BRIEF SUMMARY OF THE INVENTION

[0007a] According to a first aspect, there is provided a system for two-way text message communications, the system including: a messaging platform configured to: transmit one or more text messages to a client of the messaging platform, receive one or more text messages from the client of the messaging platform, transmit one or more text messages to a plurality of users of the messaging platform, and receive one or more text messages from the plurality of users of the messaging platform; and one or more processors configured to perform a method including: receiving, via one or more messaging services associated with the messaging platform, a user text message from a user of the plurality of users; determining, based on a content of the user text message, a user behavior associated with the user; receiving, at the messaging platform, a first client text message from the client; receiving, from the client, a recipient preference; determining whether the recipient preference is associated with the user; modifying the first client text message to generate a second client text message; and in accordance with a determination that the recipient preference is associated with the user, transmitting, via the one or more messaging services associated with the messaging platform, the second client text message to the user, wherein: modifying the first client text message to generate the second client text message comprises modifying the first client text message based on the user behavior, the user text message is directed to a durable long-code telephone number associated with the client, and the second message transmitted via the one or more messaging services is associated with the durable long-code telephone number.

[0007b] According to a second aspect, there is provided a method of two-way text message communications, the method including: receiving, via one or more messaging services associated with a messaging platform, a user text message from a user of a plurality of users of the messaging platform; determining, based on a content of the second user text message, a user behavior associated with the user; receiving, at the messaging platform, a first client text message from a client of the messaging platform; receiving, from the client, a recipient preference; determining whether the recipient preference is associated with the user; modifying the first client text message to generate a second client text message; and in accordance with a determination that the recipient preference is associated with the user, transmitting, via the one or more messaging services associated with the messaging platform, the second client text message to the user, wherein: modifying the first client text message to generate the second client text message comprises modifying the first client text message based on the user behavior, the user text message is directed to a durable long-code telephone number associated with the client, and the second message transmitted via the one or more messaging services is associated with the durable long-code telephone number.

[0007c] According to a third aspect, there is provided a non-transitory computer-readable medium storing instructions which, when executed by one or more processors, cause the one or more processors to perform a method of two-way text message communications, the method including: receiving, via one or more messaging services associated with a messaging platform, a user text message from a user of a plurality of users of the messaging platform; determining, based on a content of the second user text message, a user behavior associated with the user; receiving, at the messaging platform, a first client text message from a client of the messaging platform; receiving, from the client, a recipient preference; determining whether the recipient preference is associated with the user; modifying the first client text message to

generate a second client text message; and in accordance with a determination that the recipient preference is associated with the user, transmitting, via the one or more messaging services associated with the messaging platform, the second client text message to the user, wherein: modifying the first client text message to generate the second client text message comprises modifying the first client text message based on the user behavior, the user text message is directed to a durable long-code telephone number associated with the client, and the second message transmitted via the one or more messaging services is associated with the durable long-code telephone number.

[0008] This document describes a messaging platform, system and method that provides for one-to-many (and many-to-one) message transmission over one or more communication networks). The messages can be text and/or content-rich messages, and the communication networks can be a wireless network that is managed and controlled by one of the various wireless communication carriers. In some implementations, a system and method described herein performs multivariate testing of messages before they are transmitted to a target audience. The multivariate testing can include analytics to ascertain whether a message is contextually appropriate, based on a current environment, audience base, topic, or the like. The systems and methods provide tools to manage a large volume of incoming and outgoing messages, through grouping and aggregating, and by application of machine learning and artificial intelligence algorithms that augment a client's natural messaging style and tone, as well as provide a recommendations and authoring engine for increasing responsiveness and communication between clients and their users.

[0009] In some embodiments, a method and system are described for grouping responses in a one-to-many messaging platform are described. In certain embodiments, a method includes the steps of receiving, by a messaging platform, a plurality of response text messages from a corresponding plurality of users in response to a first text message from a client, the first text message being transmitted via one or more messaging services that interface with the messaging platform. The method further includes analyzing, by a computer processor associated with the messaging platform and according to executable instructions, one or more attributes associated with each of the plurality of response text messages. The method further includes generating, by the computer processor, metadata for each of the plurality of response text messages, the metadata representing the one or more attributes associated with each of the plurality of response text messages or a user associated with selected ones of each of the plurality of response text messages. The method further includes storing, by the computer processor, the metadata for each of the plurality of response text messages in a database, the storing further including linking the metadata with the content of each of the plurality of response text messages.

[0010] In some other embodiments, a method and system for determining sentiment and/or semantics of responses in a one-to-many message platform are described. In one embodiment, a method includes communicating, via one or more messaging services that interface with a messaging platform, one or more text messages between a client and a plurality of users. The method further includes receiving, by the messaging platform via the one or more messaging services, user text messages from individual ones of the plurality of users. The method further includes executing, by a machine learning module of the messaging platform, one or more artificial intelligence algorithms on the received user text messages, and processing, according to the artificial intelligence algorithms of the machine learning module. The method

further includes generating, based on one or more of variables associated with the processed user text messages, metadata for each of the user text messages, the metadata representing one or more attributes associated with content of each of the plurality of user text messages or a user associated with the user text messages.

[0011] In some other embodiments, a method and system for segmenting users of a one-to-many messaging platform are described. In certain embodiments, a method includes receiving, by a messaging platform, a first text message from a client via a first messaging service that interfaces with the messaging platform, the first text message being configured for transmission via one or more second messaging services to user devices corresponding with a plurality of users, each of the plurality of users being registered with the messaging platform and associated with the client via the messaging platform. The method further includes segmenting, by the messaging platform, the plurality of users according to one or more user segments, each of the one or more user segments being based on one or more user attributes associated with the plurality of users, the one or more attributes being defined by static metadata that is generated when each user is registered with the messaging platform, and by dynamic information about user behavior using the messaging platform and/or the one or more second messaging services. The method further includes customizing, by the messaging platform, the first text message into a set of one or more second text messages according to the segmenting, the customizing providing a context to each of the set of second text messages, the context corresponding to the one or more user attributes. The method further includes transmitting, by the messaging platform via the one or more second messaging services, the set of second text messages to the user devices associated with each of at least some of the plurality of users.

[0012] In some other embodiments, a method and system for multivariate testing of messages to a subgroup in a one-to-many messaging platform are described. In certain embodiments, a method includes generating, by a messaging platform, a text message associated with a client, the message being generated for transmission to a plurality of users via one or more messaging services, and defining, by the messaging platform, a subset of the plurality of users, the subset being defined according to one or more attributes associated with the text message and/or the plurality of users. The method further includes transmitting, by the messaging platform and via at least one of the one or more messaging services, the text message to the subset of the plurality of users. The method further includes analyzing, by the messaging platform, one or more variables of the transmitting of the text message to the subset of the plurality of users, the analyzing generating performance metrics of the text message relative to the subset of the plurality of users. The method further includes optimizing, by the messaging platform, the text message based on the performance metrics generated from the analyzing, and configuring, by the messaging platform, the optimized text message for transmission to the plurality of users or other subsets of the plurality of users via the one or more messaging services.

[0013] Implementations of the current subject matter can include, but are not limited to, methods consistent with the descriptions provided herein as well as articles that comprise a tangibly embodied machine-readable medium operable to cause one or more machines (e.g., computers, etc.) to result in operations implementing one or more of the described features. Similarly, computer systems are also described that may include one or more processors and one or more memories coupled to the one or more processors. A memory, which can include a non-

transitory computer-readable or machine-readable storage medium, may include, encode, store, or the like one or more programs that cause one or more processors to perform one or more of the operations described herein. Computer implemented methods consistent with one or more implementations of the current subject matter can be implemented by one or more data processors residing in a single computing system or multiple computing systems. Such multiple computing systems can be connected and can exchange data and/or commands or other instructions or the like via one or more connections, including but not limited to a connection over a network (e.g. the Internet, a wireless wide area network, a local area network, a wide area network, a wired network, or the like), via a direct connection between one or more of the multiple computing systems, etc.

[0014] The details of one or more variations of the subject matter described herein are set forth in the accompanying drawings and the description below. Other features and advantages of the subject matter described herein will be apparent from the description and drawings, and from the claims. While certain features of the currently disclosed subject matter are described for illustrative purposes in relation to a messaging platform, it should be readily understood that such features are not intended to be limiting. The claims that follow this disclosure are intended to define the scope of the protected subject matter.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] The accompanying drawings, which are incorporated in and constitute a part of this specification, show certain aspects of the subject matter disclosed herein and, together with the description, help explain some of the principles associated with the disclosed implementations. In the drawings,

[0016] FIG. 1 illustrates a one-to-many messaging platform;

[0017] FIG. 2 illustrates a messaging architecture for a one-to-many messaging platform; and

[0018] FIG. 3 depicts a client user interface and dashboard in accordance with implementations described herein;

[0019] FIG. 4 depicts a client mobile device user interface in accordance with implementations described herein;

[0020] FIG. 5 depicts a client user interface and dashboard in accordance with implementations described herein;

[0021] FIG. 6 is a flowchart of a method for grouping responses in a one-to-many messaging platform;

[0022] FIG. 7 is a flowchart of a method for determining sentiment and/or semantics of responses in a one-to-many messaging platform;

[0023] FIG. 8 is a flowchart of a method for segmenting users of a one-to-many messaging platform; and

[0024] FIG. 9 is a flowchart of a method for multivariate testing of messages to a subgroup in a one-to-many messaging platform.

CLAIMS

1. A system for two-way text message communications, the system comprising:

a messaging platform configured to:

transmit one or more text messages to a client of the messaging platform,

receive one or more text messages from the client of the messaging platform,

transmit one or more text messages to a plurality of users of the messaging platform, and

receive one or more text messages from the plurality of users of the messaging platform; and

one or more processors configured to perform a method comprising:

receiving, via one or more messaging services associated with the messaging platform, a user text message from a user of the plurality of users;

determining, based on a content of the user text message, a user behavior associated with the user;

receiving, at the messaging platform, a first client text message from the client;

receiving, from the client, a recipient preference;

determining whether the recipient preference is associated with the user;

modifying the first client text message to generate a second client text message; and

in accordance with a determination that the recipient preference is associated with the user, transmitting, via the one or more messaging services associated with the messaging platform, the second client text message to the user,

wherein:

modifying the first client text message to generate the second client text message comprises modifying the first client text message based on the user behavior,

the user text message is directed to a durable long-code telephone number associated with the client, and

the second message transmitted via the one or more messaging services is associated with the durable long-code telephone number.

2. The system of claim 1, wherein said determining whether the recipient preference is associated with the user is based on demographic information associated with the user.

3. The system of claim 1, wherein said determining the user behavior comprises determining a semantic meaning of the user text message.

4. The system of claim 1, the method further comprising:

aggregating the second client text message and the first user text message to create a chat file;

storing the chat file in a chat database; and

storing the user text message in a message database.

5. The system of claim 1, wherein the method further comprises:

receiving, at the event bus, a second user text message from a second user of the plurality of users; and

identifying, based on the second user text message, a relationship between the user and the second user.

6. The system of claim 1, wherein the one or more messaging services comprises a SMS service.

7. The system of claim 1, wherein the durable long-code telephone number is selected by the user via an electronic address book or contact list.

8. The system of claim 7, wherein presenting the second client text message to the user comprises presenting the long-code telephone number to the user.

9. The system of claim 1, the method further comprising presenting the second user text message to the client.

10. A method of two-way text message communications, the method comprising:

receiving, via one or more messaging services associated with a messaging platform, a user text message from a user of a plurality of users of the messaging platform;

determining, based on a content of the second user text message, a user behavior associated with the user;

receiving, at the messaging platform, a first client text message from a client of the messaging platform;

receiving, from the client, a recipient preference;

determining whether the recipient preference is associated with the user;

modifying the first client text message to generate a second client text message; and

in accordance with a determination that the recipient preference is associated with the user, transmitting, via the one or more messaging services associated with the messaging platform, the second client text message to the user,

wherein:

modifying the first client text message to generate the second client text message comprises modifying the first client text message based on the user behavior,

the user text message is directed to a durable long-code telephone number associated with the client, and

the second message transmitted via the one or more messaging services is associated with the durable long-code telephone number.

11. The method of claim 10, wherein said determining whether the recipient preference is associated with the user is based on demographic information associated with the user.

12. The method of claim 10, wherein said determining the user behavior comprises determining a semantic meaning of user text message.

13. The method of claim 10, further comprising:

aggregating the second client text message and the first user text message to create a chat file;

storing the chat file in a chat database; and

storing the user text message in a message database.

14. The method of claim 10, wherein the method further comprises:

receiving, at the event bus, a second user text message from a second user of the plurality of users; and

identifying, based on the second user text message, a relationship between the user and the second user.

15. The method of claim 10, wherein the one or more messaging services comprises a SMS service.

16. The method of claim 10, wherein the durable long-code telephone number is selected by the user via an electronic address book or contact list.

17. The method of claim 17, wherein presenting the second client text message to the user comprises presenting the long-code telephone number to the user.

18. The method of claim 10, further comprising presenting the second user text message to the client.

19. A non-transitory computer-readable medium storing instructions which, when executed by one or more processors, cause the one or more processors to perform a method of two-way text message communications, the method comprising:

receiving, via one or more messaging services associated with a messaging platform, a user text message from a user of a plurality of users of the messaging platform;

determining, based on a content of the second user text message, a user behavior associated with the user;

receiving, at the messaging platform, a first client text message from a client of the messaging platform;

receiving, from the client, a recipient preference;

determining whether the recipient preference is associated with the user;

modifying the first client text message to generate a second client text message; and

in accordance with a determination that the recipient preference is associated with the user, transmitting, via the one or more messaging services associated with the messaging platform, the second client text message to the user,

wherein:

modifying the first client text message to generate the second client text message comprises modifying the first client text message based on the user behavior,

the user text message is directed to a durable long-code telephone number associated with the client, and

the second message transmitted via the one or more messaging services is associated with the durable long-code telephone number.

20. The non-transitory computer-readable medium of claim 19, wherein:

the one or more messaging services comprises a SMS service,

the durable long-code telephone number is selected by the user via an electronic address book or contact list, and

presenting the second client text message to the user comprises presenting the long-code telephone number to the user.