INDUSTRY BRIEF

Performance Marketing

Email still works, but only if they don't go directly to the spam folder. That's why more and more performance marketers are turning to text messaging. But you need an expert to help you navigate away from the pitfalls in the texting space including the CTIA and TCPA.

In addition, if you don't want to spend the resources programming business logic, SMS Marketing Services already has a platform that goes beyond simple mass text marketing. Our software offers you advanced tools like targeting and automation along with our API, so you can reliably reach your audience.

WHY TRUMPIA?

01
ROI with Trumpia API

See instantaneous improvement to your ROI by saving time, cost, and provisioning process.

- **Save Time**: Don't spend hours programming what we already have including contact collection, subscriber management, and omni-channel messaging.
- **Better Pricing**: Our service doesn't require that you reach certain pricing tiers every month in order to enjoy low prices.
- **Optional High-Throughput Toll-Free Number**: Get a dedicated toll-free number with us at a fraction of the cost it would take to get a dedicated short code.

02
A Name & Reputation You Can Trust

Our standing in the industry and our relationships with aggregators allow us to reliably send your messages, reducing the risk of your messages being flagged.

- When other providers say they can't send a message, we dig in to find a solution that works for you and the carriers.
- Our dedicated team will work with you to help keep your messages compliant.

03
Automate Campaigns

The system is more than just an API. Our software also offers an easy-to-use UI with powerful tools you can use without programming.

- AutoCampaign executes your campaign rules precisely.
- Target the most effective messages to their right audiences based on their interests and behavior with our exclusive Smart Targeting.

PERFORMANCE
MARKETINGINACTION

About The Company

Katch is an award winning software company, best known for enabling brands to engage and monetize visitors to their website – even those that don't buy. For larger clients, Katch also works as a marketing agency, sending messages on their behalf.

Their Objective

Katch handled messaging for their top clients. But due to the sheer number of messages, an exorbitant amount of time was needed to organize, categorize, and respond to inbound messages, leading to low response times and missed opportunities.

Our Solution

Katch wanted to test the power of texting by using it to manually send messages. After seeing positive results, they turned to the systems' unique Subscription API functionality in order to sync contacts from their database into the system's database. This is a substantial benefit because Katch can use data that they collected (like gender, income level, zip code, state, birthday and other important data), and use SMS to automatically target the most relevant subscribers with the right messages at the right times.

In all, Katch used SMS to help one of their clients achieve a 15% conversion rate from all leads.

"This Automation engine has saved my development team countless hours of development time. In addition to driving up revenue, the system helps us keep our customers satisfied because the quality of traffic that we send them is unmatched!"

Adrian Nam, Senior Marketing Manager at Katch, LLC

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