



Mobile Capabilities And Credentials

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Mobile Landscape

- 65% of email is spam, less than 10% of text messaging is spam.
- Text messages on average are read within 15 minutes of receipt.
- 39% of US consumers prefer text messaging over radio or TV, but only 3% of marketing campaigns currently have a text component.
- 23% of mobile subscribers in US have viewed mobile marketing in last 30 days.

Source: Mobile Marketer, www.mobilemarketer.com

Mobile Landscape

- 30% of mobile subscribers in US have responded to a mobile offer.
- 51% of mobile subscribers in US who saw a call to action responded via sms or click-through to WAP site.
- 19% of mobile subscribers in US regularly receive sms ads and promotions.
- Average response rates for mobile promotions are 20-40%, higher than email and direct mail by factors of ten.

Source: Mobile Marketer, www.mobilemarketer.com

Mobile Landscape

- Wireless subscribers send/receive an average of 357 text messages/month (compared with an average of 200 phone calls/month).
- 18-29 year-old consumers communicate more via text than via voice.
- 94% of text messages are read.
- 48% of mobile subscribers in US regularly engage in texting.

Source: Mobile Marketer, www.mobilemarketer.com

Mobile Functionalities

- Marketing Messages
- Surveys
- Customer Service Interaction
- Award Certificate Redemption and Delivery
- Account Management
- Product Information and Ordering

Mobile Components

- Short Code (5-6 digits)
- Key Words
- SMS/MMS
 - SMS limited to 159 characters
 - MMS allows for delivery of rich and diverse content
 - Mobile marketing campaigns require double opt-in
 - Mobile marketing campaigns require provisioning by carriers (12-15 weeks)
- WAP Site
 - rich content typically accessed via link embedded in sms message
- Mobilized Web Site
 - web site reprogrammed to allow for varying presentation on different mobile devices
- Mobile Applications
 - Software downloaded to a mobile device

E Group Mobile Capabilities

- Design and execution of all mobile functionalities.
- Experience working with all mobile components.
- Fully provisioned with a unique short code by all carriers.
- Ten years of experience dedicated to software for mobile devices.
 - over 100 mobile applications
- Extensive experience with
 - client/server
 - web development
- Core development team of 7 engineers specializing in mobile technology.
 - large network of additional developers
 - available as needed

E Group Credentials

- Awards
 - Best Entertainment Application – Palm Source 2003
 - Best New Product – Handango 2005 for Mobile Coupon Apps

E Group Credentials



E Group Credentials



Product: *ZAGAT TO GO*

Client: Handmark Studios

Highlight: Created the #1 restaurant guide for the largest mobile app publisher in the US



Product: *Redbook* – mobile app version of magazine

Client: Hearst Publishing

Highlight: The largest periodicals publisher in the US



Product: *Holy Bible*

Client: Handmark Studios

Highlight: First mobile Bible w/client-server features

E Group Credentials



Product: *Atkins Carb Counter*

Client: Atkins Nutritionals

Highlight: Set single-day sales record on Palm.com



Product: *Wedding Channel On-the-Go*

Client: WeddingChannel.com

Highlight: Mobile version of the #1 portal for brides



Product: *American Baby On-the-Go*

Client: Meredith Publishing

Highlight: 2nd largest periodicals publisher in the US

E Group Credentials



Product: *Ringtone Junkie*

Client: Handmark Studios

Highlight: Ringtone application with online catalog



Product: *Ask Me Now*

Client: Info by Phone Corp.

Highlight: Get any question answered by live operator



Product: *Novii Remote software for home theater control*

Highlight: The most successful remote software for mobile devices; winner of multiple awards

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