



## Introduction

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- Username and password

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- Importing a List
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## Send a Message

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- How to create and send
- How to copy and resend a previously created message

## Reporting

- Incoming Reports
- Outgoing Reports

## Introduction

- Logging on to the mobile platform
- Username and password fields

## Logging on to the mobile platform

A: Go to URL: [www.fishbowl.com](http://www.fishbowl.com) and click on "Client Login" marked "A"



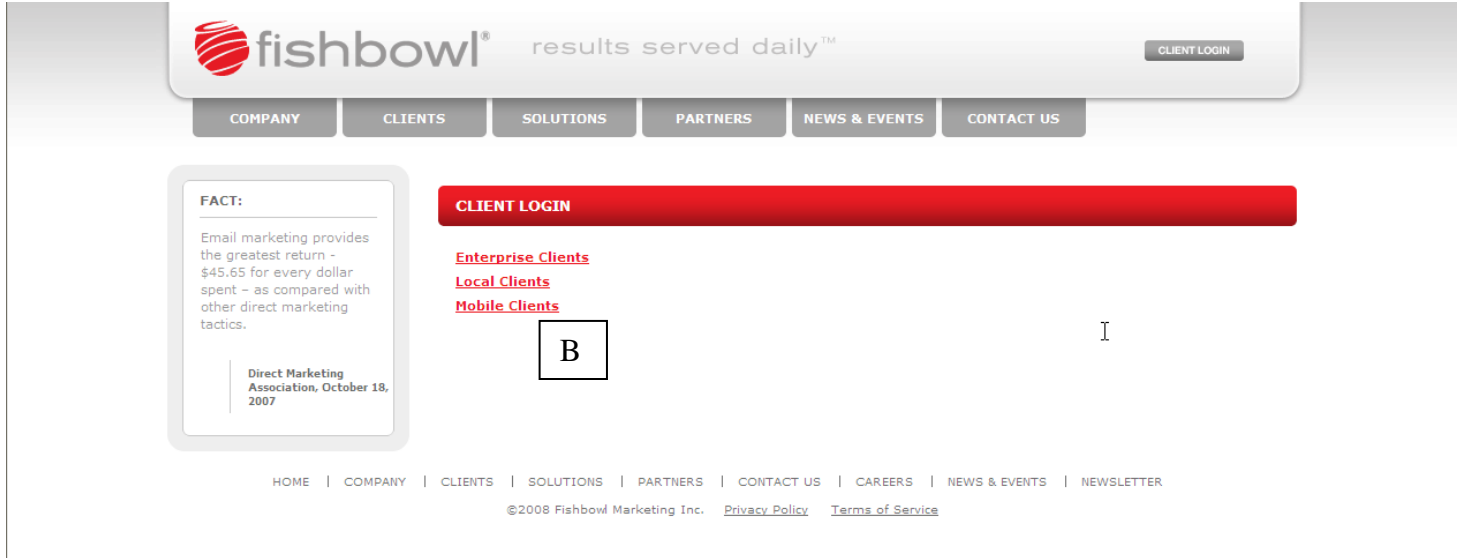
The screenshot shows the Fishbowl website homepage. At the top, there is a navigation bar with the Fishbowl logo and the tagline "results served daily™". A "CLIENT LOGIN" button is highlighted with a box labeled "A". Below the navigation bar are several menu items: COMPANY, CLIENTS, SOLUTIONS, PARTNERS, NEWS & EVENTS, and CONTACT US.

The main content area is divided into several sections:

- WELCOME TO FISHBOWL:** A paragraph describing Fishbowl as the leading provider of email marketing to the restaurant industry, offering mobile marketing, online ordering, and reservations.
- WHAT'S HAPPENING:** A list of recent events and partnerships, including "The National Restaurant Association expands partnership with Fishbowl" and "New Hampshire Expo - Booth #40".
- LEARN MORE:** Two buttons for "Sign-Up for a Free Online Demo" and "Sign-Up for One of Our Free Webinars".
- Global Presence:** Logos for Fishbowl in the UK (United Kingdom flag) and Fishbowl in Canada (Canada flag).
- Sponsors and Partners:** Logos for "GREAT AMERICAN DINEOUT" and "NATIONAL RESTAURANT ASSOCIATION".

Below the main content area is a "CLIENT PROFILE" section featuring a photo of Aaron Horton, Director of Marketing at Rockfish Seafood Grill, L.P., and a quote from him about his experience with Fishbowl. Below the client profile is a "CLIENTS" section with logos for various restaurant brands: BURTONS, Qdoba MEXICAN GRILL, YES!, STARDUST, and SYLVAN.

B: – Click on “Mobile Clients from the screen below (marked “B”)



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CLIENT LOGIN

COMPANY | CLIENTS | SOLUTIONS | PARTNERS | NEWS & EVENTS | CONTACT US

**FACT:**

Email marketing provides the greatest return - \$45.65 for every dollar spent - as compared with other direct marketing tactics.

Direct Marketing Association, October 18, 2007

**CLIENT LOGIN**

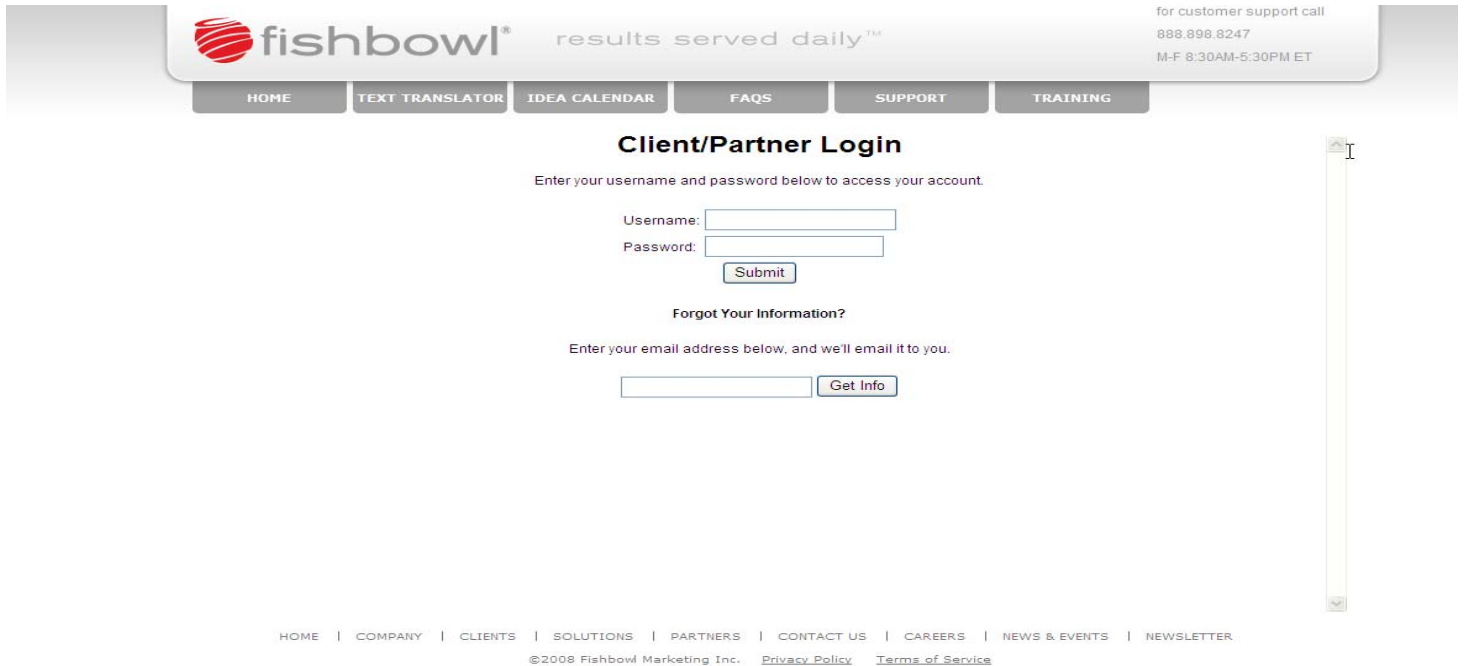
[Enterprise Clients](#)  
[Local Clients](#)  
[Mobile Clients](#)

**B**

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C: A new pop-up window will open up, type in your **username and password** in the username and passwords fields respectively. You are now logged on to Fishbowl Mobile platform.



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for customer support call 888.898.8247 M-F 8:30AM-5:30PM ET

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**Client/Partner Login**

Enter your username and password below to access your account.

Username:

Password:

**Forgot Your Information?**

Enter your email address below, and we'll email it to you.

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## Welcome Response Text Message

- Understanding the screen
- Editing your Welcome Response Text Message

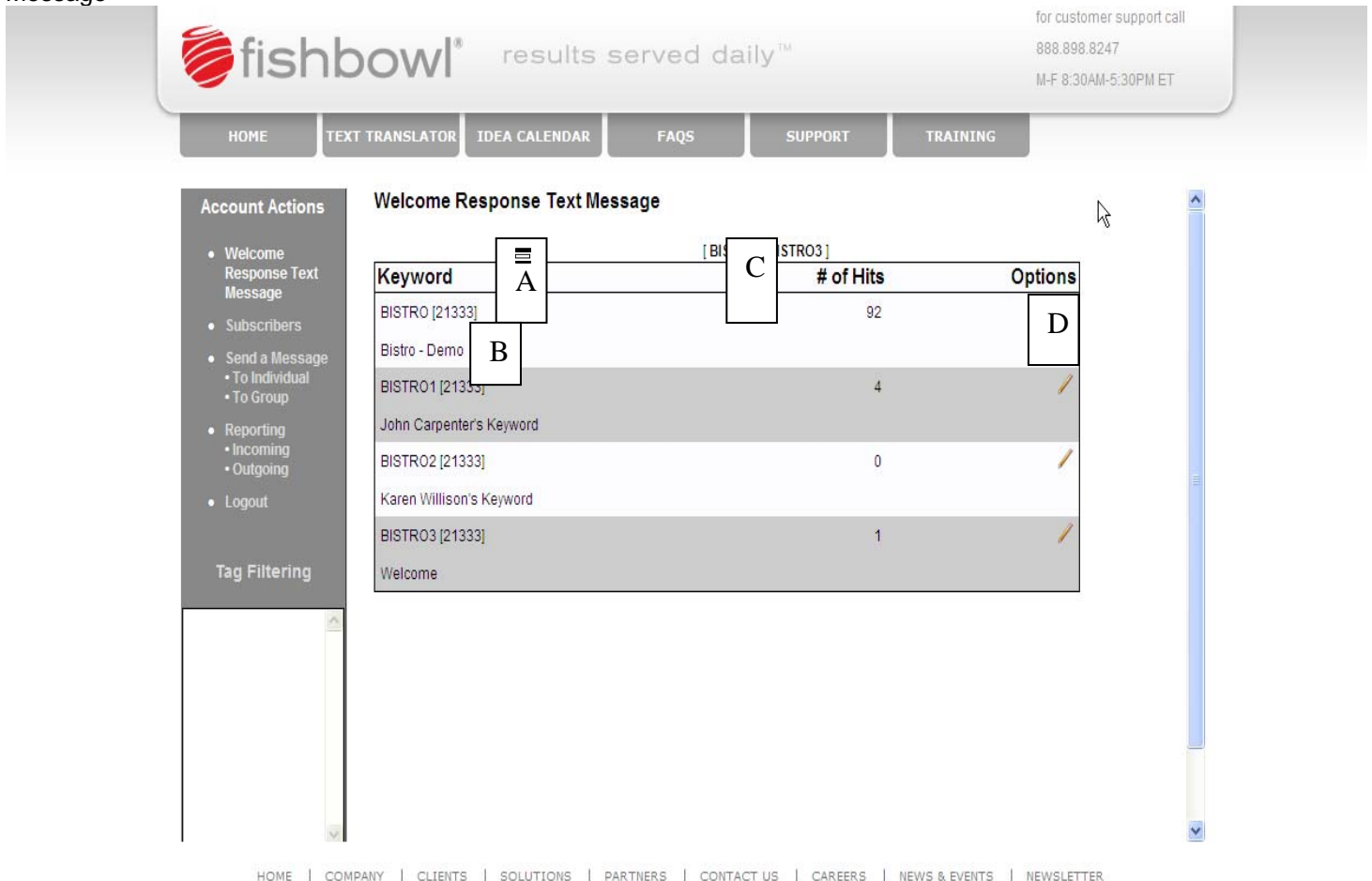
### Understanding the Screen

A: Keyword and Shortcode – this is the keyword you currently have active, while the number in parenthesis is the shortcode that keyword is setup to run on.

B: Campaign Name – this is the name that was assigned to your keyword on setup, this will most likely reflect your store name and/or location

C: # of Hits – represents the number of times someone has texted your keyword (A) to the shortcode. This is not reflective of the number of people in your mobile database.

D: Options – the pencil icon will direct you to the screen where you will have the option to edit your Welcome Response Text Message



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**Account Actions**

- Welcome Response Text Message
- Subscribers
- Send a Message
  - To Individual
  - To Group
- Reporting
  - Incoming
  - Outgoing
- Logout

**Tag Filtering**

**Welcome Response Text Message**

Keyword	# of Hits	Options
BISTRO [21333]	92	
Bistro - Demo		
BISTRO1 [21333]	4	
John Carpenter's Keyword		
BISTRO2 [21333]	0	
Karen Willison's Keyword		
BISTRO3 [21333]	1	
Welcome		

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**Editing your Welcome Response Text Message**

- 1) In the left most grey column, select “Welcome Response Text Message” to see your active keywords
- 2) Under “Options”, next to the keyword you want to edit, click the pencil icon.





**Account Actions**

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**Tag Filtering**

**Welcome Response Text Message**

[ BISTRO - BISTRO3 ]

Keyword	# of Hits	Options
BISTRO [21333] Bistro - Demo	92	
BISTRO1 [21333] John Carpenter's Keyword	4	
BISTRO2 [21333] Karen Willison's Keyword	0	
BISTRO3 [21333] Welcome	1	

- 3) Enter your Text Message Response in the “Phone Response 1” field.
  - a. Remember to include your optout message, which is required for all Welcome Text Responses: To Unsub: Reply “keyword” END.
  - b. Phone Response 2 is an optional field should your initial response exceed the 160 character maximum, and will be sent approximately 30-45 seconds following the first message.
  - c. Have good reason to send two text messages back, as the recipient may be charged up to 15-20¢ per message by their carrier. You can use common abbreviations like: 4 = for, & = and, thx = thanks. For younger target audiences, you can abbreviate more liberally. For a list of abbreviations commonly used in texting, visit [Transl8it.com](http://Transl8it.com).

Keyword:	BISTRO
Campaign Name:	<input type="text" value="Bistro - Demo"/>
<b>Response Messages</b>	
Send Responses to:	<input type="text" value="User's Phone"/>
Phone Message 1:	<input type="text" value="Welcom to My Bistro's mobile club"/> 141 / 160 *
	<div style="border: 1px solid gray; padding: 5px; background-color: #f0f0f0;">Welcom to My Bistro's mobile club. Stay tuned for exclusive offers and the latest news from your local My Bistro. To Unsub: Reply BISTRO END.</div>
Phone Message 2:	<input type="text" value=""/> 0 / 160 *
	<div style="border: 1px solid gray; height: 80px; width: 100%;"></div>
*To insert a line break in a text message, type a   (Shift + backslash).	
<input checked="" type="checkbox"/> Check here to use this response message instead of the standard notification for API-initiated subscriptions.	
<input type="button" value="Submit"/>	

**Subscribers**

- Understanding the screen
- Import a subscriber list
- Export a subscriber list

**Understanding the screen**


A: Keyword Name and Shortcode – this is the keyword(s) you currently have active and reflect your various mobile databases, while the number in parenthesis is the shortcode that keyword is setup to run on.

B: RBID – Remote Broadcast ID, this can be setup on request by contacting your Account Executive. The RBID enables one to create and send a mobile message to a keywords list via a mobile device.

C: Active Subscribers – represents the number of valid and opted in mobile list members

D: Inactive Subscriber – represents the number of mobile list members that have opted out of your mobile program

E: MT – stands for mobile terminated and means that any new subscribers to this keyword will receive a text confirmation response back.


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**Account Actions**

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**Manage Groups**

A
B
C
D

[View Unique Subscriber Count »](#)

Form	Name	RBID	Active	Inactive	MT	Options
	BISTRO [21333]		40	35	*	E 
	BISTRO > A		7	8		
Tags: Bistro accounts						
	BISTRO > B		0	3		
Tags: Bistro accounts						
	BISTRO1 [21333]		5	2	*	
	BISTRO2 [21333]		0	0	*	
	BISTRO3 [21333]		2	1	*	
	Totals:		54	49		

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## Send a Message

- Understanding the Screen
- How to create and send
- How to copy and resend a previously created message

### Understanding the Screen

A: Title of the Broadcast (this will be displayed in the subject of the email if it goes to email recipients)

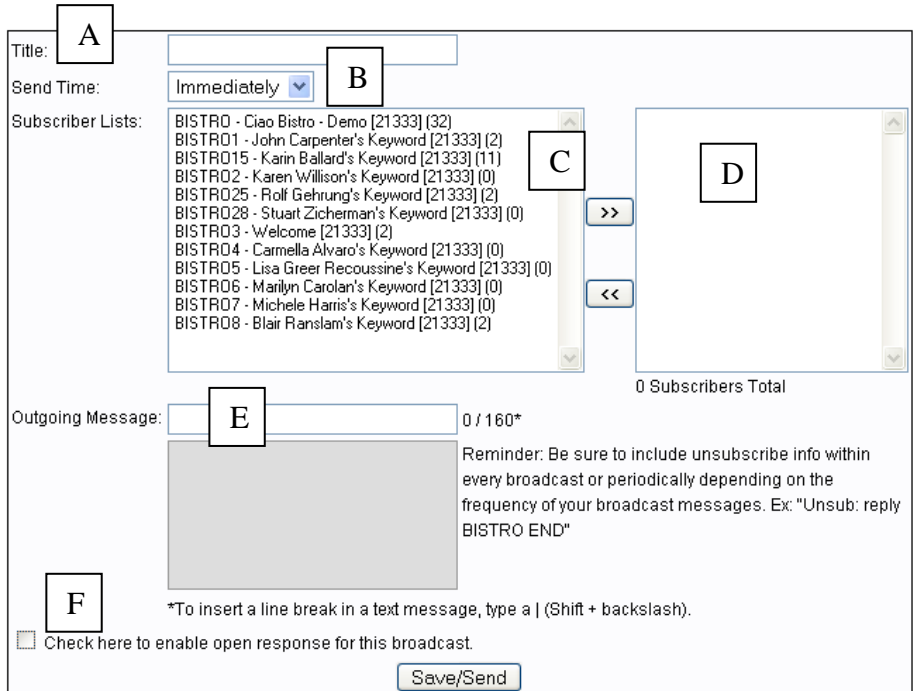
B: Send Time – Either immediately or at a scheduled time. If scheduled, select desired date & time of send.

C: List of all keywords/lists you have access to.

D: Keywords in this box represent the lists/keywords that will receive your message.

E: Content for outgoing message

F: Option for open response (explained below)



The screenshot shows a form for creating a broadcast message. It includes fields for Title (A), Send Time (B), a list of subscriber lists (C), a selected list of keywords (D), an outgoing message field (E), and a checkbox for enabling open response (F). A 'Save/Send' button is at the bottom right.

**Title:** [A] [ ]

**Send Time:** [B] [Immediately]

**Subscriber Lists:**

- BISTRO - Ciao Bistro - Demo [21333] [32]
- BISTRO1 - John Carpenter's Keyword [21333] [2]
- BISTRO15 - Karin Ballard's Keyword [21333] [11]
- BISTRO2 - Karen Willison's Keyword [21333] [0]
- BISTRO25 - Rolf Gehrung's Keyword [21333] [2]
- BISTRO28 - Stuart Zicheran's Keyword [21333] [0]
- BISTRO3 - Welcome [21333] [2]
- BISTRO4 - Carmella Alvaro's Keyword [21333] [0]
- BISTRO5 - Lisa Greer Recoussine's Keyword [21333] [0]
- BISTRO6 - Marilyn Carolan's Keyword [21333] [0]
- BISTRO7 - Michele Harris's Keyword [21333] [0]
- BISTRO8 - Blair Ranslam's Keyword [21333] [2]

**Outgoing Message:** [E] [ ] 0 / 160\*

Reminder: Be sure to include unsubscribe info within every broadcast or periodically depending on the frequency of your broadcast messages. Ex: "Unsub: reply BISTRO END"

[F] Check here to enable open response for this broadcast.

[Save/Send]

## How to Create and Send a Message

- 1) In the leftmost gray column, select "To Group" under the Send a Message header to send a broadcast out to a specific subscriber list
- 2) Enter the title of your mobile message; this is for your own reference as the customer will not see the title.
- 3) Select when to send the message.
  - a. Immediately will send to your list of subscribers within seconds.
  - b. Or schedule the message to be sent at a later date/time. Please keep in mind the time is set to EST!
- 4) Choose the keyword(s)/lists that the message will be sent to by highlighting the keyword in the right hand column and hitting the >> arrow to move to the list to the left hand column.
  - a. If selecting multiple keywords/lists a total of recipients will appear below the left hand column.
  - b. If scheduling your message in advance the total number of recipients will be the subscribers at the time of broadcast not at the time the message was created.
- 5) Enter the content of the message in the "Outgoing Message" field.

### Account Actions

- Welcome Response Text Message
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### Tag Filtering

Title:

Send Time: Scheduled ▼

7 ▼ / 31 ▼ / 2008 ▼ 9 ▼ : 35 ▼ am ▼ EST

Subscriber Lists:

BISTR01 - John Carpenter's Keyword [21333] (2)

BISTR02 - Karen Willison's Keyword [21333] (0)

BISTR025 - Rolf Gehrung's Keyword [21333] (2)

BISTR028 - Stuart Zicherman's Keyword [21333] (0)

BISTR03 - Welcome [21333] (2)

BISTR04 - Carmella Alvaro's Keyword [21333] (0)

BISTR05 - Lisa Greer Recoussine's Keyword [21333] (0)

BISTR06 - Marilyn Carolan's Keyword [21333] (0)

BISTR07 - Michele Harris's Keyword [21333] (0)

BISTR08 - Blair Ranstam's Keyword [21333] (2)

BISTR0 - Ciao Bistro - Demo [21333] (32)

BISTR015 - Karin Ballard's Keyword [21333] (11)

43 Subscribers Total

Outgoing Message:  0 / 160\*

Reminder: Be sure to include unsubscribe info within every broadcast or periodically depending on the frequency of your broadcast messages. Ex: "Unsub: reply BISTRO END"

\*To insert a line break in a text message, type a | (Shift + backslash).

Check here to enable open response for this broadcast.

**Adding an Open Response** – this would be used if you are asking your list members to reply to your text message with some type of response, i.e. email address, who they think will win the upcoming game, favorite menu item, etc...

Check here to enable open response for this broadcast.

**Notifications**

Notify Me Via: Text Message ▼ Add

Save/Send





The mobile platform will leave the lines of communication open for 12 hrs and will sync the list member's response to their mobile number in your database to be viewed in the incoming reports. You have the option

to be notified, via text message or email, whenever a list member sends their response. To add yourself, select the method you would like to be notified, either Text or Email and then hit "ADD". If you do not wish to be notified, do nothing.

## How to copy and resend a previously created message

- 1) In the leftmost gray column, under the "Reporting" header select the "Outgoing" link.
- 2) Click on the magnifying glass, under options, next to the broadcast you want to copy and resend.
- 3) Fields will be grayed out and uneditable, until you select "Edit & Resend" at the bottom of the screen.
- 4) Name, Schedule and adjust lists and content as previously discussed in the create a message section.

Actions: Archive Selected Broadcasts

<input type="checkbox"/>	Date	Time	Type	Title	Recipients	Options
<input type="checkbox"/>	07/30/2008	1:46 PM	KW	yo	1 0	
<b>Keywords/Groups:</b>						
<input type="checkbox"/>	07/30/2008	1:43 PM	KW	Salesforce	1 0	
<b>Keywords/Groups:</b>						
<input type="checkbox"/>	07/28/2008	3:42 PM	KW	Get your butt in here!!	2 0	
<b>Keywords/Groups:</b> BISTRO8						
<input type="checkbox"/>	07/02/2008	2:57 PM	KW	Albert Lee	2 0	
<b>Keywords/Groups:</b> BISTRO8						

Title: Two for one 6/3/08

Send Time: Immediately

Subscriber Lists:

- BISTRO - Ciao Bistro - Demo [21333] [32]
- BISTRO1 - John Carpenter's Keyword [21333] [2]
- BISTRO15 - Karin Ballard's Keyword [21333] [11]
- BISTRO2 - Karen Willson's Keyword [21333] [0]
- BISTRO25 - Rolf Gehrung's Keyword [21333] [2]
- BISTRO28 - Stuart Zicherman's Keyword [21333] [0]
- BISTRO3 - Welcome [21333] [2]
- BISTRO4 - Carmella Alvaro's Keyword [21333] [0]
- BISTRO5 - Lisa Greer Recoussine's Keyword [21333] [0]
- BISTRO6 - Marilyn Carolan's Keyword [21333] [0]
- BISTRO7 - Michele Harris's Keyword [21333] [0]
- BISTRO8 - Blair Flansam's Keyword [21333] [2]

0 Subscribers Total

Outgoing Message: Two for one drinks tonight until 8:00 PM - Unsub: Reply Ciao end 64 / 160\*

Reminder: Be sure to include unsubscribe info within every broadcast or periodically depending on the frequency of your broadcast messages. Ex: "Unsub: reply BISTRO END"

\*To insert a line break in a text message, type a | (Shift + backslash).

## Reporting

- Incoming Reports
- Outgoing Reports

### Incoming reports

- 1) In the leftmost gray column, under the "Reporting" header select the "Incoming" link.
- 2) Select the reporting period ending date/time. This defaults to today's date and 11:59:59 PM
- 3) Select the keyword you want to review a report for or leave the default All Keywords.
- 4) You can elect to hide area codes if you want to avoid bias when awarding prizes.
- 5) You can elect to exclude Admin #'s from appearing in the report which will remove the mobile numbers of any of the test numbers of the mobile platforms staff & users on your account.
- 6) You can limit entries per number so that a number will not appear twice, this is handy for awarding prizes to ensure each person has the same opportunity to win.

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**Tag Filtering**

- 7) Determine the format in which you would like to view your report. Reports are viewable in HTML and XML as well as downloadable in .XLS and .CSV formats.
- 8) Click on View/Download Report

**Note:** No responses are shown when you first access the report. You must click View/Download Report.

Period:  /  /  @  :  :

**to**

/  /  @  :  :

Time Zone:

Keyword:

Hide Phone Numbers

Exclude Admin Numbers

Permit  entries per phone (enter 0 or leave blank for unlimited).





Format:

### Viewing the Incoming Report

A: Date and time shown are reported by the mobile user's carrier and adjusted for your time zone.

B: The mobile phone number that texted in to join your mobile list. By clicking on the mobile number you can send an individual message to that one list member. This is a great option for notifying weekly/monthly winners through the mobile platform.

C: Mobile users can freely type more text following a keyword & space. Such text appears in Comments & is great for getting contact info.

Keyword: 100 YEARS [68247] sample campaign					
#	Date	Time	Mobile #	Comments	Options
1	7/13/2007	11:11:00 AM	804-339-6016 Verizon	CHOCOLATE SWIRL	
2	10/4/2007	11:05:00 AM	804-387-3789 Verizon		
3	10/4/2007	11:20:00 AM	804-339-6016 Verizon		
4	10/4/2007	1:24:00 PM	804-387-3789 Verizon		

D: You can tag records if tagging is enabled on your account

## Outgoing Reports

In the leftmost gray column, under the “Reporting” header select the “Outgoing” link.

- 1) This will then display all outbound messages sent from your account to your keywords/lists.

## Viewing the Outgoing Report

A: Date and Time the message was sent

B: The title of the message

C: If the action was a mobile broadcast, this defines the keyword that it was sent to

D: The number of recipients that received the message either via SMS or Email

E: Options – allow you to view the messages sent to the recipients as well as edit and resend messages. If a message exceeded 160 characters and was not sent out, it would be reported here.

F: Archive – Allows you to remove the message from your outgoing broadcast list to simplify your view, it does not delete the message. Simply check the box next to the specific message you want to archive and then click “Go” at the top of the screen.

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- Logout

### Tag Filtering

Actions: Archive Selected Broadcasts

	Date	Time	Type	Title	Recipients	Options
<input type="checkbox"/>	07/30/2008	1:46 PM	KW	yo	D	1 ☎ 0 ✉
<b>Keywords/Groups:</b>						
<input type="checkbox"/>	07/30/2008	1:43 PM	KW	Salesforce		1 ☎ 0 ✉
<b>Keywords/Groups:</b>						
<input type="checkbox"/>	07/28/2008	3:42 PM	KW	Get your butt in here!!		2 ☎ 0 ✉
<b>Keywords/Groups: BISTRO8</b>						
<input type="checkbox"/>	07/02/2008	2:57 PM	KW	Albert Lee		2 ☎ 0 ✉
<b>Keywords/Groups: BISTRO8</b>						