

# 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.
  - o 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

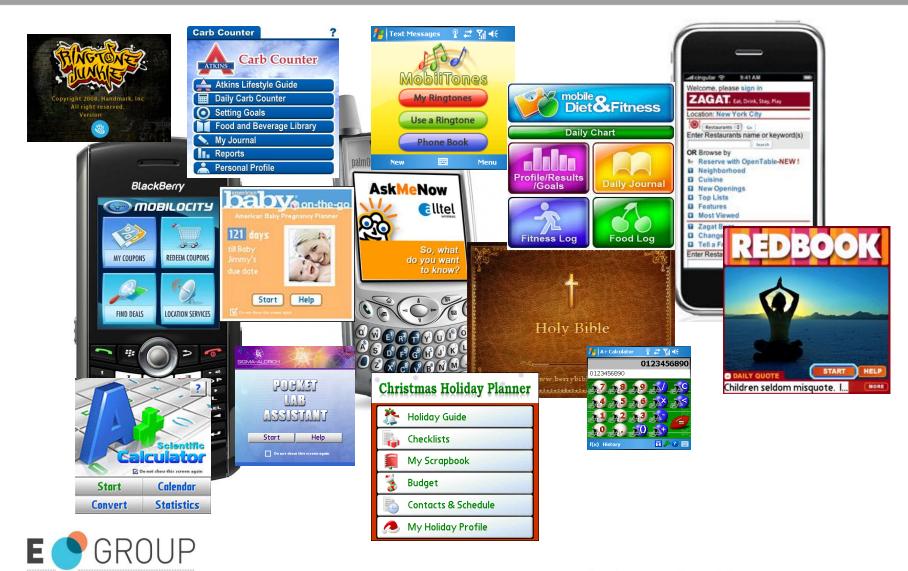


#### Awards

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



moving people to action





**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





**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: 2<sup>nd</sup> largest periodicals publisher in the US









Preferences

**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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