ASTRAL PROMOTION

COMPANY PROFILE | 2026

Business communication, built for growth.

Messaging, customer engagement, integrations and digital growth services for organisations that want their communication to be useful, measurable and easier to manage.

MESSAGING

INTEGRATIONS

DIGITAL GROWTH

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A practical partner for stronger connections

The supplied company profile describes Astral Promotion as a one-stop SMS and messaging partner. The current portfolio [illegible] services.

Astral Promotion helps businesses communicate with customers through practical messaging services and digital tools. A good communication journey does more than send a message: it connects a real business event to accurate content, the right audience and a clear next action.

The approach is built around dependable workflows, responsible audience handling and useful reporting. Services can be selected individually or connected where the customer's existing platform and provider integrations allow it.



A customer-first approach

Plan the use case, connect the tools, test the customer journey and improve from real delivery and response information.

6,000+
Businesses trusted

1.5B+
Messages delivered*

99.2%
Website-reported delivery rate*

24x7
Support focus

*Metrics shown are current website display figures and are not a guarantee of individual campaign outcomes.

Deliver the right message for the right reason

Separate promotional activity from operational and verification messages; each requires its own content, audience rules and reporting.

01 MESSAGING & INTEGRATION

Bulk SMS

Reach eligible audiences with short promotional or service messages. Use clear text, sensible segmentation and delivery review.

02 MESSAGING & INTEGRATION

Promotional SMS

Share offers and announcements with recipients who have the appropriate marketing permissions and an easy opt-out path.

03 MESSAGING & INTEGRATION

Transactional SMS

Communicate order, booking, service and operational status changes using accurate system events.

04 MESSAGING & INTEGRATION

OTP SMS

Support one-time verification with expiry, rate limits, retry controls and abuse monitoring.

05 MESSAGING & INTEGRATION

SIM Base SMS

Evaluate suitability and permissions carefully before using network- or location-related targeting approaches.

06 MESSAGING & INTEGRATION

SMS API

Connect supported messaging to websites, apps, CRM systems and other business events through documented endpoints.

Business event — Approved audience — Message channel — Delivery review

Meet customers on the channels that fit

Connected conversations should respect customer preferences, message templates, platform policies and the limits of each channel.



Conversation-led experiences

Use supported WhatsApp Business workflows for useful customer updates, approved templates and relevant conversations.

01 CONVERSATIONS

Bulk WhatsApp

Permission-aware campaigns for relevant announcements, offers and service touchpoints.

02 BUSINESS API

WhatsApp Business API

Connect approved templates and supported business workflows to CRM or service systems.

03 VOICE WORKFLOWS

Bulk Voice Call

Voice announcements and reminders for use cases that suit spoken communication.

04 CALL ROUTING

IVR

Route callers to a team or information flow with clear menu design and escalation.

Connect the conversation to the digital experience

Campaigns perform best when the landing page, follow-up, measurement and privacy choices work together.



Bulk Email

Segmented email campaigns and service communications for audiences who can be contacted.

Digital Marketing

Coordinate campaigns, landing pages and reporting against a defined business objective.

SEO Services

Build discoverability through useful content, technical health and contextual internal links.

Website Designing

Create responsive, accessible page journeys that help visitors understand and take the next step.

PHP Scripts

Build practical server-side features and integrations with security and maintainability in mind.

A sensible measurement loop

Set an objective, define a meaningful event, tag links consistently, review customer feedback and improve one variable at a time. Avoid assuming a click or delivery equals a sale.

Bring useful data into a safer workflow

01

Audience data

Organise and review business data responsibly. Verify source, accuracy, relevance and permission before using it for outreach.

02

Connected systems

Use documented SMS APIs, supported webhooks or PHP integrations. Keep credentials server-side and give each integration only the access it needs.

03

Operational feedback

Record delivery IDs, response codes and timestamps. Use retries with idempotency and clear fallbacks to prevent duplicate actions.

EXAMPLE INTEGRATION FLOW



Use cases across ten business sectors

Each sector page on the website expands on these examples, related services, implementation considerations and FAQs.

- **Retail & Ecommerce**
  Order updates, delivery coordination, opt-in offers and post-purchase support.
- **Education**
  Admissions, campus notices, date reminders and parent/student updates.
- **Real Estate**
  Lead acknowledgement, site-visit scheduling and project updates.
- **Healthcare**
  Appointment reminders and operational notices with privacy-aware content.
- **Travel & Hospitality**
  Booking confirmations, itinerary changes and check-in reminders.
- **Banking & Finance**
  OTP, transaction/service alerts and safe due-date reminders.
- **Events & Entertainment**
  Registration confirmations, event-day updates and opted-in promotions.
- **Automotive**
  Workshop bookings, service-progress updates and maintenance reminders.
- **Restaurants**
  Reservation confirmations, order-ready updates and opt-in local offers.
- **IT & B2B**
  Lead acknowledgement, demos, onboarding, status updates and API integration.

Website guides: astralpromotion.com/industries/

Design for the customer’s next action

A simple, repeatable workflow helps teams send fewer, more useful messages and handle exceptions clearly.

01

Trigger

What has actually happened in the source system?

→

02

Permission

Is this message appropriate for this recipient and channel?

→

03

Message

Is the content clear, accurate and easy to act on?

→

04

Outcome

Was it delivered, acted on, or did it need support?

WHAT TO MONITOR

- Delivery and provider error codes
- Clicks, replies or completed actions where tracking is available
- Duplicate sends, opt-outs and customer complaints

WHAT TO KEEP SAFE

- Passwords, OTP secrets and payment PINs never belong in support emails
- Keep API keys server-side and protect customer records
- Honour preferences and use approved channel/traffic rules

Build customer trust into the workflow

A channel can make communication easier, but it does not replace your legal, regulatory, privacy or sector-specific responsibilities.

Relevant audiences

Use a valid permission basis, respect opt-outs and maintain suppression preferences. Do not assume that having a phone number means marketing consent.

Secure integrations

Protect credentials, authenticate requests where supported, limit access and review logs before sharing them with support.

Clear message purpose

Keep promotional, transactional, verification and support messages distinct. Include the action the customer actually needs to take.

Honest measurement

Distinguish accepted, delivered, clicked and converted. Report outcomes only when the system can measure them reliably.

Accessible experiences

Use readable text, responsive pages, clear labels, useful error messages and a route to human support.

Continuous improvement

Pilot at a controlled volume, review exceptions and feedback, then adjust a single part of the journey at a time.

Service availability, pricing, delivery and integrations depend on the product, provider, destination, current rules and agreed scope. Request a current plan or technical review before committing to a workflow.

Start with the use case. Build from there.

Explore the service pages and share your workflow, audience, current systems and desired outcome with the Astral Promotion team.

- **Bulk SMS** Promotional and transactional messaging
- **Transactional SMS** Operational notifications
- **SIM Base SMS** Targeting assessment
- **Bulk Email** Email campaigns and service mail
- **Bulk WhatsApp** Opt-in WhatsApp campaigns
- **IVR** Call routing and menus
- **Digital Marketing** Campaign coordination
- **SEO Services** Search visibility foundations
- **Promotional SMS** Permission-aware offers
- **OTP SMS** One-time verification
- **SMS API** Application integration
- **Bulk Voice Call** Voice announcements
- **WhatsApp Business API** Business conversation workflows
- **Business Database** Audience data organisation
- **PHP Scripts** Server-side workflow development
- **Website Designing** Responsive web experiences

Let’s plan a communication journey that works for your team.

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CONTACT US