



redcoal 1300 SMS ADvanced

SMS enable your 1300, 13 and 1800 numbers for improved advertising response and measurable results.

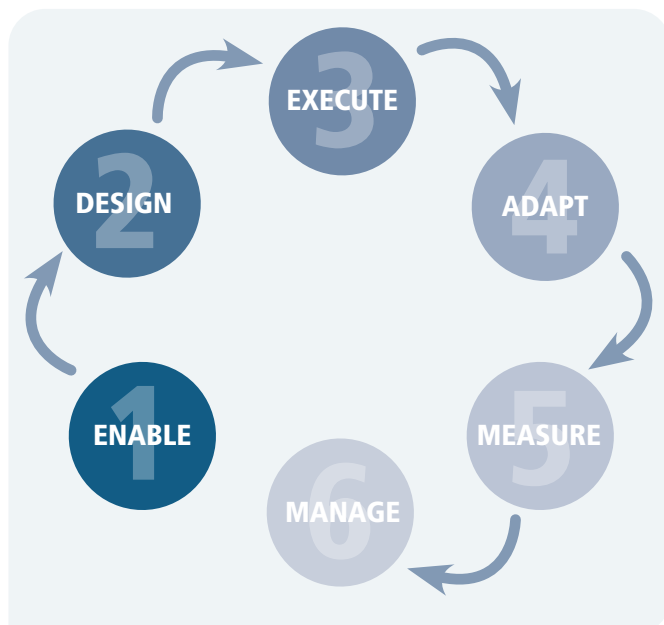
PRODUCT OVERVIEW

redcoal 1300 SMS ADvanced enables 1300, 13 and 1800 voice numbers to also receive SMS messages, providing agencies and in-house marketing departments with the ability to easily integrate direct response SMS capability into existing marketing communications.

The web based campaign management console is designed specifically for advertising/marketing professionals looking to both improve the effectiveness of their marketing communications as well as measure in detail the results of specific advertising media, as well as the success of overall campaigns.

HOW DOES IT WORK?

The redcoal 1300 SMS ADvanced solution can be easily and quickly implemented by following a number of simple steps:



More Info?

SMS your name and the word "advanced" to 1300 139 509

1. ENABLE: We fully enable your 1300/13/1800 number to receive SMS.

2. DESIGN: We help you:

- Assign keywords to specific advertising executions.
- Develop automated customer SMS conversations (either generic or unique to defined keywords).
- Design fulfilment strategies (email, post, call back etc.).

3. EXECUTE: Implement your campaign with the modified call to action – for example, Call or SMS "KEYWORD" to 13 COMPANY.

4. ADAPT: Using the campaign progress report capability, you receive near real-time reports of response rates of each advertising media/execution as well as whether you are on target to meet your campaign goals. Use this information to make tactical changes to ensure an optimal campaign outcome.

5. MEASURE: Using the redcoal 1300 SMS ADvanced reporting capability, generate a range of sophisticated charts that clearly illustrate the results of specific advertising media as well as the overall campaign.

6. CUSTOMER MANAGEMENT: With the marketing database you have now generated, stay in contact with your customer base via the integrated mobile marketing capability of the redcoal 1300 SMS ADvanced campaign management console.



FEATURES

SMS Routing Based on Keywords: Gives businesses the ability to specify different email destinations based on the text of the SMS sent to your 1300/13/1800 numbers, allowing you to forward the enquiry to the correct area. In addition, this allows businesses to create an interactive SMS response system.

Campaign Response Report: Provides summary statistics of SMS responses received over a specified time period. View response volume as a function of the hour of the day, the day of week or the month of the year. View results in table or as graph. Filter by keyword or medium or compare all keywords or media in one graph.

Campaign Success Report: Provides detailed metrics on the success of a campaign. In particular it ranks the cost per lead for the different media (or keywords), the response rate per exposure and ad performance. Results are displayed in table or chart format.

Outbound SMS Campaign Report: Provides detailed reporting on outbound campaign activity including message volumes and opt-out response statistics.

Daily Campaign Progress Report: Automated response reports delivered to a specified email address on a daily basis.

Automatic generation of marketing databases from SMS respondents: Includes the capability to trigger an outbound SMS marketing campaign as well as integrated opt out management.

“SMS is the preferred method of communication for people under 35 years old.”

BENEFITS

Improved Lead Generation:

- SMS provides potential customers with the ability to immediately respond to advertising anywhere, anytime.
- SMS reduces the barriers to action for some customers. There is no waiting on hold, plus SMS is more discreet than making a voice call.
- SMS is far cheaper than a mobile call for customers, making them more likely to respond to your advertising.



Measurable Results

- With redcoal 1300 SMS ADvanced, you receive definitive information on which advertising medium your customers responded to, allowing you to determine which advertisements are performing and which simply don't cut it.
- Advanced reporting tools allow you to produce sophisticated charts and graphs on key metrics such as cost per lead, percentage response and advertising performance allowing you to compare the results for each advertising medium.
- Provides campaign progress report capability with detailed, near real-time information on responses to each advertising medium, allowing you to make strategic decisions throughout the duration of your campaign.

Optimised Marcoms Spend:

- SMS does not require a live answering point, allowing you to take advantage of advertising spots outside business hours.

Generation of an Opt-In Marketing Database.

- The mobile numbers of all SMS sent to your 1300/13/1800 numbers are automatically stored for future direct marketing initiatives.

FURTHER INFORMATION

redcoal 1300 SMS ADvanced is part of a range of integrated business messaging products provided by redcoal.

For more information, call or SMS your name and the word "advanced" to 1300 139 509 or email info@redcoal.com

*Standard SMS Carrier charges apply to customers who send an SMS to your 1300/13/1800 numbers. Currently only Optus and Telstra mobile phones (which account for approximately 80% of the total handsets in Australia) can send SMS to enabled 1300/13/1800 numbers.