Assistant** is designed to help you achieve.

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### 🔑 Activating Your License



00:22 📶 100%

#### ⚙️ Settings

Client Email

License Key

✅ Check License

💾 Save

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#### 📦 Database Backup

Backup File Name

backup\_clientes.db

💾 Start Backup

🔄 Backup Restore

After installing the app, the first step is to **activate your license**.

1. Open the app and tap on **Settings**.
2. Enter the **email address** you used during your purchase.
3. Paste or type in the **license key** that was sent to your email.

Before saving, you can optionally tap “**Check License**” to instantly confirm whether your license is active.

Once confirmed, tap **Save** and return to the main screen to begin using **SMS Campaign Assistant** in full.

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Ready for the next section? I can continue with CSV import, sending SMS, filters, or backup—just tell me.

## **Creating Your Contact Database**

Now that **SMS Campaign Assistant** is activated, it's time to create your contact database.

The app allows you to **import your own contact list using a CSV file**. This gives you full flexibility and control over your campaigns.

### **CSV Format Requirements:**

To ensure proper import, your file must follow a few simple rules:

- The **first two columns** must be labeled exactly as:  
`name` and `phone_number`  
These are the primary keys used by the app to manage your contacts.
- You can add **as many additional columns** as you like after that — for example:  
`pet_name`, `age_group`, `category`, `last_visit`, etc.
- The file **must use comma ( , )** as the separator between values.  
Make sure your CSV editor (e.g., Excel, Google Sheets, LibreOffice) is set to export using `,` instead of `;`.

## Practical Example: Your First Contact List

Let's look at a simple example.

In the screenshot below, you'll see an Excel file with **four columns**:

1. **name** – The customer's name (*required*)
2. **phone\_number** – The customer's phone number (*required*)
3. **last\_visit** – The date of the customer's last visit to your shop (*custom*)
4. **spent** – The total amount the customer has spent in your shop (*custom*)

These last two columns are optional and fully customizable. You can use them later to **filter and target your SMS campaigns** — for example, sending a message only to clients who haven't visited in 6 months or who spent over a certain amount.

Remember:

- The column **headers must match exactly** (e.g. `name`, not `Name` or `NAME`)
- Values must be **separated by commas (,)** when saved as CSV

Once your file is ready, save it as a **CSV file with commas separators** and import it into the app.

A	B	C	D
name	phone_number	last_visit	spent
John	[REDACTED]	2025/08/01	300
Peter	[REDACTED]	2025/07/01	150
Clara	[REDACTED]	2025/07/08	2

## Exporting Your File to CSV

Once your contact list is ready in Excel, the next step is to **export it as a CSV file**.

Make sure your file follows the correct structure, with **commas ( , ) as separators**. After exporting, your file should look something like this:

```
name,phone_number,last_visit,spent
John,██████████,2025/08/01,300
Peter,██████████,2025/07/01,150
Clara,██████████,2025/07/08,2
```

Each contact appears on its own line, with all fields separated by commas.

### **Important:**

Some versions of Excel will export CSV files using semicolons ( ; ) depending on your regional settings. If that happens, you can:

- Change your system's list separator to , ,
- Or use **Google Sheets** or **LibreOffice** and set the delimiter manually during export.

Once your file is saved correctly, you're ready to **import it into SMS Campaign Assistant**.

## Importing Your CSV into SMS Campaign Assistant

Now that your CSV file is ready, it's time to import it into **SMS Campaign Assistant**.

You have two options:

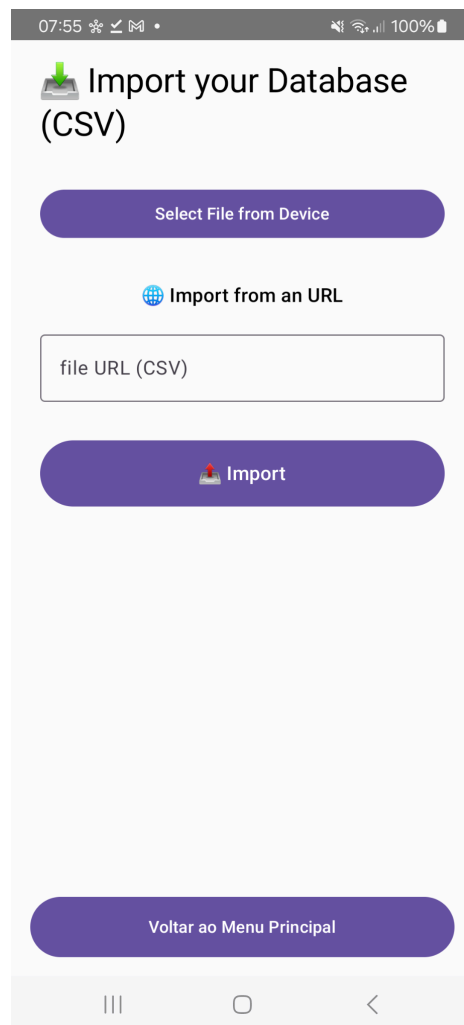
1. **Send the file to your Android device** (via email, USB, cloud storage, etc.)
2. Or **upload the file online** and use a public link (URL)

The app supports **both methods**: importing from a file or from a URL.

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## ● Step-by-Step: Importing from Device Storage

1. On the home screen, tap the first button: “**Import CSV DB**”
2. You’ll see two options:
  - **Select File From Device**
  - **Import from an URL**



In this example, we’ll choose “**Select File From Device**”.

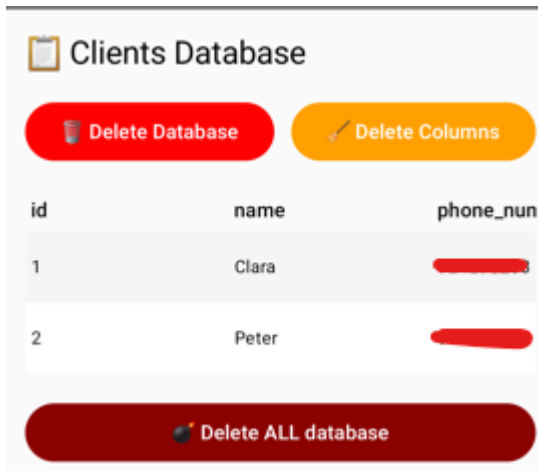
3. Locate and select the CSV file you previously saved to your Android phone
4. Tap “**Import**”

After a few seconds, you’ll see a **success message**, confirming that your database has been imported.

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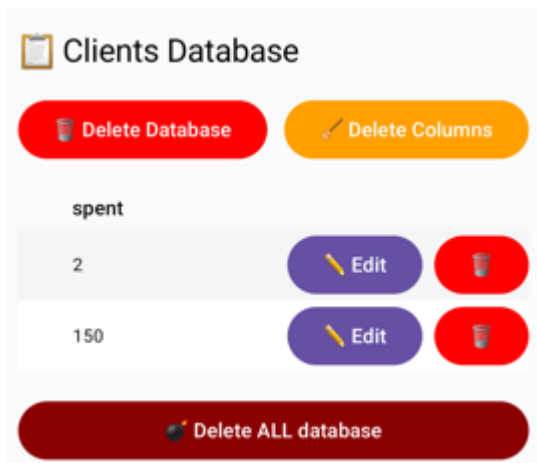
## Viewing Your Contact Database

To verify your contacts, go back to the **Main Menu** and tap on “**View Client Database**”.



From this screen, you can:

- **View all imported contacts**
- **Edit existing client data**
- **Delete clients**



### **Note:**

You **cannot create new clients manually** from within the app.

To add new clients, you must upload a **new CSV file** using the same structure.

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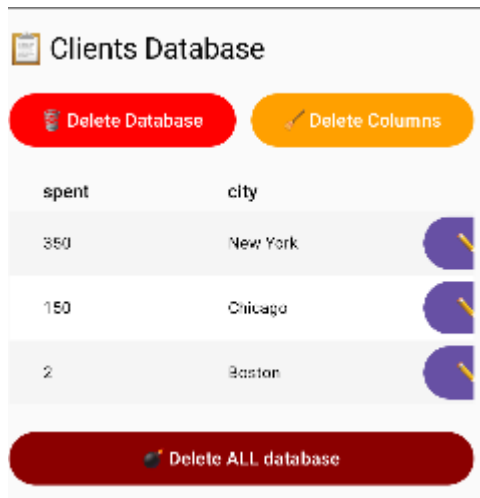
## Updating or Expanding Your Database

SMS Campaign Assistant allows you to **import a new CSV file at any time** — whether to add more clients, update existing data, or include new fields.

For example, if you want to add a **new column like city**, simply update your spreadsheet, export it again as CSV (with the correct structure), and re-import it into the app.

name	phone_number	last_visit	spent	city
John	[REDACTED]	2025/08/01	300	New York
Peter	[REDACTED]	2025/07/01	150	Chicago
Clara	[REDACTED]	2025/07/08	2	Boston

Your database will be automatically updated with the new information.



## Creating Your First SMS Campaign

Now that your contact database is ready, let's create your **first campaign**.

In the CSV file we imported earlier, we have three custom columns in addition to the required `name` and `phone_number`:

- `last_visit` (date of last visit)
- `spent` (amount spent)
- `city` (customer's city)

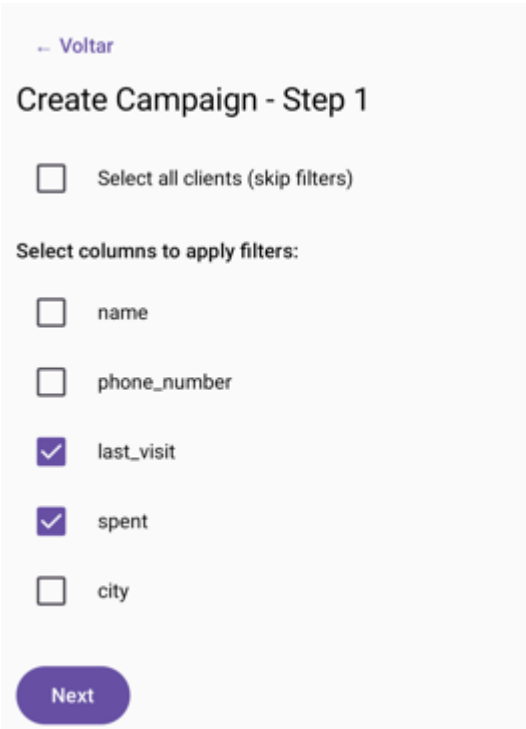
Let's create a campaign to **target customers who visited between June 1st and July 30th, 2025, and spent less than €200** in your store.

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## Step 1: Start a New Campaign

1. On the main menu, tap **"New Campaign"**.
2. In **Step 1**, select the columns you want to use as filters.  
In this example, we'll choose:

- `last_visit`
- `spent`



– Voltar

### Create Campaign - Step 1

Select all clients (skip filters)

Select columns to apply filters:

name

phone\_number

last\_visit

spent

city

Next

○

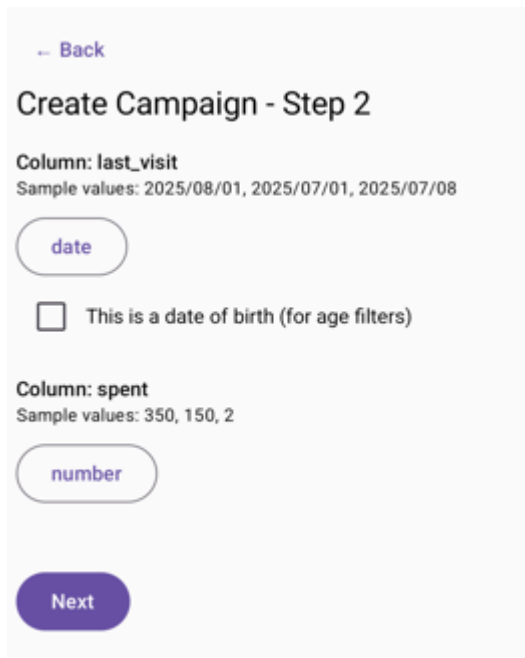
💡 Tip: If you want to send a message to **all clients**, you can check the box “**Select all clients (skip filters)**”, which will include your entire database without applying any conditions.

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## 🧠 Step 2: Define Column Types

In **Step 2**, you'll help the app understand how to interpret your selected columns:

- `last_visit` → **Date**
- `spent` → **Number**



– Back

### Create Campaign - Step 2

Column: `last_visit`  
Sample values: 2025/08/01, 2025/07/01, 2025/07/08

date

This is a date of birth (for age filters)

Column: `spent`  
Sample values: 350, 150, 2

number

Next

### 🎁 Optional:

If you're using a column that contains **date of birth**, you can check “**This is a date of birth (for age filters)**” — useful for birthday campaigns.

Tap **Next** to proceed.

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## 📊 Step 3: Set Your Filters

In **Step 3**, you'll define the filter conditions for your campaign.

The app supports the following operators:

- = (equal to)

- < (less than)
- > (greater than)
- **between** (range)

← Back

### Create Campaign - Step 3

Filter: last\_visit (date)

between

Min  
01-06-2025

Max  
30-07-2025

Filter: spent (number)

<

Value  
200

Finish

For this example:

- In `last_visit`, choose **between** and set the range: **01-06-2025** to **30-07-2025**
- In `spent`, choose **<** and set the value to **200**

Tap **Finish** to apply your filters.

✓ The app will now display the list of contacts matching your criteria. In this case, we found **2 clients**.

## Create Campaign - Step 4

Campaign Name

Message (160 char per sms)

0/160 (1 SMS)

Available tags:

{id}

{name}

{phone\_number}

{last\_visit}

{spent}

{city}

Save Campaign

Matching clients: 2

id: 2  
name: Peter  
phone\_number: [REDACTED]  
last\_visit: 2025/07/01  
spent: 150  
city: Chicago

id: 11  
name: Clara  
phone\_number: [REDACTED]  
last\_visit: 2025/07/08  
spent: 2  
city: Boston

---

## Naming the Campaign & Writing the Message

Next, give your campaign a **name** and compose the SMS **message** you want to send.

## Personalization with Tags

SMS Campaign Assistant allows dynamic content using **tags** based on your database columns.

- To include the customer's name: use `{name}`
- To include their city: use `{city}`
- Any column from your CSV can be used as a tag — just wrap it in `{ }`

☺ Example:

Hi {name}, we noticed your last visit was on {last\_visit}.  
We'd love to see you again!

**Create Campaign - Step 4**

Campaign Name  
test 12345

Message (160 char per sms)  
hello {name} please visit our {city} store to earn a 100€ discount

66/160 (1 SMS)

Available tags:  
{id}  
{name}  
{phone\_number}  
{last\_visit}  
{spent}  
{city}

Save Campaign

Matching clients: 2

---

### ⚠ Important: Personalization is essential

While SMS Campaign Assistant simulates human-like sending by using **random delays** between messages, it's still important to avoid sending **identical texts** to every contact.

Some mobile carriers may detect repetitive content as **spam** and block your number.

We **highly recommend** including at least the recipient's name in every message to reduce this risk and make your communication feel personal.

## Viewing and Editing Your Campaigns

Now that your campaign is created, you can go ahead and send it — but what if you want to **review or make changes** first?

It's easy.

From the **main screen**, tap “**View Campaigns**”.

This will open a list of all your saved campaigns.



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## What You Can Edit


When you open a campaign, you can:


- **Change the campaign name**
- **Edit the message content**
- **Delete the campaign** if you no longer need it


### Edit Campaign


Campaign Name


Campaign Message


 Sent: 0 out of 0

 Save Changes

 Clients in this campaign: 0

 Messages sent: 0

 Delete Campaign

 Back to Main Menu

## What You *Cannot* Edit

 **Filters cannot be changed after the campaign is created.**

If you made a mistake in the filter conditions, you'll need to create a **new campaign** from scratch using the correct filters.

## Sending Your Campaign

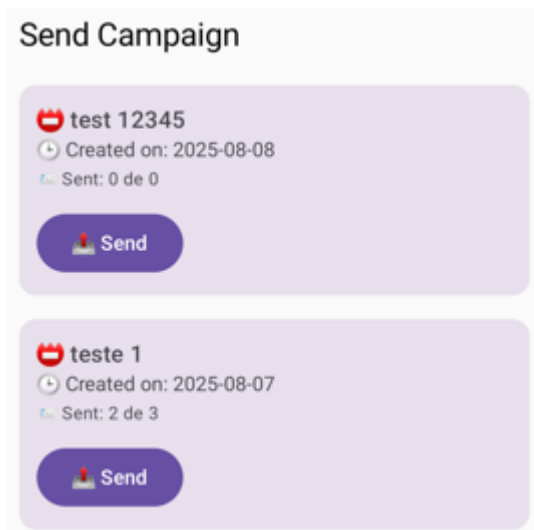
Now for the most important part — **sending your SMS campaign**.

Thankfully, it's extremely simple.

From the **main screen**, tap “**Send Campaign**”.

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### Campaign Overview



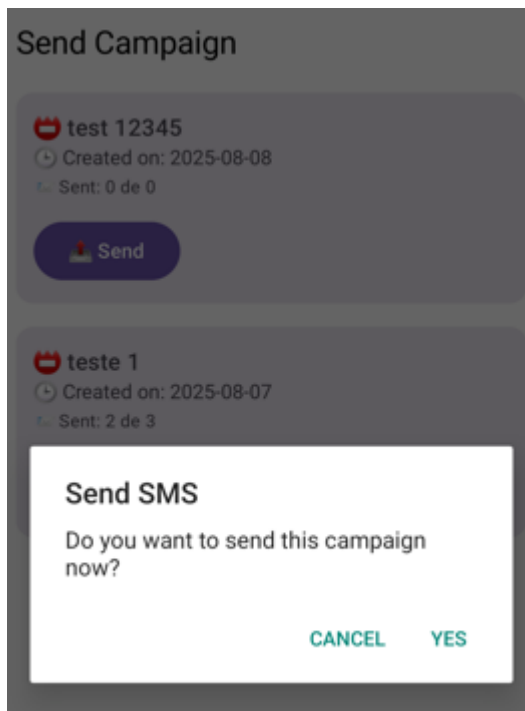
On this screen, you'll see a list of all your saved campaigns, along with key details such as:

- Whether the campaign has already been completed
  - How many contacts have already received the message
- 

### How to Send

To start sending a campaign:

1. Tap “**Send**” next to the campaign you want to launch
2. The app will ask you to **confirm** — tap “**Yes**” to begin the sending process



The app will then begin sending SMS messages one by one, with **random delays** between them to simulate human behavior and avoid spam detection.

You can monitor the progress in real time. Once finished, the campaign will be marked as **completed**, and won't be sent again unless you create a new one.

## Sending to a Specific Client or to All

Once a campaign is opened for sending, you'll see a **list of all the clients** included in that campaign.

This gives you full control over how the messages are sent.

---

### Sending a Test Message

If you want to **test the message** before sending it to everyone (for example, send it to yourself):

1. Use the search bar to **find your name** in the list
2. Tap the **“Send”** button below your contact details

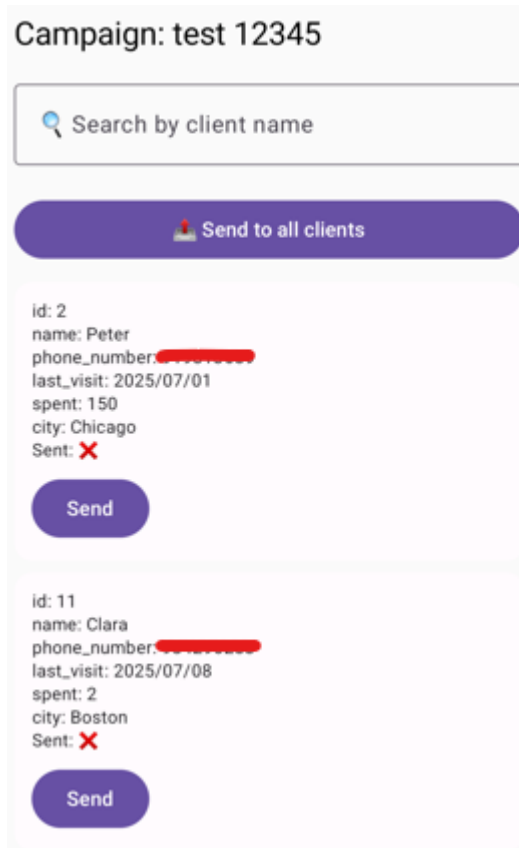
This is a great way to preview the message and confirm everything is working as expected.

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## Sending to All Clients

When you're ready to launch the full campaign:

- Simply tap “**Send to all Clients**”



The app will begin sending messages one by one, using **random delays** to simulate natural sending and reduce the risk of being flagged as spam.

Sit back and let SMS Campaign Assistant do the rest.

## Delayed Sending for Safety

### Important:

The sending process is **not instant or continuous**.

Each message is sent with a **random delay between 3 and 15 seconds**.

This intentional delay is designed to **mimic human behavior**, making it **less likely that your number will be flagged as spam** by your mobile carrier.

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## Visual Feedback During Sending

As messages are successfully sent, they will:

- **Turn green** in the list
- Show the label “**Already sent**” under the contact’s name

This gives you a clear, real-time view of which clients have already received the message and which are still pending.

Campaign: test 12345

Search by client name

Send to all clients

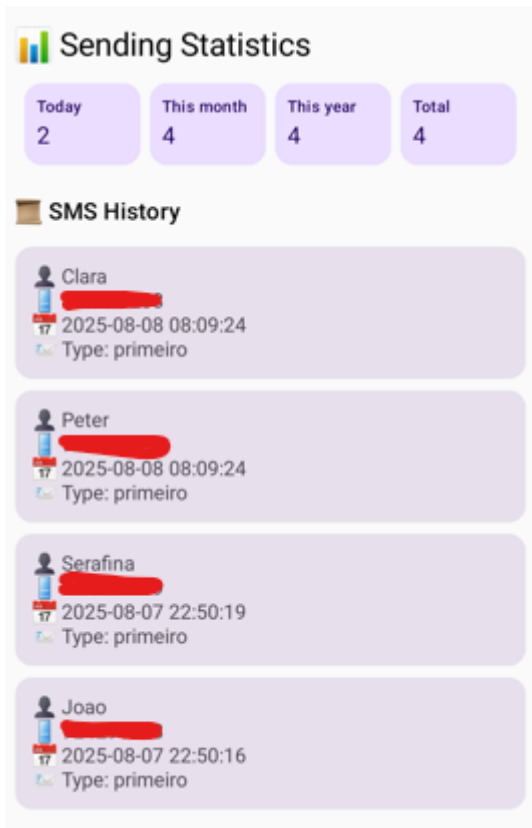
id: 2  
name: Peter  
phone\_number: [REDACTED]  
last\_visit: 2025/07/01  
spent: 150  
city: Chicago  
Sent:   
data\_envio: 2025-08-08T09:09:24.940444

Already sent

id: 11  
name: Clara  
phone\_number: [REDACTED]  
last\_visit: 2025/07/08  
spent: 2  
city: Boston  
Sent:   
data\_envio: 2025-08-08T09:09:24.673954

Already sent

## View History – Track All Sent Messages



The **View History** screen allows you to review your entire **SMS sending history**. This is a key feature for **monitoring your SMS usage** and keeping detailed records.

You'll be able to check how many messages were sent:

- **Today**
- **This Month**
- **This Year**
- **All Time**

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### Full Visibility and Control

For each message sent, you can see:

- **The recipient's name**

- **The phone number**
- **The exact time it was sent**

This ensures maximum transparency and helps you track your campaign performance with precision.

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### **Important Notice**

Your SMS history is stored **locally in your app's database**.

If you delete your database, this information will be permanently lost.

We strongly recommend that you **write down or back up your data** before deleting or replacing your database.