

DEPARTMENT BRIEF

Marketing Departments



Text messages have revolutionized how we communicate, quickly becoming our go-to channel for daily use. SMS Marketing Services powerful targeting and automation tools go further than common mass texting solutions, helping you boost revenue, increase customer satisfaction, and automate chores.

USE CASES

01

Boost Revenue

revenue

With a 98% read rate vs email's 22%, text messaging is the perfect tool to increase customer interest and maximize your ROI.

- Run text-to-win promotions to build your subscriber database.
- Increase in-store traffic and revenue with mobile coupons.
- Use our integrated platform to announce promotions via email, social media posts, and text.

02

Send Targeted Promotions

Marketing requires targeting. SMS Marketing Services allows you to send customers targeted messages based on their interests and behavior with our system.

- Sort customers into separate lists to send only relevant messages.
- Called Dynamic Targets, these lists update automatically in real time as subscriber information is added, deleted or changed.
- Track behavior such as clicked links to better gauge interest and send targeted offers.

USE CASES

03

Automate Campaigns

Video Advertising

The solutions' industry-leading SMS Automation carries out tasks for you, allowing you to dynamically engage customers and streamline operations.

- Use our intelligent Text Bot to automatically answer frequently asked questions. It can even dynamically branch based on how the customer responds, directing them to relevant information.
- Automatically send a reminder if a coupon is about to expire and hasn't been used yet.

04

Increase Customer Satisfaction

64% of consumers say they prefer texting over voice calls for customer service.

- Two-way texting allows customers to quickly communicate with you without the risk of phone tag or buried emails.
- Text surveys get 60x faster and 7.5x more responses than email or postal survey.
- Since our Smart Targeting sends only relevant messages, it greatly boosts customer satisfaction and minimizes opt-outs.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate your communications with customers and boost your brand recognition.



1

Create a **mobile keyword** to advertise in print and online to secure sign-ups for mobile coupons, loyalty programs and promotional offers.



2

Automatically **capture** subscribers' responses to your prompts to gather information such as their birthday, interests, and favorite location.



3

Use our unique **Smart Targeting** tool to send only relevant offers based on the customer's interests, preferences, and behavior.



4

Have a **reminder automatically** sent if a coupons hasn't been used yet and is about to expire.



5

Answer questions via **two-way landline** texting using your existing business phone number, so you can text for business without exposing your personal mobile number.



6

Automatically answer common questions using our **intelligent Text Bot**.



7

Send **interactive text surveys** to gather feedback and improve response rates. Our surveys branch dynamically according to your customer's responses, allowing you to ask **deeper and more relevant** questions.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1-hour average support response time during business hours.



365-day
Technical Support



1-hour
Initial Response Time



9.5/10
Customer Service Rating

