ABOUT CLICKATELL

Clickatell is the world’s leading mobile messaging provider. We can reach more people in more countries and on more devices than any other company in the world. We offer our customers access to a secure, dependable, high capacity messaging platform.

Clickatell’s enterprise-grade Multimodal Global Messaging Service (MGMS) meets corporate-wide messaging needs for alert notification, business continuity and collaboration, enabling hundreds, or even hundreds of thousands, of individuals to be reached in real-time via voice or text on every type of communication device, including networked, mobile, and landline telecommunications.
Mainstream advertising agencies have never been in much of a hurry to embrace new technologies and new channels. They tend to stick with what they know best, and are most familiar with. So when, in April 2005, Andrew Robertson, chief executive of BBDO, the third-largest ad agency in the world, said we were getting to the point where: “the single most important medium that people have is their wireless device” it was a defining moment.

Here was a big, mainstream advertising agency chief, saying what those in the mobile marketing business had known for some time. That mobile, if used correctly, has the potential to become one of the most powerful tools in the marketer’s armoury.

It might sound unlikely on first hearing. How can a device with a 2 or 3-inch screen have anything like the same power to persuade as a broadcast TV ad reaching millions of people in their own home? There are several factors behind the answer. The first is media fragmentation. There are so many channels available to consumers now that programmes capable of attracting a mass-market audience are few and far between. Consumers are also being bombarded with an increasing number of marketing messages, and becoming much more selective about the ones they pay any attention to. Which is why, if you take a slot in one of these programmes, you can guarantee that many people watching it will simply skip through the ads on their hard disc PVR (Personal Video Recorder).

The biggest factor, though, is the mobile phone itself. Consumers all over the developed world have come to rely on their mobile phone as the essential communications tool. They personalise it; they take it with them wherever they go; many of them can’t imagine living without it. All of which makes a well-planned mobile marketing campaign a very powerful tool indeed.

But if consumers are being bombarded with marketing messages, why would they pay any attention to anything sent to their mobile phone? It’s because any successful mobile campaign is permission based. No-one receives anything before they have given their express permission to the company in question to send it.

“any successful mobile campaign is permission based”

This is the first and most important rule of mobile marketing. Because the mobile phone is such a personal device, companies seeking to engage in mobile marketing must always request, and gain, the consumer’s permission to communicate with them. Otherwise, you’re just invading their personal space (and most probably breaking the law) and you’ll get what you deserve.

But as hundreds of successful campaigns carried out over the past few years have shown, consumers are perfectly willing to give this permission, if it’s to a brand they know and trust, or if the offer is appealing enough to them. In this guide, we will you share some of these examples with you, and explain how you can make mobile marketing work for you.

* Financial Times, 6 April 2005
WHAT IS MOBILE MARKETING?

Mobile marketing embraces several kinds of activities. The most visible are the ringtones, wallpapers and other material that consumers can download for their phones. These though belong more in the category of mobile entertainment, so will not be considered in any great detail here. At Clickatell we see mobile marketing covering two key areas of activity:

1. Mobile Customer Service
2. Mobile Sales Promotion

Let’s look at each in turn …

Mobile Customer Service
Mobile customer services embraces a whole host of activities designed to improve or augment the customer service provided by a brand or business to its customers, via the mobile phone.

Typically, consumers are invited to register their mobile phone number with the company or brand in question and agree to receive SMS (Short Message Service) text alerts.

These alerts can cover a variety of topics, including:

• Appointment reminders
• Credit card transaction alerts
• News and weather updates
• Vehicle repair updates
• Hotel or other booking confirmations
• Community information services.
• Mobile tickets

In the UK, one of the leading and longest-established markets for SMS marketing, there are many examples of organisations using SMS to communicate with their customers.

Here are just a few:

• Car insurance company Solus Norwich Union provides an SMS alert service to inform customers of the progress of repairs on their cars.

• The Mayor of London uses an SMS information service to inform residents about their next refuse collection, or their nearest recycling facility. Residents text ‘RECYCLE’ followed by their full postcode to a short code, 63131. The text they receive back has details of their recycled materials kerbside collection times if these are offered, or of their nearest recycling facility, as well as the number for their local recycling helpline.

• British Airways runs an alert service that sends an SMS to passengers registered for the service if their flight is delayed or cancelled, enabling them to remain at home, rather than waiting unnecessarily at the airport.

• London estate agent Realm Estates delivers property details to prospective buyers’ mobile phones. Each property is assigned a unique number, displayed on the sales board. Anyone interested in a Realm property simply texts the word ‘REALM’ followed by the specific reference number displayed on each of Realm’s sales boards, to the short code 62600, to retrieve up-to-date information, including the specifications, photographs and price.
WHAT IS MOBILE MARKETING?

There are some common threads that run through all these services, and others like them.

Firstly, they all rely on the customer opting in to the service, making a conscious decision that this is something they would like to take advantage of. How they found out about the service will vary from one example to the next. The important point is that no-one was contacted via their mobile without their prior permission.

Secondly, in each case, it is made clear to the customer how they can opt out of future messages, in accordance with the Privacy in Electronic Communications (2003) regulations that apply in the UK.

Thirdly, they are all designed to offer the consumer more choice; an additional way of doing something they could do via other means, but which they may feel is more convenient to do via their mobile. In the case of the alert services, the information the consumer receives is something they could probably find out by calling the company in question. But by signing up for the messaging service, they can get on with their lives and wait for the alerts to be sent to their phone at the appropriate time.

• The UK environmental attraction, The Eden Project, runs a mobile ticketing service that enables visitors who pre-book to have their tickets sent as a mobile barcode to their mobile phone. The barcode is read at the entrance, enabling visitors to access the attraction swiftly, without queuing.

• DataServe UK enables its customers to read their own gas and electricity meters and text the reading in to the company, resulting in savings which can be passed back to customers.

(Examples reproduced by kind permission of Mobile Marketing Magazine)
WHAT IS MOBILE MARKETING?

Mobile Sales Promotion

In mobile sales promotion campaigns, mobile is most often used as the response mechanism to an offer publicised via other media. In a ‘text & win’ campaign for example, a brand may run a competition to win a car on special packs of the brand in supermarkets. The competition may also be promoted via TV, billboard and press advertising, perhaps via below-the-line activity too. But when it comes to entering the competition, entry is by texting an answer to the question to a dedicated number, known as a short code, assigned to the competition. These short codes are typically 5-digit numbers. The UK broadcaster ITV, for example, uses the short code 63330 for text-in competitions on TV programmes, and for viewer voting on ‘reality TV’ shows.

“Text & win … majority of sales”

At the point of entering the competition, the consumer may be asked for their permission to retain their mobile number and send them marketing messages in the future. So there is a data collection element to the campaign. The consumer can then choose whether to give the brand permission to communicate with him/her in future. Or not.

Text & win accounts for the majority of mobile sales promotion campaigns and has also proved extremely successful as a tool for building a database of mobile numbers for use in future campaigns. Additionally, companies can recuperate the costs of their advertising by charging a premium rate for messages sent in to a particular number.

Here are some examples of mobile sales promotion campaigns:

In the summer of 2004, the English Cricket Board, together with England team sponsor Vodafone, ran a text & win campaign to win an England One Day International shirt. Entrants had to text the answer to a question about a one-day match between England and India that had taken place earlier in the summer to a short code, 87222. All correct entries were entered into a draw to win the shirt.

In the UK, crisp manufacturer Walkers ran a text & win campaign offering consumers the chance to win an iPod every 5 minutes during the month of September 2005, and one a day during October and November. To enter, consumers had to text in the unique code printed on each pack to the competition short code. Within 10 minutes, they received a reply telling them whether or not they had won. The campaign attracted 17 million entries, with 7% of UK population taking part, and has since been rolled out in Belgium and Holland.

In the UK, convenience store operator, Sainsbury’s at Jacksons, operates a shopping club. When they join the club, shoppers are sent a ‘mobile barcode’ which is stored on their phone. They are also sent details of special offers at regular intervals via SMS, and can request offers in particular product categories, such as ‘wine’, or even, more generally, ‘party’, by texting the word to the club’s dedicated short code. When they reach the checkout, the offers are redeemed by scanning the mobile barcode at the till. This initiates a database look-up to check that the items being promoted match those in the shopper’s basket. For all that do, the discount is applied.
WHAT IS MOBILE MARKETING?

In February 2006, Canadian mobile phone network TELUS Mobility launched a $1,000 text & win promotion. Customers text the word ‘TRIVIA’ to the short code 835873. Customers win one entry into the promotion for each trivia question answered, or 10 entries for each question answered correctly. Each month, one winner is selected from all the entries received to win a cash prize of $1,000.

In March 2006, US TV network Court TV launched a text & win competition, offering viewers a chance to win $10,000. The competition, called The Impossible Heists Code Cracking Challenge, ran off the back of a reality TV show called Impossible Heists. It invited consumers to text their answers to three trivia questions to a short code. Consumers who answered all three questions correctly could then enter a code for their chance to win $10,000.

In the US, Starbucks launched a game, Starbucks Summer Pursuit, to celebrate the arrival of summer (2006). The game was a text messaging trivia quiz which invited consumers to answer three questions, all on the theme of summer, sent to their phone. Those who got enough answers correct had the chance to play the “Ultimate Scavenger Hunt” in New York City, and compete for a trip to Costa Rica.

In a text & win campaign, mobile is used as the response mechanism. But mobile is increasingly being used as a response mechanism in more generic campaigns, as brands include a mobile short code on their TV, radio, press or billboard advertising. In some instances, when the consumer texts the required word to the short code number, they receive a WAP-push message which enables them to visit a WAP site dedicated to the brand or the promotion in question. Here they may have the opportunity to find out more about the brand, or receive some form of incentive, such as a ringtone or wallpaper for their phone.
MOBILE MESSAGING IN ACTION

Mobile technology is evolving fast, with the roll-out of 3G and HSDPA networks, and increased uptake of MMS (Multimedia Messaging Services) and WAP. For the moment, however, the vast majority of mobile marketing is centred around SMS. Some people find this surprising, given the apparent limitations of the medium. But the fact is, SMS is proven technology, perfect for the vast majority of mobile messaging applications, and something that consumers are extremely familiar with. In the UK, for example, figures from the Mobile Data association suggest that in May 2006, British consumers sent each other 106 million texts every day. Given this enthusiasm for SMS, and the reliability and robustness of the SMS platform, it is no surprise that SMS as a medium is so popular among the mobile marketing fraternity.

“mobile marketing centred around SMS.”

Clickatell’s global mobile messaging platform has been built around SMS, but it is also equipped to deal with other messaging protocols such as WAP push. In addition, Clickatell’s enterprise-grade Multimodal Global Messaging Service, MGMS, also supports delivery via fax, pager, voice as well as email.

Mobile messaging is being used by all sorts of companies in a number of industries to improve the way they do business and serve their customers. Here are some examples of how Clickatell’s global messaging platform is helping transform organisations around the world.

Travel & Hospitality
SMS is used for a variety of applications in the travel and hospitality business, from ticket ordering and confirmation, to hotel reservations, and air travel delay and cancellation alerts.

Mobile in Action – SMS alerts to confirm hotel reservations
Hotelzon International is the leading European hotel reservation technology provider. The company is one of the longest-established hotel booking agencies in Europe, with 75 staff in four countries. Hotelzon International offers a turnkey hotel booking solution for corporations and travel industry professionals, such as travel agencies, reservation companies and travel related portals. In 2005, the company processed almost 1 million hotel bookings.

In the past, Hotelzon used different SMS software for sending hotel reservation confirmation messages to customers in various countries. Periodical upgrades and hosting of the software, and the introduction of new countries and languages, proved particularly tedious. As a result the company opted to use Clickatell’s SMTP (Email to SMS) API for all its SMS traffic around the world. It implemented the API solution in approximately 10 days. Thanks to Clickatell’s web service, Hotelzon were able to get rid of the maintenance of their SMS servers and gateways. The booking confirmation alerts enabled Hotelzon’s customers to receive reservation codes, hotel names & addresses and arrival and departure dates. Transparency and operability of the service is outstanding. Integration of the service to Hotelzon’s platform was straight-forward and flexible.

“With the Clickatell SMS solution, we are able to deliver SMS to our customers all around the world in reliable and efficient way” says Hotelzon’s Jouni Peltonen.
MOBILE MESSAGING IN ACTION

Mobile in Action - Promotional updates in the hotel industry
The Fairmont Dubai is one of the premier hotels in the United Arab Emirates, with 394 luxury rooms, and a wealth of other amenities to suit both travellers and local residents. The Fairmont Dubai hosts regular events and promotions, which are generally attended by a number of local customers. The problem lay in making this customer base aware of these promotions at short notice.

To solve the problem, the hotel deployed Clickatell’s Communicator solution to keep in touch with their customers on a regular basis with short, direct text messages. These were particularly effective for special events, as well as for food and beverage specials that needed to be promoted quickly. Since 80% of the United Arab Emirates population has a mobile phone, it was a natural choice to select mobile messaging to get the details across.

According to the hotel’s Food & Beverage Marketing Manager, Cleo Eleazar: “Clickatell’s Communicator has opened up a different market for us, and helped us reach our customers regularly.”

Retail
In the retail industry, the mobile channel is being used to alert customers about special offers, drive traffic into stores, and for targeted sales promotions, using advanced mobile barcode technologies.

Mobile in Action - SMS alerts to inform customers to collect goods
Dawsons Music supplies musical instruments and technology to the UK market, and is regarded as the leading supplier of music technology to educational establishments in the UK. Established in 1898, the company currently has eight retail outlets throughout North West England, including a dedicated UK sales mail order department located within a 5,000 sq.ft warehouse. Dawsons approached Clickatell looking for a solution that would allow for timely customer collections of repaired goods.

“We wanted to allow our sales people to quickly and reliably inform customers when their repaired goods are ready for collection,” says Dawsons IT Director Mark Fletcher. Dawsons decided to use of Clickatell’s SMTP (E-mail to SMS) solution, integrating it with their existing Intranet system.

All Dawsons outlets use an .ASP based repairs system running on their Intranet. When a repair is booked back into the store (either from an external repairer or even when it has been repaired internally) the system sends a text message to the customer to let them know their goods are ready. It is customised for each store, and includes the Repair ID number, instructing the customer to call the shop prior to collection, quoting that ID number. The shops do not have to do anything more. The only requirement is that they capture the customer’s mobile number at time of booking in the repair. This is very easy for them to do when they explain the reasons to the customer.
MOBILE MESSAGING IN ACTION

Information Systems

SMS has great potential to automate alerts to engineers or technicians when pre-set thresholds are breached. By automating the process of alerting the engineer when the machine or device being monitored may be encountering problems, the need for the engineer to periodically check the device, physically or remotely, is removed.

Mobile in Action - SMS alerts to notify engineers of technical problems

In order to give high-level support to their customers, Qwise needed a comprehensive tool to monitor all customers’ server systems. The tool needed to have advanced functionality, including monitoring performance, stability, uptime, load, etc., in order to ensure efficiency and availability 24 hours per day, 365 a year.

“It gives our engineers a lot of flexibility and freedom”

Qwise chose Clickatell’s SMTP API (E-mail to SMS) solution, to deliver SMS notifications to its system engineers, informing them when a system’s status has changed. By utilising the messaging technology, the engineers were not forced to be at their desk or laptop during the day, but are still able to be updated when a system needs attention.

“It gives our engineers a lot of flexibility and freedom,” says Qwise System Engineer Paul Schuur. “Qwise Alerts are notified right away, and our engineers can therefore react as soon as possible.”

Since the system was introduced, Qwise’s customers have praised the company for their quick support and response.

“The combination of Clickatell with our application clearly shows the value that Clickatell can add to a business,” says Schuur.

Qwise is a system integrator, specialising in the integration of business applications within the Internet environment. Qwise implements and supports solutions for a number of customers including Dutch banks, manufacturers, and the Dutch Government.
MOBILE MESSAGING IN ACTION

Mobile in Action - SMS weather alerts via SMS Gateway Integration using SMTP

Metcheck.com is the UK and Ireland’s premier weather alert service, with up-to-date forecasts and real-time alerts for all cities in the UK. More than 100,000 visitors log on to the Metcheck website daily to view the latest weather information in its own unique format. The next logical step with the advance of the Internet and SMS was to use SMS technology to make data available to users roaming around Europe.

The company decided to use Clickatell’s E-mail to SMS (SMTP) gateway. This application was implemented by having batch scripts sent from any one of 12 global servers at regular times. The scripts send a perfectly-formatted SMS message to the user, with the latest weather forecast attached.

Metcheck’s Senior Partner, Andrew Bond, believes he has seen excellent returns from the solution.

“By using Clickatell, we have wiped the floor in the UK market,” he says. “No other weather company could match us for price, quality, and super-fast delivery. Our ROI was achieved well within our expected timeframe of two months.”

Bond continues: “In the weather industry, things move fast, changes happen within minutes, and this requires a technology, and a supplier of that technology, who can deliver with equal speed. In our trading history, no other supplier has matched the way Clickatell can offer us this. Not just the technology, but the price and level of customer service is second to none, and I can honestly say that I can contribute much of Metcheck’s success to the level of support offered by Clickatell.”
MOBILE MESSAGING IN ACTION

Mobile in action - SMS alerts for remote device monitoring

t-mac Technologies, in partnership with FAW Electronics, manufactures, markets and distributes the t-mac device, a leading intelligent system for remote, Internet monitoring and control of assets including heating, ventilation, air conditioning and refrigeration (HVAC&R), plant and machinery, fire and security systems, and energy management, as well as consumables such as water, air, gas and electricity.

The GPRS always-on approach to asset management has set the t-mac product ahead of its competitors as an accurate, immediate remote management tool, which has no requirement for human interaction, sending information from the unit direct to the t-mac server.

It is from the server that the Clickatell’s SMS gateway comes into its own. Once t-mac sends alert messages to the server, the server immediately responds via Clickatell’s gateway, sending an SMS direct to one or many personnel. The ability for t-mac’s users to receive SMS alerts as soon as the t-mac device registers a fault has vast damage limitation and cost-saving benefits for the end-user and/or their client site.

“a robust messaging product that could proactively issue sms alerts”

The t-mac device collects information on asset conditions, status and alerts and uploads the data via GPRS to a central server, to which users log-on, via any Internet-enabled PC, to view live and historic readings. T-mac was looking for a robust messaging product that could proactively issue SMS alerts when something required attention. The company chose Clickatell’s HTTP SMS gateway API to inform end-users, using its award winning t-mac system, of any alarm/alert conditions that may be occurring.

"The t-mac Technologies and FAW Electronics team are very impressed with Clickatell’s SMS gateway," says t-mac Technologies’ Lisa Wilkinson. "We look forward to continued partnership with the company."
Financial Services

Never before has it been so crucial for financial organisations to provide customers with real-time, reliable information on their banking transactions, no matter where they are located. This gives them definitive control over their finances and helps them in the fight against fraud that is spiralling dramatically.

The financial services industry was an early adopter or mobile in general and SMS in particular. Many financial institutions around the world enable their customers to set up SMS alerts that tell when their current account reaches a particular balance (perhaps close to going overdrawn), when there is activity on a debit or credit card, or when an automated payment, such as a salary cheque, is paid into their account. The alerts mean customers can get on with their lives, without the need to manually check their account. They also have the piece of mind that they will have an early alert of any fraudulent activity taking place on their account.

Mobile in Action – SMS alerts to inform banking customers of account transactions

First National Bank (FNB) joined forces with Clickatell to extend inContact to Namibia, in order to benefit from the mobile messaging carrier’s robust, dependable SMS gateway. To implement the state-of-the-art mobile messaging gateway, FNB linked up its software applications to Clickatell’s SMS gateway platform. These interfaces are based on open industry standards, so required little integration effort from the bank. Clickatell supplies FNB with international SMS capability, specifically to Namibia, via its gateway. Of great importance to FNB is that these international connections are reliable and redundant, allowing messages to be delivered immediately even when the main trunk routes go down.

Len Pienaar, CCNB Mobile and Transact Solutions, states that in addition to reducing fraud, inContact has been particularly beneficial with regard to customer retention, which has increased significantly.

Pienaar states that in addition to Clickatell’s real-time delivery capabilities and 24 X 7 support, its redundant links were a major reason for selecting the Clickatell gateway to deliver their mobile text messages.

“To maintain customer trust, it is vital that 99.9% of the time SMS will be delivered. Not only does Clickatell’s international alert infrastructure provide the integration needed to extend our inContact service, but we are also able to make use of Clickatell’s redundant links when the main telecoms lines between South Africa and Namibia fail. We therefore have a variety of means of making a connection between the countries.”

Pienaar maintains that Clickatell’s network resilience has allowed FNB to maintain the same service levels to customers in Namibia as in its home country.
MOBILE MESSAGING IN ACTION

Mobile in Action – SMS alerts to inform insurance customers of the progress of claims

Santam is a long-established short term insurer in South Africa. In recent years, the company, which markets its products via a traditional broker network, has come under pressure from new entrants, offering to cut traditional premium rates by selling direct. To compete, Santam decided it had to offer an exceptionally high level of service to its customers, in order to retain their loyalty and their business. It identified rapid, consistent communications with the customer as a key component of this strategy, and early in 2004, appointed Clickatell to provide an SMS alert service for its brokers and clients, in order to keep them informed on the progress of any claims made.

Business rules were drawn up to ensure that when specific claim cycle events occur on the Santam mainframe, they automatically trigger a message to a dedicated communications database, which instantly transforms the data into SMS format. The SMS messages are then sent to the Clickatell SMS gateway, which distributes them to the client of broker’s mobile phone in seconds.

“rapid, consistent communications with the customer”

For example, a Santam customer who is involved in a car accident will typically register a claim via the Santam 24/7 contact centre. The claim will be confirmed immediately to the customer via SMS, along with a reference number and a contact number for further enquiries. Both the customer and the assessor are notified of the assessment details via SMS, and the customer is alerted once more when the claim has been accepted.

“The net result is that Santam’s clients are proactively informed of events at all times throughout the process, saving them the hassle of having to follow up on things themselves, and giving them overall peace of mind at what is typically a trying time,” says Santam Senior Systems Analyst, William Labuschagne.

Within a year of launching the service, Santam saw uptake rise from 5,000 messages a month, to 25,000 messages a month.
Clickatell SMS Gateway
Clickatell provides direct access to its core mobile data delivery platform and international SMS gateway through a series of APIs (Application Programming Interfaces). Clickatell’s SMS gateway APIs allow developers to utilise generic skills in developing, integrating and deploying mobile data solutions. Clickatell’s APIs support several protocols, including SMPP, HTTP/s, SMTP (E-mail to SMS), FTP, XML, Com Object, etc. Easy to use instructions make all the features of the Clickatell offering available to application developers and corporate IT groups for SMS application building and legacy database integration. Sample code and comprehensive integration specification documents are provided for each protocol.

The Clickatell SMS gateway (API) supports a number of advanced messaging features including SenderID, Logos, Ringtones, Unicode, Binary, Concatenation, EMS, Vcards, VCal, SMS (MO), and FlashSMS.

Multimodal Messaging Gateway
Clickatell’s multimodal messaging service connects directly with the infrastructure of mobile operators, which enables Clickatell to guarantee delivery and receipt of massive quantities of inbound and outbound messages in real-time to any device i.e. cell phone, landline, pager, fax, PC or any IP-connected device.

Many organisations have messaging requirements, as well as a need to integrate solutions with their existing databases and systems. For these clients, out-of-the-box solutions are not ideal. Clickatell has therefore opened its SMS gateway to organisations who simply wish to create their own messaging system, interface or environment. In this way, clients are able to SMS-enable any application or product, independent of the platform on which they choose to develop. This connection is extremely simple and can be done using generic skills, allowing the business to send high volume or single, triggered mobile text messages to recipients.
A GUIDE TO CLICKATELL PRODUCTS AND SERVICES

Clickatell Communicator
A web-based (ASP), bulk messaging tool design to facilitate fast and effective personalised SMS messaging to existing client databases. This robust system is the first of its kind, and incorporates mail merge capabilities to enable 5-factor message personalisation. Communicator incorporates a database management component, making SMS messaging to groups or individuals fast and effective.

Clickatell Messenger-PRO
Clickatell Messenger-PRO is a desktop application designed to be installed on a single PC, or across multiple end-user machines. Comprising a database, Outlook address book integration and an SMS messaging interface, Messenger-PRO SMS-enables any PC. Also including a merge mechanism, this application is designed to facilitate both one-to-one and bulk messaging. This product can be distributed by Clickatell’s distribution partners as a branded product.

Clickatell Messenger-PRO provides the ideal solution when clients wish to deliver bulk or individual SMS messages, but would prefer to utilise a desktop application with local databases, rather than a web-based tool. For businesses that would prefer their staff to deliver SMS messages, rather than placing costly calls, an installation on each staff member’s desktop will reduce costs and save time. All instances of Messenger-PRO can be linked to a single corporate account, or each user can make use of their own account. Derivative products of Messenger-PRO are sold through distribution networks within reseller channels.

The solution is designed for SMS marketers, campaigners, debt collectors, in fact, anyone who needs the ability to broadcast multiple messages simultaneously. Although Clickatell Communicator also enables single messages to be delivered, its primary purpose is to make the task of bulk messaging fast and simple. An easy to use interface, combining data management, message creation and mail merging, enables users to type a single message, and broadcast it to many thousands of recipients, with each message being personalised for the recipient. The database can also be shared across multiple user environments.
Clickatell ICM

Clickatell ICM (Interactive Campaign Manager) is a web-based application that enables interactive two-Way messaging and is targeted towards clients who have a need to manage their SMS campaigns and services, based around short codes and keywords.

Clickatell ICM provides a simple interface that allows for easy administration of both inbound and outbound campaigns, based on keyword management. Examples include competitions, marketing campaigns and ringtones, etc. By providing for two-way interactive messaging, Clickatell ICM will equip users with all the tools to manage subscriber lists and content.

Content can be text only or information linked from existing applications. Users have full control over their campaigns and services in real-time, making it easy for a once-off marketing campaign or to create a new service.
MOBILE MARKETING FAST FACTS

If you’re wondering how big the mobile marketing business is, and is predicted to be, here are some figures to help you get a fix on it.

- According to the UK Direct Marketing Association, mobile marketing was worth £26 million in the UK in 2005.

- According to the analyst, Informa Telecoms & Media, global revenues from mobile data services totalled US$102.1 billion in 2005.

- 79% of European mobile users use SMS, while 28% use MMS, according to figures released by Jupiter Research in June 2006. According to Jupiter, only 32% of European mobile users are willing to pay for mobile content and services beyond basic messaging.

- Mobile marketing and advertising was worth a total of US$255 million in the US and Europe in 2005, but will grow to exceed US$1 billion by 2009, according to a May 2006 report from Visiongain.

- SMS will remain a key revenue driver for the messaging market globally for the next five years, despite growth in enhanced messaging, according to a December 2005 report from Informa Telecoms & Media.

- Mobile Ticketing and Mobile Retail Services will generate over US$63 billion worth of revenue by 2010, according to a report released in January 2006 by Juniper Research. The report says that by 2010, 87 million European mobile users (15% of the total), and 32% of Japanese mobile users, will be using their mobiles to buy tickets, and that worldwide mobile payment revenues will reach over US$10 billion by 2010.

- Figures released in November 2005 by Informa Telecoms & Media predict that the number of 3G subscribers will rise more than 10-fold by the end of the decade, from 70 million at the end of 2005, to 797 million by 2010.

- According to Cellular Online there were 2 billion mobile users globally in April 2006, including 160 million in the US and 343 million in Europe. The No.1 mobile country was China, with 300 million users.

- According to Cellular Online 235 billion SMS messages were sent globally in the first quarter of 2006, an average of 36 texts per mobile user per month.
Glossary of Key Terms

3G
Third generation technology used by a small but growing number of mobile phone users. 3G’s higher bandwidth enables richer mobile data services, including live TV streaming and video calling. At the end of 2005, there were an estimated 70 million 3G subscribers globally. This figure is predicted to rise to almost 800 million by 2010.

GPRS
General Packet Radio Service. "Always-on" mobile phone protocol which is still used by the vast majority of mobiles that are capable of accessing mobile Internet pages.

GSM
Global System for Mobile Communications, an international digital standard for cellular communications.

HSDPA
High-Speed Downlink Packet Access (HSDPA) is a relatively new mobile phone protocol, sometimes referred to as 3.5G, which offers faster data transfer speeds than 3G networks. HSDPA works by using a more advanced radio modulation scheme. This, combined with a more efficient radio network design, delivers the higher data rates, and also makes more efficient use of radio spectrum, delivering capacity more cost effectively. HSDPA can typically achieve speeds of up to 1.4 Mbps, over three times faster than current 3G speeds.

Premium Rate SMS
Premium SMS, sometimes referred to as reverse-billed SMS, is a way of enabling mobile users to make small payments for electronic goods and services, typically, ringtones, wallpapers and mobile games, via their mobile phone, without the need for a debit or credit card. Typically, the user texts a specific keyword e.g. ‘BUY’ and reference number for the ringtone or game in question to a specified short code, and the product is sent to the user’s handset over the air, with the price appearing on the user’s next mobile phone bill.

Short Code
A dedicated phone number provided to consumers by advertisers to make it easy for consumers to contact them via SMS or MMS. Advertisers buy or rent a given short code for a set period of time and can then use it in mobile campaigns. For example, consumers might be invited to text their name and email address to a short code 83159, in order to enter a draw to win a prize.

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GLOSSARY OF KEY TERMS

Short codes are usually shorter than a regular phone number in order to make them easier to remember. They are typically 4 or 5 digits long, though this can vary. In the US, for example, short codes are 5 or 6 digits long, while Austrian short codes are 8 digits in length.

SMS
Short Message Service. SMS is the most ubiquitous messaging system, used extensively for person-to-person messaging, and increasingly by companies sending SMS messages that the mobile user has given their consent to receive, or as a direct response channel to enable the mobile user to send a message to the company, for applications such as text voting, text & win competitions and to give live viewer feedback and opinion on TV programmes.

WAP
Wireless Application Protocol. A way of delivering stripped down web pages to mobile phones and other wireless Internet devices. WAP is used to deliver the majority of the world’s mobile Internet sites to mobile devices. These are accessed on the phone via a WAP browser, like a web browser for the mobile.

WAP Push
An SMS message containing a link to a WAP page. When the mobile user receives the WAP push message, they only have to select the link to be taken instantly to the page in question. WAP push messages are used by companies to direct consumers to WAP sites or pages. Typically, the consumer is invited to text a word, for example, ‘INFO’ to a dedicated short code in order to receive the WAP push message by return. This enables the advertiser to follow up the marketing message communicated via the original medium, such as TV, press or billboard, with more information on the WAP site.