

# contact

## Campaign Manager

### Manage multiple SMS Short Code campaigns with PageOne's web based Campaign Manager Interface

Set up and manage SMS Short Code campaigns in minutes with the PageOne Campaign Manager. Campaign Manager lets you create and manage Short Code campaigns simply and conveniently from a web based interface.

Campaign Manager can be used with any one of PageOne's Short Code offerings and is flexible enough to allow you to configure each campaign to your specific needs.

- Create and manage SMS marketing campaigns from a simple, convenient web based console
- Configure each campaign to your specific requirements
- Schedule the frequency and timing of your campaigns
- Create and manage subscription lists with support for the universal STOP command
- Define automated reply messages to inbound texts (SMS or WAP push)
- Straightforward, real time reporting tools
- Can be used with dedicated or shared Short Codes and MSISDN international long codes
- Send standard and advanced messaging types

#### Enhance customer experience

Improve responsiveness to customer enquiries with PageOne's Campaign Manager. Convenient and immediate, Campaign Manager offers an interactive way to keep your customers informed.

#### Targeted communications

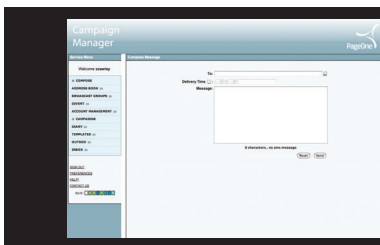
Organisations can choose to offer the individual the opportunity to join a subscriber group.

#### Flexibility

Easy to set up, campaigns can be updated in real time and can be used in a number of different applications.

#### Short Code integration

For those organisations that have existing databases (e.g. CRM, billing, marketing) PageOne provides expert help to integrate Short Code SMS services through a secure SOAP interface into any database management system.



Campaign Manager can be used with both Dedicated and Shared Short Codes on a range of pricing tariffs including PageOne's FreeText offering.

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### Ways that you can use Campaign Manager

#### **Inbound data capture**

Use inbound data capture as a way to collect data on your customers and allow audience interaction and participation. Campaigns can be created easily by advertising a Short Code and corresponding keyword. Opinion poll services can be run in a similar manner, where respondents are asked to text their view on a subject matter.



#### **Incident reporting**

Short Codes are a great way to allow the public to report on incidents. Respondents will be advised to start their message with the keyword followed by their message.

#### **Marketing campaigns**

Send promotional messages to existing and prospective customers using the Campaign Manager console. Messages can be scheduled to coincide with other marketing activity.

#### **Service enhancement**

Allows organisations to enhance the overall service experience for existing and prospective customers. This could include appointment and delivery reminders as well as updating customers on the progress of their orders.

#### **Subscription services**

Deliver targeted content and messages to registered users, by allowing individual's to sign up for future updates or alert messages via their mobile phone.

#### **Brochure requests**

Information or service requests can be captured through the Campaign Manager console.

#### **Staff communication**

Keep field based employees in the loop through group based messaging.

#### **Customer feedback**

Ask customers for their views on a product or service or even following a sale. Messages can be automatically sent after an elected period, to measure customer satisfaction.

#### **Contact us**

For more information about using PageOne's Short Code services, text "freetext" to 80081 or visit [www.pageonecim.com](http://www.pageonecim.com)