



# SMS Marketing

**The MPass TV Overlay has been designed to promote popular Mobile Services like Chat, Quiz, Auction and Voting.**

## SMS Marketing

- Campaign based:
  - Mobile Chat
  - Mobile Quiz
  - Mobile Auction
  - Mobile Voting
- Flexible Campaign Management
- Campaign Charts
- Campaign Reports
- TV Overlay
- Moderator Tool

The Actai SMS Marketing is a flexible platform to provide popular mobile services like

- Mobile Chat
- Mobile Quiz
- Mobile Voting
- Mobile Auction

All SMS Marketing campaigns can be defined in a WEB based administration tool.

Campaigns can be assigned to Mobile Networks, short codes and keywords, so that incoming messages will be automatically assigned to the correct campaign.

Campaigns can be also assigned to specific time periods, so that existing short codes and key-

words can be shared between multiple campaigns.



## Mobile Quiz

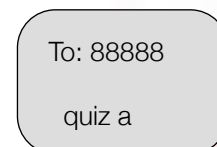
The Mobile Quiz is a quiz module for single questions with multiple choice answers as well as a multi question quiz (chain quiz).



In a single question quiz, the question is presented with multiple choices,

which can be answered by the mobile users, by sending the answer token (e.g. a, b, c) with the keyword for the quiz to the specified short code.

Example:



Keyword : „quiz“

Answer : „a“

Short code : 88888

The user will get an automatic response (e.g. „Thank you for joining our quiz“), which can be used as charge message for premium rate campaigns.



Each campaign can define an automatic winner selection, by specifying the number of campaign winners and a winner selection strategy (e.g. „Random Winner Selection“).

The winners will be automatically informed and the campaign admin will receive a winner report automatically after the campaign period ends.



### Mobile Voting

The Mobile Voting module is similar to the Mobile Quiz module. For the Voting, a single question with multiple choices can be defined.

In difference to the quiz, all choices are correct answers and will be counted for the voting results.

The voting results can be presented in a chart diagram on TV or the WEB.

### Mobile Chat

The Mobile Chat Module is designed as free text chat, to be presented on TV or WEB Sites .

The user can send free text messages to the system and receives an automatic response message as charge message.

Each message can be reviewed by a moderator before it will be released on TV or WEB.

### Mobile Auction

The Mobile Auction module provides standard auctions and smallest unique bid auctions.

For the auction, the users are sending messages

with their current bid to the system and the system responds with the latest bid.

After the auction period is over the user with the highest bid or the lowest unique bid will be drawn as winner and automatically informed by the system.

### TV Overlay

The TV Overlay is a WEB based screen which receives real time information on a specific Mobile Chat, Quiz, Auction or Voting application and displays it in a TV enabled format.

The TV Overlay Application has to be setup on a network connected PC with a TV card attached. The TV Screen rendered by the TV Overlay Application can then be merged with the actual TV program through TV card.

### Campaign Reports

The SMS Marketing comes with a powerful report engine, which provides detailed traffic report for each campaign, keyword, short code, network.

A campaign report will be automatically generated and send via email after a campaign period ends.

#### Key features:

- Operator Independent
- Remote / Web based Administration of new Quiz's, Voting's, Chats and Auctions.
- Use the same keywords and short codes for multiple campaigns
- TV Overlay
- Automatic winner drawing
- WEB based Statistics and Reports
- Automatic email notifications of Quiz status and Quiz results
- Capable to handle high volumes of traffic