

GLOBAL MOBILE



Smartphone Marketing Made Easy

Global Mobile



Our Company- two areas of focus

- News alerts
 - Breaking news, severe weather, school closings
 - Automated for zero workflow
 - Highest speed connections in the Industry
- Advertiser based mobile revenue solutions
 - Localized
 - Based on the premise:
 - What is working today in mobile for local advertisers?
 - Mobile Display?
 - An App?
 - **, Beacons, QR codes?



The Best Of Mobile

What advertisers want

- Smartphones only
- TXT as a trigger/entry point
 - No opt-in or TARPA issues – totally compliant
- Mobile web for graphics/color
 - Rich user experience and connection
- Video for advertiser needs
- GPS for Geo-targeting/fencing
- Card Linking for enhanced redemption
- Data for retargeting/intel



Choose Your Platform



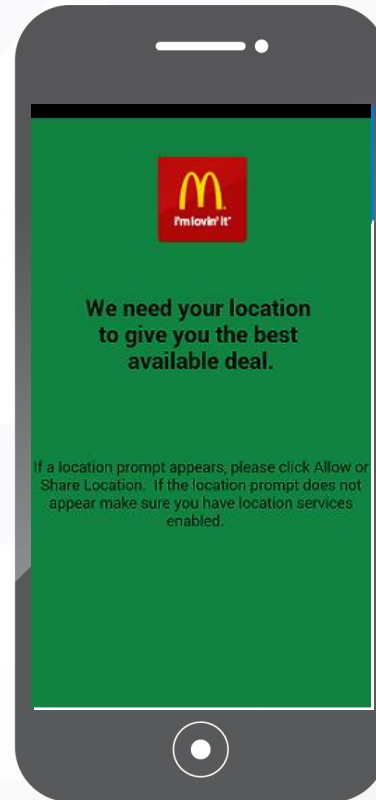
 **2SAVE**
On Your Smartphone

 **2VOTE**
On Your Smartphone

 **TXTTUESDAY**
On Your Smartphone



McDonalds Platform For Personalized Savings

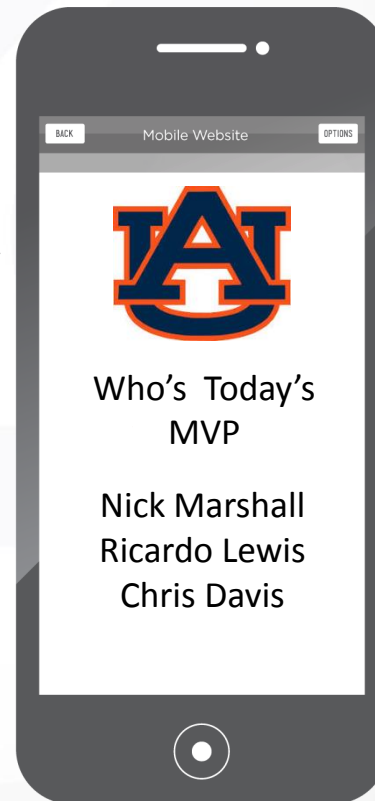


Advertiser Platform

- Personalized offers
- Mobilizes coupons and circulars
- Data sourcing
- Database development



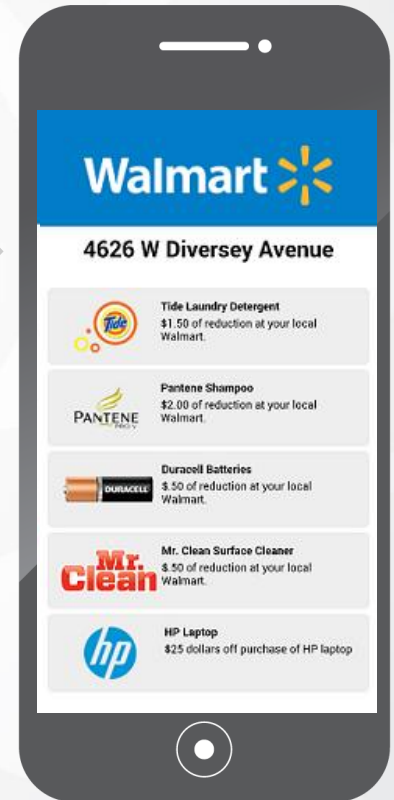
ADVERTISER INITIATIVES



TXTTUESDAY

On Your Smartphone

Affiliate Based

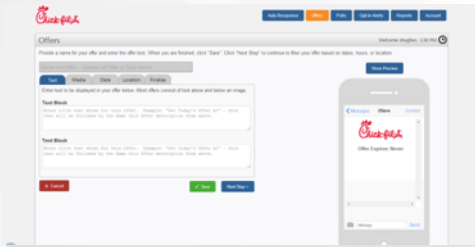


- **Consumer Connection:** A very simple way for consumers to reach you by TXTing your business name to 2save with instant access to you through Click to Call, or email
- **Mobile Engagement Platform:** Provides linking to a Mobile web site with detailed offers from you, a data base builder tool for follow up offers and also includes, click to call, email linking
- **Mobile Engagement + Platform:** Adds Geo targeting to your mobile marketing efforts, along with a mobile web site, click to call, email linking, and a data base builder for follow up offers
- **Mobile Engagement ++ Platform:** Utilizes Card linking for controlled redemption, both credit cards and advertiser loyalty card linking, along with Geo targeting, mobile web site, click to call, email linking, data base builder for follow up offers

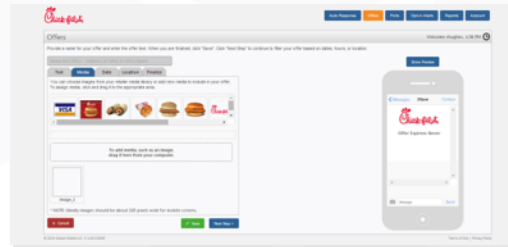
Ease of entry

- Scaled participation: \$49-400k per month
- On line interface
- Match the advertisers needs

Advertiser Offer Integration Platform



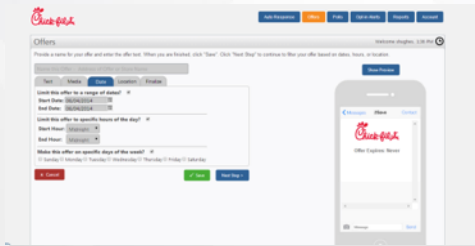
Offer



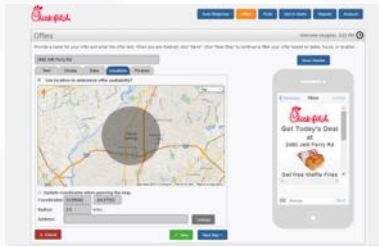
Design and Development



Display Selection



Offer Details



Select Geo Targeting



Offer Overview

Data: Engagement

Location

Zip Code

Carrier/Device

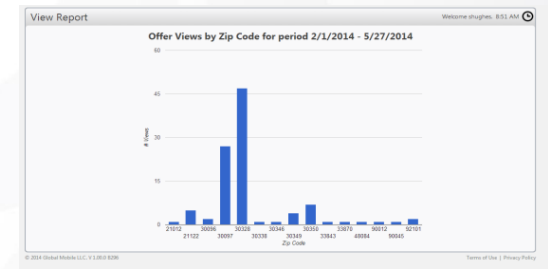
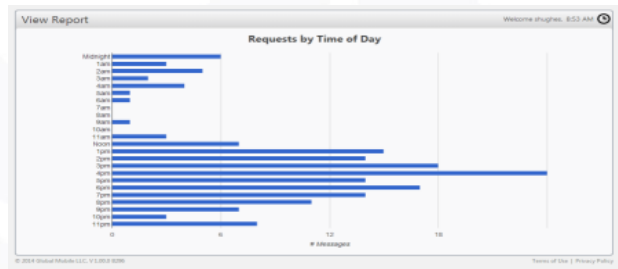
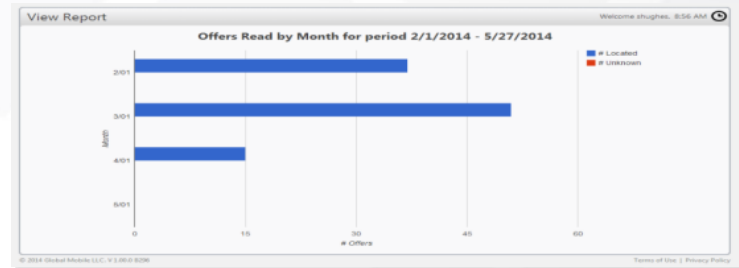
Month, Day, Time

Behavioral Data

Look-a-Like Data

Socioeconomic Data

Psychographic Data



Data: Product Purchase Information

Buying behavior information

Purchase intent

- Key aspects
 - Actual vs. intended
 - Diversification of data sets
 - Optimization of targets

Attribution

- Mobile-in store sales
 - Supplier/vendor detail



Know your customers

Examples

TXT:

ABC News to 2VOTE

Walmart to 2SAVE



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Thank You