

AGENT511|MARKETING

Solution overview

Agent511's Mobile Marketing platform empowers businesses to promote themselves by providing consumers with real-time access to information on their mobile phones. Consumers can be directed to text message a unique code for multimedia and text information, or the business can send messages to its client list.

In addition to text, advertising messages can include multimedia such as a brief video clip and pictures. Example messages may include coupons, including standard bar codes, as well as customized interactive responses (e.g. query for more information such as e-mail address). The system is completely automated and interactive thereby allowing mobile consumers access to detailed information.

With 42% of the American adult public text messaging and 20-25% quarterly messaging growth, text messaging and mobility are gaining critical mass. Mobile advertising is expected to grow to a \$1.4 billion industry over the next couple of years. Text messaging is attractive because it is generally SPAM-free and messages are retained on the phone.

Examples

Outdoor advertising

A service company posts "text SERVCO to 511-511" on its vehicles for prospective customers to receive contact information and a coupon. The user immediately receives a text back about SERVCO and the request is reported on the Agent511 website. A university posts its unique name, DEPAUL, on outdoor advertising collateral and the user is prompted for an address to which an admission application is sent. In addition to a text back, the mobile user can also receive multimedia—pictures and/or video—that best describe the product. A theater or club can offer consumers a preview of an upcoming performance or DJ.



Example informational message with picture (coupon)

AGENT511

Digital advertising

Whether a unique text code is embedded in television programming or a video kiosk/display, the mobile user enjoys a more interactive experience as described above. By offering a "text promotion," consumers are likely to retain the information on their phones. The conversion rate for targeted mobile coupons is observed to be nearly 12%.



Video kiosk call to action

Blast alerts

A promotional message and multimedia can be automatically text messaged to a group of opt-in mobile phone numbers; an example is a customer loyalty program. The client uploads the phone list to Agent511 along with the promotional message. As an example, club goers can receive a brief video clip of the weekend's DJ. Specialized alerts can request a consumer response such as to receive a coupon.

Mobile directories

In select communities, Agent511 is establishing regular "hot deals" and entertainment guides. Mobile users will be able to text either "hot deals" or keywords such as "local Italian" for specials and information. Advertisers can create hot deals, add coupons to listings, and achieve premium listing status.

Set-up

Agent511 is a secure web-based software platform that is designed for maximum uptime and capacity and is interconnected with the company's memorable text messaging short code, 511-511. For some marketing campaigns, clients can directly configure their message and recipient list; in other cases, this is done by an Agent511 account representative. Clients are able to reporting metrics on-line.

The platform incorporates an interface to integrate with 3rd party applications.

Overall benefit

- Interactive consumer experience
- Detailed multimedia information
- "Sticky" product promotion
- High conversion rate
- Campaign metric reporting