



Take 5 Solutions

SMS/Mobile





SMS/Mobile

What separates SMS/Mobile from other marketing media?

- SMS/Mobile is perhaps the only platform that allows marketers to reach prospects wherever they are at the moment of ad broadcast.
- Whether it is TV, radio, magazines, billboards or any other unique channels of advertising communication, the prospect needs to actively seek out the medium.
- SMS however, goes where your prospect is...your prospect doesn't have to go to where your advertising message is...
- This is because cell phones are the one device that nearly all Americans have within a few feet of them at all times.



This presents marketers with the ability to target consumers at home and on the road.



Why SMS/Mobile?

- SMS/Mobile is perhaps the only platform that allows marketers to reach prospects where ever they are at the moment of ad broadcast.
 - Mobile advertising offers a truly unique platform for marketers. Mobile phones are very personal devices. As such, users are highly engaged with its content.
 - Mobile advertising penetration hits one in three mobile phone users with high recall statistics, especially among text messaging users.
 - Of people who have recalled seeing an sms message on their phone, one-third recalled the brand unaided.
- Brand recall rates from mobile marketing are 20 times greater than web and 10 times that of direct mail.**



78 million U.S. consumers saw or heard advertising on their mobile phones in 2007.



Why SMS/Mobile?

According to the Mobile Marketing Association

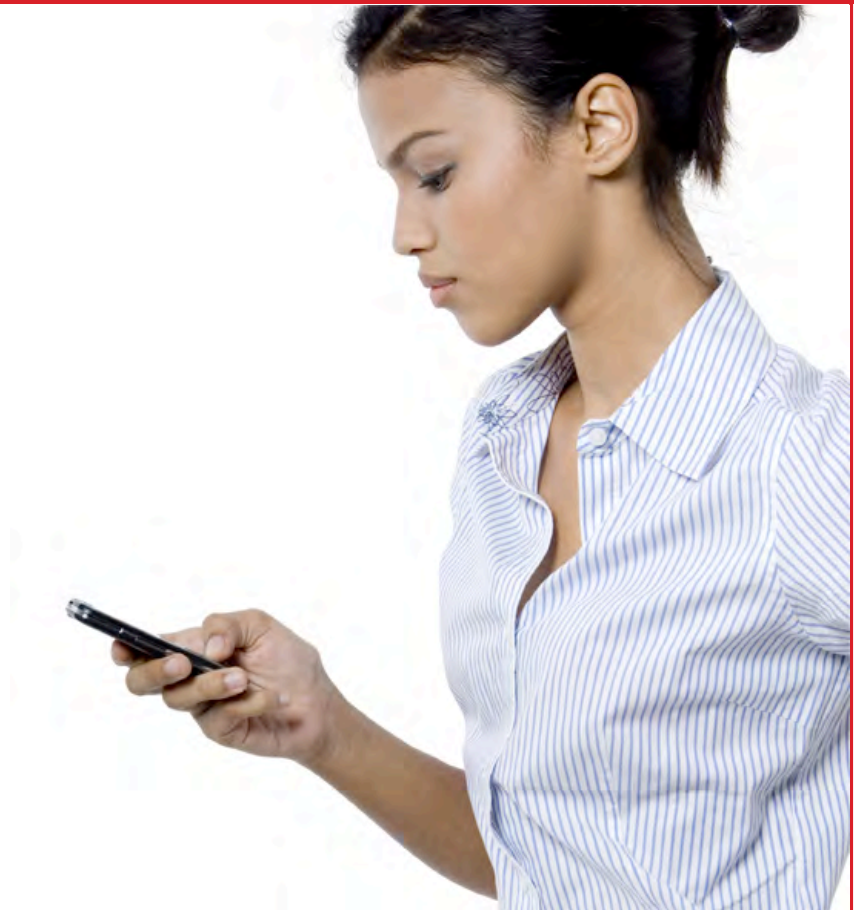
By 2008, 89% of companies will use text and multimedia messaging to reach their audiences.

Nearly one third of these companies are planning to spend more than 10% percent of their marketing budgets on advertising in the text SMS marketing medium.

Nielsen Mobile reports:

“Text messaging continues to be an additional way to reach consumers directly“

According to Nielsen Mobile, SMS transactions generated nearly \$215 million in purchases and \$35 million in sweepstakes/voting in Q1 2007.





Why SMS/Mobile?

MMA- Mobile Marketing Assoc. Study:

- Wireless usage increased significantly from 2006 to 2007.
- Almost eight in ten adults now use a wireless phone
- Interest in mobile marketing remains as high as in the previous two surveys. One in four respondents in the 2007 survey expressed interest in mobile marketing.
- The number of consumers who have experienced mobile marketing continues to grow.
- Half of all survey respondents use text messaging at least once a week.

Nielsen Mobile Study:

- According to a new report from The Nielsen Company, 58 million U.S. mobile subscribers say they've been exposed to advertising on their phones in the past 30 days.
- 28 million recall seeing mobile advertising in the previous 30 days and say they responded to a mobile ad.
- Brand recall rates from mobile marketing are 20 times greater than web and 10 times that of direct mail.



Mobile advertising offers tremendous creative opportunities for marketers to engage and interact with prospects.



How are companies using SMS?

Increase Brand Awareness & Sales

- mCoupons
- Announce promo, event or special
- Announce new product
- Invite to visit retail location

Increase Opt-in Database

- Drive traffic to website
- Register for giveaway
- Contest entry

Customers become involved in brand

- Voting
- Interacting through submissions
- Downloads



Going direct to consumer lets recipients develop a personal relationship with the brand.



How We Use SMS

Take 5 Solutions is a leader in multi-channel marketing, and our latest progeny is the country's largest and best maintained SMS / text messaging database. In addition to major Fortune 500 clients who are using this data for risk mitigation, validation, verification, scoring and modeling, we are now making this data available to marketers and brokers for marketing purposes.

Our cell phone database is completely 100% opt-in, and generated through product and warranty registrations, online and online lifestyle surveys, ring tone downloads (wallpapers, music, ring tones), online and offline sweepstakes, and daily opt-ins. All data is further surveyed to obtain additional lifestyle information and confirm opt-in. All data is CASS certified, NCOA'd and cleansed through our proprietary management platform.

This is one of a kind database, overlaid with full postal information, email information and current cell phone numbers. We go the extra mile not only to collect and verify matching postal addresses contact information, but also ensure that the cell phone data is correct and that the matching email address is deliverable.



Three channels of data marketability:

- 83MM+ unique postal records
- 32MM+ unique deliverable emails
- 112MM total phone numbers-including family plan information

Additional data elements:

- * Full wireless carrier information -- \$10.00/M
- * Geo-specific CASS coding
- * Date of Birth (where available)



Case Studies

Brand: Levi's

Goals

- Increase sales
- Create buzz around the Levi's brand
- Build awareness of Levi's Goldrush promotion
- Drive people to watch their Super Bowl commercial
- Drive people to the Levi's web site

Solution

To launch their Type 1 jeans, Levi's devised a powerful multi-channel promotion culminating with a 60-second TV spot during the final of the Super Bowl.

The campaign focused on a \$150,000 pair of diamond-encrusted pair of jeans that consumers had to find to win. To do this they had to visit the Levi's site, www.levis.com, where they answered questions and played virtual games in return for clues to where the jeans were hidden.



The promotion climaxed with a final clue broadcast during the Big Game. To drive up the reach and impact of this final ad, 230,000 text messages were targeted to 16-25 year olds on the day of the game, urging them to view the commercial and visit the web site.

Result

One in 5 visited the Levi's website as a result of the campaign 9% of the recipients visited a Levi's store and 8% bought a Levi's product as a result of the campaign





Case Studies

Brand: Reebok

Goals

- Increase store traffic
- Promote National Basketball Association exclusive merchandise
- Build awareness of Finish Line retail stores

Solution

Reebok created a unique SMS and Interactive Voice Response (IVR) mobile program that drove customers to Finish Line retail stores and pushed Reebok's exclusive line of NBA merchandise.

A cross-carrier SMS message from NBA star Kenyon Martin, endorsed by Reebok, was sent out to opted-in male sport fans between the ages of 16 and 26. The SMS message provided a free phone 800-phone number from which Martin informed callers of details on Reebok's NBA merchandise.

When dialed, Martin's voiceover promoted the NBA exclusive line and allowed the caller to receive the location of their nearest Finish Line retail store through a series of intuitive voice prompts.



Result

30,000 SMS messages were sent out across the US in urban areas including Atlanta, Memphis, Indianapolis and Los Angeles. Messages were sent to a profiled demographic, which assisted greatly in the success of the program. Hitting the right target with the right information is one of the most important aspects of mobile marketing.

The success of this mobile program, apparent in consumers' positive responses and an increase in store traffic and sales, has prompted Reebok to plan future relationship marketing campaigns via the mobile phone





Case Studies

Brand: Foot Locker

Goals

- Increase sales at brick and mortar locations in NYC
- Create buzz around the Foot Locker's brand
- Test the effectiveness of mobile marketing as an acquisition channel

Solution

Foot Locker utilized a mobile marketing solution to communicate with its target audience

The campaign focused on a 35,000 consumers, ages 18 – 35 years old in NYC. Each consumer was sent the following text message: Get ready for the holidays at Foot Locker! Bring this 2 any store & get \$15 OFF ANY \$50 + purchase. Keycode 1414 valid 12/21/07 thru 1/06/08



Result

In three days, 225 consumers redeemed the coupon at their local Foot Locker store. The total net sales generated from the mobile campaign were \$18,490.11, resulting in nearly a 5:1 ROI. Foot Locker is currently planning to rollout to every major city in the US.





Case Studies - Local SMS Push

Brand: Light Touch Laser Center, (LTL) New York

Light Touch Laser Center, (LTL) New York – a full service laser center offering laser hair and cellulite removal, Botox and other cosmetic procedures in the 5 boroughs of New York. The client currently advertises on the local radio stations, TV, subway billboards and yellow pages.

Goals

- Increase inbound calls
- Set up new appointments
- Create brand awareness in the New York MSA

Solution

LTL utilized a dual response platform, offering its 800 number for inbound calls, as well as renting our short code and keyword, 88202LASER. The campaign targeted 8,900 professional women ages 30-45 in area codes 917, 914 and 646, offering summer specials for laser treatment.

LiteTouch MedSpa

Result

In five days, 293 responders contacted LTL, requested additional information on the summer special. Of these, 69 set up paying appointments. At an average of \$700/treatment, the company grossed over \$48,000 in new sales. LTL is now developing a monthly SMS campaign program, which will multi channel its existing traditional advertising efforts.





Keywords

SMS:

Short Message Service is the only technology that every carrier currently supports, limited to 140 or 160 character messages.

Aggregators:

A service conduit across all carriers

Short Code:

The 5 digit client code that is shared across carriers.

Keyword:

The opt-in mechanism that consumers text in to initiate an action.

Pull advertising:

Draws visitors to a website or brick and mortar location actively seeking a product or service.

Push advertising:

Gets the word out to an entire group of potential customers about a product or service.





How SMS Works

DEFINITIONS

Short Message Service (SMS) is a [communications protocol](#) allowing the interchange of short text messages between [mobile telephone devices](#). SMS text messaging is the most widely used data application on the planet, with 2.4 billion active users, or 74% of all mobile phone subscribers sending and receiving text messages on their phones.

Technology

The protocol and hardware: SMS gateway providers facilitate the SMS traffic between businesses and mobile subscribers, being mainly responsible for carrying mission-critical messages, SMS for enterprises, content delivery and entertainment services involving SMS, e.g. TV voting. Considering SMS messaging performance and cost, as well as the level of messaging services, SMS gateway providers are also classified as aggregators or [SS7](#) providers.

Aggregators have direct connections to cellular carriers, providing marketers a way to send campaigns via their gateways for a per-message fee. Currently, the fees are being paid by the consumers, either on per message basis or through all inclusive monthly text plans. Cellular carriers opened their networks to aggregators via the Short Message Peer-to-Peer (SMPP) protocol.

Software: While aggregators are responsible for the actual delivery of SMS to the subscribers, Marketing Service Providers (MSPs) offer ASP platforms which show delivery statistics, opt-out messages content, and other real time delivery information, which is shared with the advertiser. In many respects, MSPs are similar to email delivery platform providers and their relationship with the aggregators and carriers is similar to that of an email marketing providers and Internet Service Providers (ISPs).





How SMS Works

THE MESSAGE

Short Codes: Common Short Codes are an intricate part of every successful SMS campaign. Cellular Carriers assign short codes to advertisers and aggregators, and the average procurement process takes 6 – 8 weeks. However, aggregators and marketing service providers can make this process much more streamlined by providing ready-to-use short codes to the advertisers. A dedicated vanity short code allows a marketer to have total control of mobile branding and can also shorten the process for sign-up, tracking and unsubscribing because the code is unique to the marketer's account.

Message specifications and response methodology: The maximum single text message size is either 160 7-bit characters, 140 8-bit characters, or 70 16-bit characters.

In addition to the short codes, a text advertisement can also feature a toll free number which the recipients can call to obtain campaign promotional details.

Finally, the subscribers can also take advantage of the link contained in the body of the text message (see SMS sample below) and land on a so-called WAP (Wireless Application Protocol) site. A WAP browser provides all of the basic services of a computer based [web browser](#) but simplified to operate within the restrictions of a mobile phone, such as its smaller view screen. Once there, the consumers can request additional information, such as coupons, retail location directory search and other simplified information from the retailer.

Text v. HTML content: Currently, 97% of all SMS is in the text format due to the lack of universal HTML deliverability to all cell phones brands. However, as the cell phone technology improves, so will the HTML delivery.



How SMS Works

Sample SMS:

Get 15% off flooring now at all Home Depot
– show to cashier – use code floor15
<http://www.mbo.com/tickets/HomeDepot.jsp>.
To stop receiving, text 88202STOP

Tracking: Tracking, opt-outs and other information pertaining to each SMS campaign are provided by the mobile platform providers through their ASP campaign interfaces.

Open Rates: Unlike email campaigns, SMS campaigns are 100% deliverable, thanks to the Short Message Peer-to-Peer (SMPP) protocol. Also, unlike with emails, that require the recipient to open them, SMS is delivered already opened, increasing the chances for consumer action.

PRIVACY

Currently, the SMS industry is devoid of official regulation and legislation but that is likely to change, as SMS advertising medium becomes more ubiquitous. In that respect, SMS industry will likely follow the email marketing industry regulation trends in the coming years. In the meantime, it is in marketer's best interest to ensure the highest level of consumer opt-in to their advertisements. In mobile marketing, opt-in is done when a subscriber either fills out a web-based form or sends a text message to a short code/keyword to get on the marketer's subscription list. Therefore, all WAPs should clearly state the advertiser's privacy policy as it applies to text opt-ins. Similarly, the opt-out from SMS is done when a subscriber sends a text with word "STOP" or "REMOVE". This allows to subscriber to be automatically removed from a mailing list.





About Us

Take 5 Solutions is a full service, integrated direct response marketing company, providing a comprehensive array of services under one roof. The company is founded and managed by six seasoned online and offline marketing executives with over 15 years combined industry experience.

Based in Boca Raton, Florida, and backed up by a matching, powerful database of 70MM permission-based emails and 106MM postal records, **Take 5 Solutions** offers an answer to all your customer retention and acquisition needs in today's competitive market.

For more information or to request a count for your next direct mail campaign or email marketing initiatives, please email us at sales@take5s.com or call one of our **Take 5 Solutions** consultants today at: **1.866.861.8862**

