IBM Marketing Cloud Mobile Messaging

Create powerful SMS campaigns and integrate SMS into your cross-channel marketing efforts

Highlights

- Provides marketers with easy-to-use SMS frameworks for building customer interactions
- Enables marketers to create automated SMS campaign workflows that are triggered and filtered by customer behaviors and cross-channel events.
- Allows businesses to send service messages such as order and shipping confirmations via SMS
- Gives marketers the ability to personalize SMS messages with dynamic content

We live in a mobile world. Consumers are carrying their mobile devices with them day and night, using them to engage with brands in ways never imagined even a decade ago.

With 90 percent plus open rates on SMS and engagement rates of up to eight times higher than email, SMS marketing presents a huge opportunity for marketers; but often integrating SMS into your marketing communications is difficult for resource-limited marketing teams. IBM® Marketing Cloud Mobile Messaging enables companies to easily tap into this powerful channel and deliver on the promise of multichannel marketing in ways that have not been possible before.

Whether your goals are to drive revenue, reduce costs, attract a new demographic, communicate with loyal customers or simply stay top of mind, IBM's Mobile Messaging solution can help.

IBM Marketing Cloud Mobile Messaging features:

1. SMS campaign builder provides marketers with easy-to-use frameworks for building customer interactions, dramatically reducing time to value.

2. Drag and drop SMS campaigns using predefined templates for Text to Join, Text for Info, Text to Vote, Text to Screen, or Text to Win.

3. Campaign-level reporting to easily view either aggregate SMS campaign data or individual campaign level data.

Create powerful campaigns in minutes

Whether you are looking to increase the number of people you are signing up for your SMS campaign or communicate with those that already have, IBM's Mobile Messaging solution can get you up and running quickly. Take advantage of one of the predefined campaign templates – Text to Join, Text for Info, Text to Vote, Text to Screen, Text to Win – or use the drag-and-drop builder to create your own multistep campaign workflow with just a few clicks.

Deliver cross-channel and multichannel messaging

Recent studies confirm that customers who engage with brands in more than one channel spend upwards of 3-4x more on purchases than their single-channel counterparts. So it is clear the hard work to attract and engage multichannel customers is well worth it, when done right.

IBM Marketing Cloud Mobile Messaging is part of a unified digital marketing platform that gives you the ability to deliver cross-channel and multichannel messaging. By leveraging a single database for your mobile, email, web and social activities, you no longer have to worry about manually exporting and/or importing lists or having data reside in a silo that cannot be used in other marketing activities. Now, you can use the data and behavior from one channel to score contacts, drive content or trigger a message in another channel.

Track campaign performance

As a marketer, you know it is important to be able to track your SMS campaigns and see how they are preforming over time. With IBM Marketing Cloud's campaign-level reporting, you can easily view all the aggregate data of your SMS campaigns or drill down into the stats for a specific campaign.

A scalable unified digital marketing platform

IBM's Mobile Messaging solution provides marketers with a unified platform for sending and/or receiving SMS messages around the world. With the IBM Marketing Cloud platform's ability to process millions of messages per hour and direct connections to wireless operators, you can feel confident knowing that your messages will be processed and delivered instantly. Whether you are looking to get started or have been running SMS campaigns for some time, IBM's Mobile Messaging solution is right for you.

Your customers are mobile. Are you?

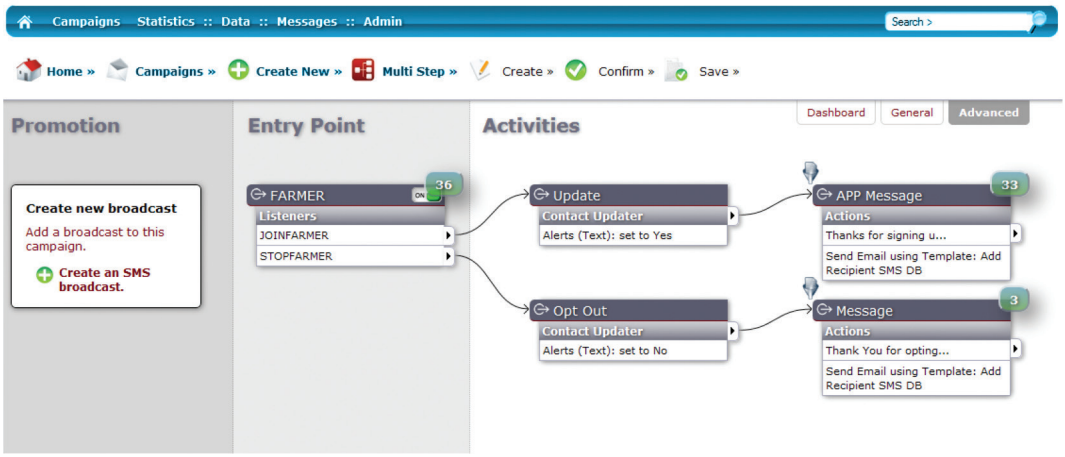

Figure 1: The intuitive drag-and-drop SMS campaign builder makes it easier to build sophisticated messaging programs

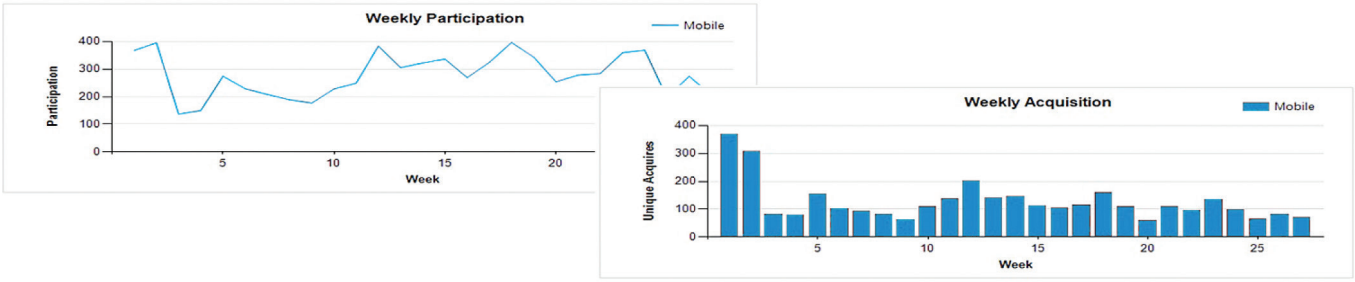

Figure 2: Advanced SMS campaign analytics

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About IBM Marketing Solutions

IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit ibm.com/marketing or contact your IBM representative or IBM Business Partner.

About IBM Marketing Cloud

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact IBM Marketing Cloud at 1-866-745-8767 or +44 20 7202 5930 and visit ibmmarketingcloud.com.

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IBM Corporation
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Produced in the United States of America
April 2016

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