

OpenMarket™ Mobile Messaging Overview

Ubiquitous. Interactive. Creative. Profitable. Mobile is simply the fastest, most effective way to reach consumers. From SMS alerts, to MMS videos and the hottest social networking applications, OpenMarket is at the forefront of mobile technology.

We lead the industry with the most direct operator connections, enabling you to reach the most consumers from one mobile partner. Whether you are a retailer, consumer brand, agency, or developer, OpenMarket helps you launch targeted mobile programs that directly engage consumers and drive higher revenues.

OpenMarket offers a wide variety of mobile messaging services, and our knowledgeable staff can help you determine the best mobile technology to meet your business needs.

Mobile Messaging Services

Interactive SMS

SMS provides you the broadest consumer reach and allows you to interact directly with mobile subscribers. You can use SMS to keep connected via information alerts, or even track inquiries and receive orders for your business. OpenMarket provides extensive mobile messaging capabilities to help your company launch SMS campaigns across all leading mobile network operators. And with our SMS advertising solution, OpenMarket can help you monetize your mobile services by simply inserting ads in text messages that you send to consumers.

Free to End User (FTEU)

FTEU is an innovative way to set up programs which are entirely free of operator charges in order to reach the widest mobile consumer base possible. By absorbing the costs for operating your program, FTEU unlocks new ways of using SMS while mitigating consumer concerns. FTEU programs run on familiar, cross-operator short codes and within the standard operator approvals process.

Bulk/International SMS

Bulk SMS is a highly effective and practical way for you to interact with your customers and staff in real time. With Bulk SMS, you can send high volumes of messages globally to consumers at very low costs, for example, in advertising or customer response campaigns. The rapid popularity of Bulk SMS demonstrates its ability to drive innovating programs, increase customer loyalty and generate additional revenue.

MMS (Multimedia Message Service)

MMS represents the next generation of mobile messaging and enables nearly unlimited text, images, video, or audio to be inserted into SMS messages. You can deliver up to 500KB of content using MMS via high quality picture, video or ringtone. Some examples of MMS include: branded advertisements, mobile coupons, movie trailers, music videos, sports highlights, and personal photos.

Push Notification

A Push Notification can be a text alert, a badge or a sound, or a combination of these items. It can quickly inform consumers about an update to an application or data that the application can use. For example, by turning on Push Notifications in their application, consumers can receive alerts when their favorite team's game starts and when the score changes, even if the application is not loaded.



What You Can Do With Mobile Messaging

From news alerts and daily sports scores to contests and games, consumers rely on their mobile device to deliver information as it happens and exactly when they want it. This insatiable appetite for news and information is driving a variety of campaigns through the mobile channel today. And with it comes the opportunity for businesses to deliver exciting services that increase their brand presence and increase customer loyalty via real time interactions.

At OpenMarket, our market know-how and expertise is unbeatable—with a reliable network and commitment to service to back it up. We'll help you launch innovative and profitable campaigns to the consumers of your choice. Ideas include:

- **Mobile Marketing** – Use messaging as another engagement channel with your customers (e.g. send details of your weekend sale via text message, inform them of a new product launch)
- **Mobile Alerts** – Use messaging to send informational alerts to users (e.g. local weather updates, sport scores, Hollywood gossip or astrology readings)
- **Mobile Advertising** – Once you have launched text campaigns, you have advertising inventory available to monetize your messages
- **Mobile Feedback** – Engage and capture information from your users with interactive text messaging (e.g. polls, quizzes or voting campaigns)
- **Mobile Contests** - Add mobile to your contests. If you are running a giveaway, contest or sweepstakes, enable a “text to enter” call to action, which allows for immediate entry (e.g. text WIN to 12345)
- **Mobile Content** - Games, ringtones, images and applications that exist in a digital format can be made available to download directly to your phone using text messaging, either for profit or promotion
- **Mobile Customer Service** – Provide information via text messaging (e.g. location of the nearest store, bank account balances or large money withdrawal alerts)

Get Started Today!

Are you looking for ways to boost sales and customer satisfaction? Start making money now by using OpenMarket's mobile messaging services for your programs. Contact us at sales@openmarket.com and get started today!

About OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payment, messaging and emerging services to meet mobile business needs. From the largest consumer brands to the smallest new digital content ventures, OpenMarket empowers businesses to expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most direct mobile operator connections in the US and UK markets today and has global expansion plans. For more information, please visit www.openmarket.com.

Seattle | New York | Detroit | London | Sydney

2211 Elliott Avenue, Suite 400 | Seattle, Washington 98121 USA | openmarket.com | +1.877.277.2801