

Multi-Channel Campaign Management: E-Mail and SMS Marketing

Whether it's a monthly newsletter, ad-hoc communications, competition or on-going promotions, we'll manage the distribution of your e-mails.

Or send an SMS for maximum reach! With more than 300 million cell phone users throughout Africa compared to only 52 million Internet users, mobile technology is the quickest and most cost-effective way of getting your message out to the local market. Communicate special promotions, send eVouchers with automatically generated barcodes embedded into the message, support other marketing efforts with an SMS reply to an online or in-store activity, or simply use it as an alternative channel of communication based on a customer's preference or when e-mail is not available. You decide, we'll execute!

E-Mail and SMS Marketing Services include:

- Template Creation and Browser Compatibility Testing (Email only)
- Distribution and Monitoring
- Reporting
- Project Management
- Automatic Unsubscribe
- Inbox Management

Reporting includes:

- Failed: invalid number (SMS)
- Delivered: received by mobile service provider (SMS)
- Success: received by recipient (SMS)
- Hard-bounce: invalid email address (E-mail)
- Soft bounce: rejected by recipient mail server (E-mail)
- Number Sent
- Number Delivered
- Total Replies
- Total Opened
- Links Clicked (E-mail)

360 Degree View of Communication

No more silos! View the communication history with your consumers across various brands and channels, determine their level of interest or brand affinity based on response rates to certain offers, set limits to the number of marketing messages a consumer receives from you every month across all brands to ensure your overall brand never reaches oversaturation.

