

Explore the 'Always Connected' option of staying in touch with your customers on the device they use all the time - their mobile phone - with OptCulture SMS Marketing. It allows you to reach your customers quickly and effectively, and in tracking and measuring the response it generates at your store in real-time.



## Harness an instant medium

Utilize the same segmentation, automated triggers, and tracking features available with our Email solution, except with the power of reaching the customers instantly on their mobile phones, a device that they frequently check and use when shopping.



## Measure advertising ROI

Adding an SMS call-to-action to a print ad, TV commercial, or billboard gives you a unique way to track the response to these ads. Our system keeps track of the number of SMS responses generated from these ads, giving you statistics on the reach of your traditional ads. In addition, any SMS promo codes redeemed in-store are tracked, instantly giving you reports on revenue generated and number of promotional codes redeemed.



## Drive to Instant Action

Whether you set up a response for when the customer opts in via SMS or are sending out a broadcast about this week's sale, SMS is the best way to reach your customer. Open and response rates to SMS are much higher than email because most people read text messages within 4 minutes of receiving the text. Since customers open SMS much quicker, you can create a sense of urgency by running these promotions for shorter time spans, driving them to visit your store today, rather than coming in later or never coming in at all.



## Capture additional opt-ins

Put your SMS short code and keyword anywhere (emails, print ads, commercials) and capture additional opt-ins to your email & SMS programs. When the customer texts in to the number, you can automatically engage the customer with an offer, immediately driving them to your store.

