

Mobile ■ Marketing ■ Integration



We provide a complete mobile messaging platform for business, marketing and advertising. Our systems can be either stand-alone or integrated into your existing Customer Relationship Management System. Our mobile strategy and development service allows our clients to get the best out of their communications and marketing.

Benefits of using a mobile messaging system:

- Developing new forms of marketing from direct marketing to relationship marketing
- Improving customer communications and developing existing relationships
- Improve communication speeds and reduce communication costs

imedia24 is the complete tool for sending and managing SMS and content between the web and mobile phones.

It is an easy to use, low-cost system that gives our users a competitive edge.

Our systems help with:

- Staff and customer communications
- Mobile marketing - both direct and relationship marketing
- Media campaigns
- Delivering mobile content, including pictures, audio, video or applications

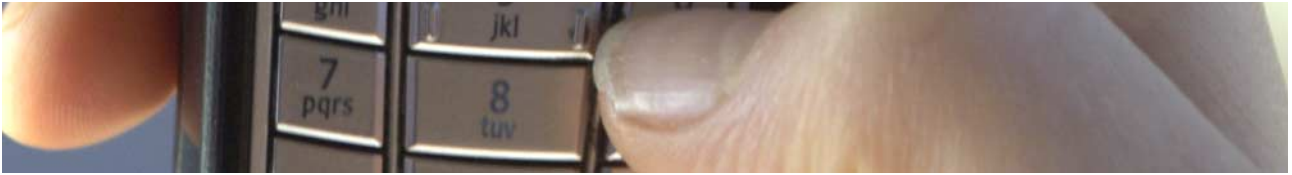
We offer a combination of great applications, flexibility and an excellent level of customer service.

'I have used your systems for a while now and I can safely say that you have the best service given by any messaging company – something you should be very proud of.'

J.Hodnett, MD, mobilebeans

SMS Marketing

***immedia24* provides a range of innovative solutions for direct marketing to mobile**



SMS Marketing is a powerful and exciting tool for direct marketing.

No other medium has the ability to deliver a message so precisely to the intended audience and have that message read.

Email can deliver a message to a targeted audience, however the opening rates for marketing emails are very low. SMS gives a much higher level of reading and response rates than email. What's more, campaigns are delivered instantly to the intended recipient who will usually read it immediately.

immedia24 gives businesses or organisations all the tools needed to quickly set up and manage sms and mobile marketing campaigns.

Our tools include:

- Subscription list management
- Shortcodes and keywords for inbound messages
- Automated replies
- MultiMedia file sending
- Website integration
- Digital Vouchers/Mobile Ticketing
- Low cost SMS for large volumes via our economy route

***immedia24* was used by a London-based agency as part of an anti-smoking campaign**
'Using *immedia24* gave us the facility to run a direct and highly targeted campaign. The system was integrated to the promotional website, and the timed reminders meant that we could send messages at the optimal time.'

SMS Messaging for Media

immedia24 has an easy to use, fully functioned system for setting up and managing media campaigns using bulk or premium text messages.



Mass Messaging

- Easy importing of mobile recipients data - millions of mobile users can be imported in minutes
- Powerful contact list management enables targeted marketing campaigns
- Timed message delivery - marketing campaigns can be set up and delivered when it's most effective
- Message reporting shows when an SMS has been received
- Low messaging costs for high volume users

Requests and Competitions

- Quickly set up Shortcodes and Keywords for premium or standard text message campaigns
- Live reporting of incoming messages - reports can be viewed across a range of criteria, such as keywords or specific users
- Automated replies to incoming messages from your mobile users. These replies can be a text message or even a picture, video or audio file.
- Message information can be saved as a data file for further analysis

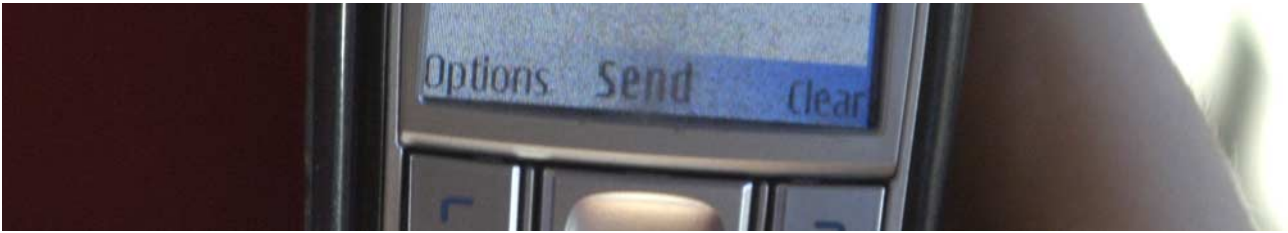
Mobile Marketing

- Build opt-in mobile marketing lists
- Fully managed campaigns including message sending and reporting

**A radio station group is using *immedia24* to help build audience share:
'*immedia24* provided us with all the facilities needed to run our SMS campaigns - it was ideal for handling everything from music requests to text-to-win competitions.'**

Fully Managed Service

As well as providing messaging and content delivery systems for mobile, we also offer a fully managed service to handle all your mobile campaigns.



Staff Contact

- Mobile Strategy Development – we work closely with your company bringing our expertise and understanding to create the right mobile strategy
- Our managed services also include opt-in list building, website integration and web and wap site development
- We can advise on the regulatory requirements for opt-in lists, premium rate messaging, copy approval and subscriptions.

Research

- Our on-going research into mobile technology and usability allows us to inform our clients in developing the optimum campaign
- We conduct our own surveys into specific sectors. So far these have included: Young People, Music, The Recruitment Sector
- We are also members of the Direct Marketing Association (DMA) who conduct their own research and develop good-practice guidelines for mobile marketing.

***immedia24* is used by a high street bank to send customer feedback to their managers. Satisfaction ratings collected from terminals inside each branch are sent daily by SMS to the respective manager through an automated system.**

Mobile Content Management Systems



imedia 24 is a complete web to mobile publishing and marketing system for agencies and the creative industries.

- We work with brands, agencies, businesses and organisations to develop and deliver a complete mobile strategy.
- We give creative companies and web providers the power to generate revenue by delivering pictures, audio, video or games onto mobile.

Mobile Content Management System

- Upload and manage video, pictures, audio or games
- Connect to a keyword/SMS shortcode
- The system automatically generates reference codes and preview pages for browsing by web or wap
- Pages can be included in web and wap directories
- Live reporting showing premium SMS sales and downloads

Bulk Media File Sending

- Send pictures, sound or video to any WAP enabled handset at rates lower than MMS
- Content management system to store media files

***imedia24* can be used to set up mobile sites and deliver mobile content as part of a cross-media campaign.**

About Us

immedia24 has been developed by Ping Corporation Ltd, a London-based company with 14 years experience of developing applications and systems for the web and mobile phones. Our clients include businesses, agencies, government and charities.

Our systems are designed to be easy to use with no training required. Online instructions help to guide users through the system. We work with each client to ensure that the system is set up for their requirements. We also advise on how to implement SMS into your company, including acceptable use policies, data protection and regulatory issues.

Our support team is available for help during office hours and email support is available outside of those times.

immedia24

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Prices

immedia24 multi-user system –

Unlimited use, multiple accounts and SMS message management, configured to your spec.	£895
Shortcode Keywords Set-Up (for incoming messages)	£50 each
Additional Integration with database	£75 per hour
Annual Maintenance Fee	No Fee

UK Text Message Pricing

Up to 1000 messages	7.5p each
1000-5000 messages	6.5p each
5000-10,000 messages	5.5p each
10,000 +	4.5p each

Message blocks are pre-bought and remain on the account indefinitely. Further reductions are available for volume usage and economy routes.

All prices quoted are excluding VAT.

International Text Message Pricing

Messages can be sent from the system to any GSM mobile worldwide. The cost for non-UK messages is 1.5 times the UK cost.