

# High Volume Messaging

## DirectTEXT

Examples of how some of our customers use DirectTEXT:

- A pizza delivery retailer sends large volumes of messages to reach their lunch and dinner crowds by offering mobile coupons while testing various promotional offers
- A prepaid wireless carrier requires reliable message delivery for the millions of messages they send each month to inform their customers of time-sensitive events that will impact their usage and billing
- An airline informs their customers of flight notifications, reward point offers and other communications

DirectTEXT is a platform that integrates with your backend system

Depending on your application requirements and infrastructure, DirectTEXT offers a choice of API protocols for integration:

- Standard SMPP connectors for basic inbound and outbound messaging
- XML over HTTP that is simple to understand, yet robust enough to offer control over every aspect of your mobile program

Air2Web's physical connections with Tier 1-2 wireless carriers allow you to have greater flexibility with the type of mobile messaging programs to reach your customers:

- Standard / Premium SMS
- Embedded WAP Links / Binary SMS
- MMS (carrier specific)

Additional messaging capabilities include:

- Highest payout for premium messaging campaigns
- Free-To-End-User message delivery (carrier specific)
- Extended message length up to 2,000 characters per message (carrier specific)
- Extended message delivery capacity up to several hundred messages per second
- Robust reporting & analytics using Air2Web's online InfoCenter

# DirectTEXT gives you in-house High Volume, Scalable and Robust Messaging Platform Capabilities

## 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](http://www.Air2Web.com) or text "Call Me" to "23157" for someone to contact you directly.

### License Fee & Message Bundles

DirectTEXT is considered a Software-as-a-Service subscription. Your monthly license fee will help maintain the platform and support the addition of new features while granting access to the platform. Messages are available with bulk discounts. Pricing differs based on SMS, WAP Push and MMS.

### InfoCenter for Reporting

The best reporting platform is one that you can control yourself. Your monthly license fee includes access to our online InfoCenter for ease in viewing standard and customized reporting based on your needs. Export your campaign data for integration into your own reporting vehicles to view trends and measure ROI.

### Short Code: Port, Acquire, Share

We support multiple options:

- You have an existing short code that you want Air2Web to take over
  - You prefer to keep costs down by using our shared short codes
  - You would like us to acquire a dedicated short code on your behalf
- Air2Web can manage the process and make it easy for you to maintain.

### Testing Environment

We will work with your IT group to test the DirectTEXT APIs to ensure all connections are secure, accurate and reliable prior to the execution of your first mobile campaign. Beyond initial setup, this environment may be used to test new features and functionality that you are looking to deploy as your system and applications grow.

## 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**



1230 Peachtree Street  
Promenade II, 12<sup>th</sup> Floor  
Atlanta, GA 30309  
Ph: 888.229.4644