



Product Overview
Mobile Campaign

Product Overview - Mobile Campaign



Mobile Campaign is part of the Synergize IT range of products that enable customers to engage and interact with mobile.

Mobile Campaign enables:

- Mobile Marketing
- Mobile Promotion
- Mobile Advertising
- Group Messaging

Key benefits include:

- Extend reach by adding mobile to your marketing mix
- Market in a more personalised, direct and targeted way
- Interact, engage and involve your customers over mobile
- Higher penetration than traditional forms of media
- Build mobile marketing databases
- Raise brand awareness
- Generate new revenue streams
- Reduce management operational costs
- Real-time measurement of campaigns



Testimonial

"It has enabled us to market in a simple, direct, cost effective and personalized way. Mobile remains a key part of our future strategy."

Peter Fisher, Director – Stan James



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Key Features

Hosted Deployment	✓
White Label	✓
Web Interface	✓
User Access Control	✓
Distribution Lists	✓
➤ Upload List	✓
➤ Edit List	✓
➤ Delete List	✓
➤ Export List	✓
Send Campaign to List	✓
Campaign Statistics	✓
➤ Timestamps	✓
➤ Summary Table	✓
➤ Message States	✓
➤ Message Timestamps	✓
➤ Message References	✓
Delete Campaign	✓
Export Campaign	✓
SMS Opt-Out	✓
SMS Shortcode Support	✓

Blacklists	✓
➤ Add Entry	✓
➤ Delete Entry	✓
Blacklist Statistics	✓
➤ Opt-Out Timestamp	✓
➤ User Address	✓
➤ Reason	✓
Predefined Messages	✓
➤ Create Template	✓
➤ Edit Template	✓
➤ Delete Template	✓
Reports and Statistics	✓
➤ Messages over Time	✓
➤ Messages to Users	✓
SMS Delivery	✓
➤ 160 Character	✓
➤ Long SMS	✓
➤ Delivery Receipts	✓
➤ Alphanumeric OA	✓
Post-Paid Support	✓

Global Mobile Coverage	✓
24x7x365 UK Support	✓
Web Call Management	✓
Service Level Agreement	✓
Scalable Architecture	✓
N-WAY Redundancy	✓
Account Management	✓
CRM Integration Options	✓
Security Options	✓
Managed Service Options	✓
Inbound SMS Options	✓
Rapid Deployment	✓



The future is mobile – are you ready? Contact us:

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