



SMS TxtXPRESS is a sophisticated and effective, yet incredibly easy to use, mobile marketing tool. With SMS TxtXPRESS businesses and advertising agencies can design and execute massive interactive campaigns that will reach and affect their customers and prospects. It creates a cost effective way to influence people through the most personal of all terminals - the mobile phone.

SMS TxtXPRESS can be integrated with customer's infrastructure within days of contract signature. The fully hosted enterprise platform is managed and operated by Quios' specialized 24x7 Network Operations' Center (NOC) ensuring an unparalleled level of reliability, scalability and Quality of Service.

Customer Benefits

- ◆ Instant generation and execution of sophisticated mobile marketing campaigns on grand scale.
- ◆ Generation of call-back traffic and instant response to SMS marketing campaigns.
- ◆ Fully integrated solution, including design, execution, delivery, and reporting.
- ◆ Truly global reach for effortless International marketing.
- ◆ Connection to external sources allows for integration with existing legacy applications and customer databases.

Effortless Implementation

The SMS TxtXPRESS solution is hosted by Quios on behalf of its customers, thus making deployment a matter of a business decision rather than a complex

technological integration process.

- ◆ No software to deploy on customer's site. All user interfaces are web-based.
- ◆ Intuitive user interfaces do not require specially trained personnel.

SMS TxtXPRESS puts the power of mobile marketing directly into the hands of marketing professionals.

Customer Business Process

The SMS TxtXPRESS platform contains four functional blocks: (i) campaign creation; (ii) list management; (iii) campaign execution; (iv) analysis. SMS TxtXPRESS is tightly integrated with the Quios Messaging Platform to guarantee extreme scalability and high availability so essential to the Operators.

Campaign Creation

- ◆ Design 2way push-initiated, or pull initiated SMS campaigns.
- ◆ Unlimited number of interactions
- ◆ Use standard business logic components (voting, quizzes, etc.) or link to external sources for dynamic content (games, real-time content,...)
- ◆ Flexible action design to trigger MT messages.

List Management

- ◆ Upload opt-in lists and profile information.
- ◆ Link lists to webforms for opt-in and profile management.
- ◆ Standard opt-out management.
- ◆ List usage frequency management.

Campaign Execution

- ◆ Sophisticated message flow control and time management.
- ◆ Real-time campaign dashboard monitor
- ◆ Elaborate testing tools.

Campaign Analysis

- ◆ Real-time campaign status.
- ◆ Performance statistics.
- ◆ Message flow and inventory forecasts.

QMP Integration

SMS TxtXPress benefits from the QMP services including:

- ◆ Extensive reporting with Web-based extranet access. Statistics by message type, carrier, country, as well as real-time status queries
- ◆ Secure management access over HTTPS or IPsec
- ◆ Effortless integration with other Quios applications
- ◆ Total fault tolerance, achieved by sophisticated monitoring and intelligent global failover
- ◆ Use of global 2way numbers (Q900)
- ◆ Integration with SMS TV application (Q300)

More Opportunities

The awesome power of SMS TxtXPress can be further leveraged through integration with other Quios products:

- ◆ Q-700 Premium SMS and short code service - for instant impulse shopping
- ◆ Q-900 Interactive campaigns will give you a real advantage in international markets
- ◆ Q-300 SMS TV ties together your TV ads and infomercials with your mobile marketing. Media complementarities can dramatically multiply the impact of well coordinated campaigns.
- ◆ Q-500 MM Content Push can complement your marketing campaigns with high impact mobile multimedia.

For More Information

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