

Mobile Marketing CampaignPRO

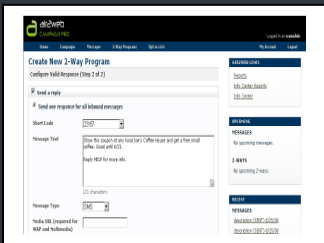


Using CampaignPRO:

- **Whether you have your own short code or you use one of our shared short codes, CampaignPRO allows you to get your mobile program up and running in about 5 minutes!**
- **If you are a DirectTEXT customer, upgrade to CampaignPRO to create your own messages and manage the distribution timeframes and volume.**
- **Manage your opt-in database and generate customized reporting for complete end-to-end campaign management**

CampaignPRO 4.0 is loaded with features to help manage your mobile campaign with ease

- Self serve Mobile Program setup using shared, leased, and vanity short codes
- Scheduled delivery that allows you to setup true CLM type campaigns
- Interactive 2-Way Program and Broadcast Message support
- Complete control over your Mobile Opt-In database
- Online library for user guides and other resources
- Enhanced real-time reporting that includes geographic, carrier and volume breakdowns
- Streamlined user interface that allows you to setup your Mobile Programs within minutes
- Account Management is available to help walk you through getting your campaign lit up quickly, if you need support



Get the word out to the world using our online platform to manage your mobile campaigns, events and messages

ABOUT AIR2WEB

For the past 10 years, Air2Web has created and delivered thousands of mobile messaging campaigns to subscribers around the world. Many of the largest and most successful corporations have improved customer service, reduced costs and increased revenue using our suite of products, which include AirCARE for Customer Care, CampaignPRO for Mobile Marketing and DirectTEXT for High Volume Messaging. Air2Web also provides an unmatched level of personal service through our best-in-class Client Services and Technical Support teams.

For more information, visit us online at www.Air2Web.com or text "Call Me" to "23157" for someone to contact you directly.

Text Message (SMS)

This message type is the most standard, where you are offered 160 characters (some carriers allow more) to send alerts, allows your customers place their vote, receive a coupon, gather store locations nearest them or find new ways to integrate your product/service into their own lives. CampaignPRO will help you design what you want to say.

MultiMedia Message (MMS)

This message type includes the attachment of an image (carrier dependent) which is great for distributing wallpapers or other files that you want to share with others. CampaignPRO will allow you to upload the files you wish to attach to the message and select the appropriate carriers that can support this message type.

WAP Push Message

This message type is useful when you have a lot to say and want to give your customers the ability to view more from a mobile website (known as "WAP" site). When opening the text message, the phone will know to launch the mobile browser pointed directly to your page. CampaignPRO will program your URL into the text message for ease of access.

Action Banner for Online Opt-In

You can expand your Mobile Opt-in database by allowing your customers to provide their mobile phone number from your online website. From there, their number will be added to your database so they will receive your messages in the future. CampaignPRO will create the HTML code needed to post to your website.

How Do I Get Started?

The process begins with our experienced mobile messaging sales team. We will take the time up front to understand your business objectives and ensure that we develop a program that meets your needs and exceeds your expectations.

As part of the discovery process you will be introduced to a program manager from our client services team. This is the person who will be most responsible for the overall success of the program. Rest assured they are among the most experienced people on our staff and will get your program off the ground.

Finally, once you are in production you will be further supported by an account manager who will become your advocate within Air2Web and keep you up to date with new capabilities in our messaging platform.

SERVICES AVAILABLE

- AirCARE for Customer Care
- CampaignPRO for Mobile Marketing
- DirectTEXT for High Volume Messaging
- Client Services for Campaign Creation
- Account Management
- Technical Support



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