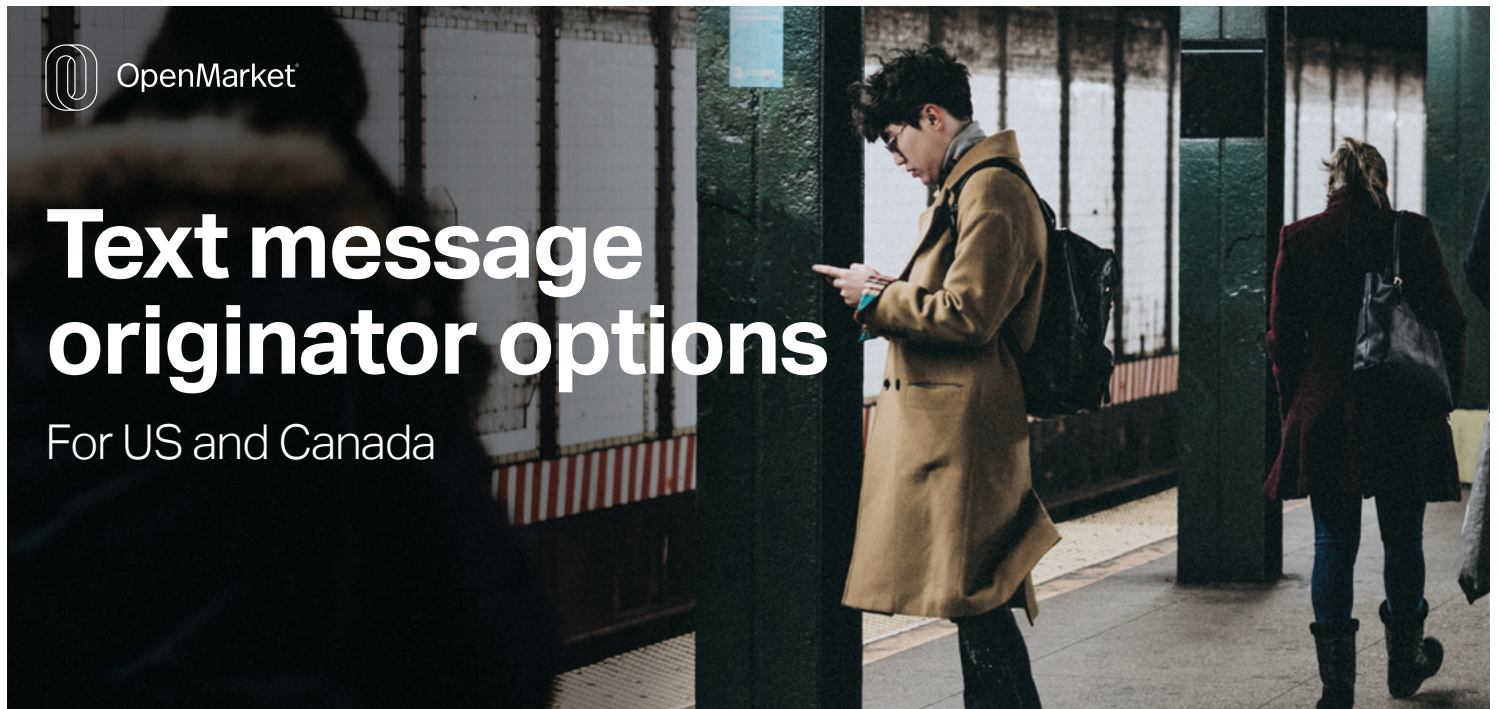


Text message originator options

For US and Canada



Text message originators: what number should you send from?

Getting in touch at just the right moment can make all the difference to your customer's experience. Time it right, and they're cashing in on a relevant offer, giving you in-the-moment feedback, and bypassing peak-hour queues.

That kind of immediacy takes mobile text messaging. But the originator – that's the number you send texts from – is important. And the best choice depends on the kind of message you're sending, and to whom.

Let's break down your options.

High volume, fast response: short code SMS

These are short, 5 to 6 digit numbers that you'll have already seen on commercials, billboards, and in store. If you want to send marketing messages, like sales alerts or coupons, then you'll want a short code. They're high volume – so great for sending a lot of messages quickly – and it's possible to brand them, for example, 262966 for AMAZON.

And if you want to reach out to new customers, these numbers are perfect – they're simple to remember and, because people always have their mobile phones nearby, it's easier to get an immediate reply.

Give customers choice: text-enabled toll-free or landline

You've already got phone lines receiving customers' calls about resetting passwords, changing appointments, and troubleshooting technology. So, make it super simple for customers to connect by text-enabling them. That way, when

they want to reschedule an appointment, they can text the same number they used when telling you about their recent change of address.

And our research shows that most people prefer text for customer support. If you're really passionate about customer care – and want to add a solution that's actually going to lower your costs – then consider text-enabling your existing phone lines.

Keeping it simple: long code SMS

If you're looking for a simple and inexpensive low-volume option, then a long code is ideal. They look and act like a mobile phone number, so it's just the same as two-way texting – but without a voice-enabled option.

Perhaps you want to send customers reminders or appointment confirmations – lots of enterprises already use long codes for this. Or maybe you're upping your employee communication with IT alerts or time-sensitive system passwords. Long codes are the quick way to get off the ground.



| | Short Code | Toll-Free | Landline | Long Code |
|-------------------------------|--|--|-----------------------|-----------------------|
| Advantages | Memorable High-volume Includes delivery receipts | Speed to market High-volume Includes delivery receipts | Speed to market | Speed to market |
| Disadvantages | Most expensive (monthly and per message) | – | No marketing messages | No marketing messages |
| Monthly cost | \$500 (random) \$1000 (chosen) | \$2 | \$1 | \$1 |
| Number length | 5-6 digits | 10 digits | 10 digits | 10 digits |
| Turnaround time | 3-4 weeks | 1-3 days | 1-3 days | 1 week |
| Messages per second | 30+ | 30+ | 1 | 1 |
| Voice support | No | Yes | Yes | Yes |
| Delivery receipts | Yes | Yes | No | No |
| Carrier messaging fees | Yes | No | No | No |

Note this table's based on messaging in the US and Canada. Some services and message throughput figures are subject to carrier availability. Monthly costs do not include account fees. OpenMarket does not directly provide voice services. If you're in doubt, ask us.

We're here to help you choose

If you're not sure what option to choose, don't worry. At OpenMarket, we help large organizations use mobile messaging to make life better for customers and employees. We'd love to talk you through your options – and we can handle every kind of originator, so we're unbiased too. All we focus on is helping you make a good choice – and using that choice in the best way possible.



We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit www.openmarket.com for more information.