boomerangUI

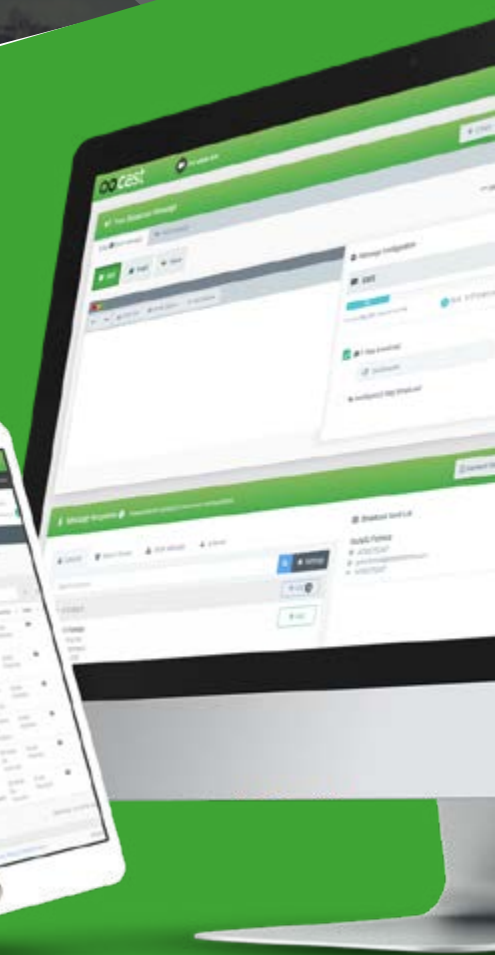## boomcast | UK Pricing

boomCast

A smart messaging interface used to manage your mobile campaigns.
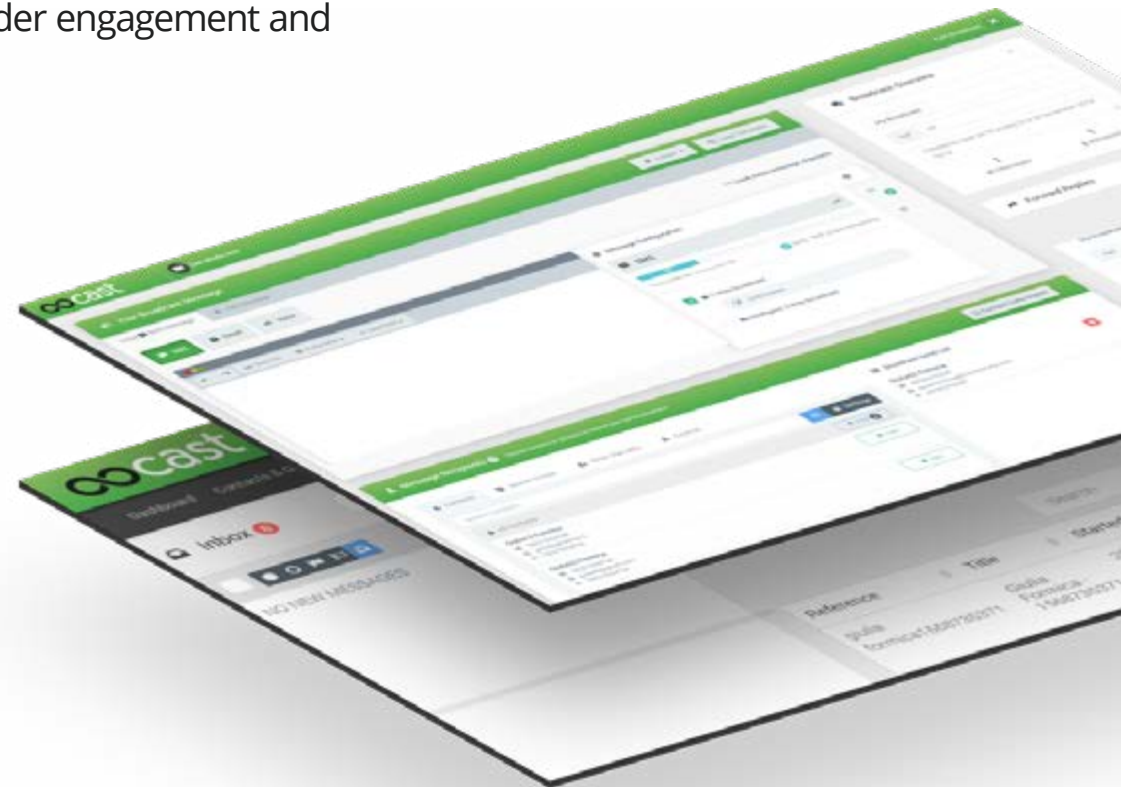
With a range of flexible sender IDs catering for branded and reply based messages, boomCast can be used as a marketing tool, for basic alert notifications, or team based communications. Access to real-time reporting, which covers message delivery success and response rates, means users can gain immediate insight into each and every send.

boomCast is a versatile tool that has proved to increase stakeholder engagement and make substantial improvements in efficiency of communications.

⊕ **Download boomCast brochure**

🖥 **Find out more on boomCast.co.uk**

UK pricing

∞cast

Subscription Band	A	B	C	D	E	F	G	H	I
Max recipients per month	250	1,000	3,000	7,000	15,000	30,000	45,000	60,000	60,001 +
Annual Subscription	FOC	£1,250	£3,000	£5,000	£7,500	£10,000	£15,000	£20,000	£30,000

💬 Message Bank		A	B	C	D	E	F	G	H	I
Minimum Bundle Purchase		£50	£250	£600	£1,700	£2,750	£5,000	£11,250	£20,000	£40,000
SMS and Voice Messaging Rate		£0.08	£0.06	£0.055	£0.05	£0.045	£0.04	£0.035	£0.03	£0.027
Intelligent Inbound Message Rate		£0.04	£0.0375	£0.035	£0.0325	£0.03	£0.0265	£0.0235	£0.022	£0.02
Voice Calls per minute		£0.085	£0.08	£0.075	£0.07	£0.065	£0.06	£0.055	£0.05	£0.047
Email & app		£0.008	£0.006	£0.0055	£0.005	£0.0045	£0.004	£0.0035	£0.003	£0.0027

Support (cost per annum)		A	B	C	D	E	F	G	H	I
☆ Premium support (24/7/365)		£500	£900	£1,600	£2,000	£3,600	£5,250	£7,500	£10,000	£12,000

Bolt ons (per annum)		A	B	C	D	E	F	G	H	I
🕐 Social Hours		£500	£1,000	£2,000	£2,500	£2,750	£3,000	£3,000	£3,000	£3,000

Inbound Communications

	One Off Charges	Annual Subscription
Long VN - Dedicated Set-Up Fee	£35.00	£200.00
Long VN - Dedicated Keywords (x5)	£50.00	£250.00
Short Code - Dedicated	£1,000.00	£9,600.00
Short Code - Shared with Keyword	£150.00	£600.00

💬 Messaging Costs (Post-paid / Billed Monthly)

Free Inbound SMS to user (Short Code)	As per outbound message rate

Extra Features

	Annual Subscription	Cost Per Message
boomLocal	Per destination	£0.02 (per response)
Data Overwrite	£500.00	N/A
Open Ticket Responses	N/A	£0.02 (per additional response)
On Premise	POA	N/A
Exclusive No. Range	£50 (per #)	N/A
Message Validity (P/24hr)	£240	N/A

For accounts greater than **60,000 recipients** and for enterprise level contracts, separate, discounted prices are available.
These options can be discussed with a member of the sales team on sales@boomcomms.com

Additional Information

∞cast

boomLocal	SMS feature which when applied ensures that SMS messages are sent from a number which is local the End User, removing international reply charges. Subject to availability of numbers on a per country basis.
Connection Fee	A one-off fee charged for account set-up and implementation
Contract	Price list is subject to Boomerang's standard terms and conditions. E&OE
Credit / post-paid customers	Credit / post-paid customers will be charged for messages at the rate associated to their subscription. Credit accounts are only issued subject to approval by Boomerang and may require a credit check.
Credit Termsw	Payment terms for credit / post-paid customers which are subject to contract.
Currency	All prices quoted are GBP.
Data overwrite	A feature which when applied ensures that the message content and destination address are overwritten in every message transaction.
Exclusive No. Range	An originating number range used exclusively by your organisation
Inbound Communications (Add-on)	Feature enabling end user initiated messaging used when creating inbound campaigns. These include dedicated numbers and shared numbers (using a keyword).
Intelligent inbound message	A reply to an outbound message that is always matched to its associated outbound message, regardless of quantity or order of response. This enables the automation of workflow processes and allows an end user to reply to messages across multiple simultaneous broadcasts
Message Bank	A pre-paid monetary value purchased by the customer which is used as a credit for messaging, at the rates corresponding to the amount purchased. Post-paid customers are charged for messaging at the rates corresponding to the annual subscription purchased.
Open Ticket	Messaging feature which matches multiple replies to the same outbound message.
Recipient	A recipient is one comms address per comms channel and a recipient with more than one comms address for a single channel will be calculated as 2 recipients. Recipients only become live once they have received communications from the application.
Services	"All listed services are included within the licence fee with the exception of: • Inbound/Long numbers and short codes (both dedicated and shared • International message delivery • Ad-hoc development • Training • A single message is charged up to 160 characters; multiple messages are charged in increments of 153 characters • For UNICODE messages, a single message is charged up to 70 characters, multiple messages charged at increments of 67 characaters"
Social Hours	Customers can define start and end sending times and outbound messages will be held outside these hours.
Subscription	The annual fee payable to Boomerang to enable access the service under the terms of the Contract. No downward migration of the subscription band is allowed during the contract period.
Support	Standard Support includes email and web chat during working hours. Premium support has the addition of telephone support provided 24/7/365
Validity period	The period of time a message will remain in an open state waiting for a reply, this is user definable and the first 24 hours is included in the subscription.
VAT	Value Added Tax. Not included in the prices stated in this price list.
Voice Call	Telephone call which connects to a third-party number and is billed by duration. Voice calls are initiated using the divert option provided during a Text-2-Speech voice messages.
Voice Message	Telephone call which connects and delivers as a Text-2-Speech message.

boomerang

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