

Integrated mobile marketing

Experian Marketing Services helps the world's top brands intelligently interact with today's dynamic, empowered and hyperconnected customers through the channel(s) they prefer. Backed by the industry's highly acclaimed professional services team ¹, Experian Marketing Services' integrated cross-channel marketing technology provides the best tools to amplify and extend standard programmes with mobile marketing. When customers expect seamless brand experiences, only Experian Marketing Services brings marketers the scale and flexibility required to effectively engage in modern cross-channel customer interactions.

SMS campaign execution and management:

Engage your on-the-go customers with highly targeted and customised SMS campaigns

Feature	Description
SMS campaign types	<p>Set up, deploy and manage bulk, series or triggered SMS campaigns from an intuitive drag and drop user interface. Examples of SMS programmes include:</p> <ul style="list-style-type: none"> • Acquisition campaigns • Loyalty programmes • Brand promotions • Personalised offers and alerts • Transactional notifications • Discounts and coupons • Integrated cross-channel programmes
Keyword and short code management	Manage short codes and keywords directly in the platform and automatically capture and integrate source numbers of responses texted back to your short codes into customer profiles.
Cross-channel content	Build personalised and dynamic SMS campaigns efficiently with a customisable library of reusable content that can be easily inserted into messages.
Preview	View an in-browser representation of your message content prior to launching campaigns, including versions of dynamic content and versions optimised for specific devices.
Proofing	Deliver sample messages to test all the components of an SMS campaign, including versions of dynamic content.
Make changes	Ability to suspend a campaign while making changes and then resume after changes have been made.
Global language support	Store all campaign assets in Unicode to support and send messages in any language.

Targeting and segmentation

Feature	Description
Multi-criteria filters and nested queries	Create sophisticated data-driven business rules that define SMS campaign audiences, triggering and dynamic content decisions. Filters are not static lists, but rather logic can be used across campaigns and channels to select the most up-to-date group of records from the database each time a filter is used in a campaign.
Seed lists	Select a list of recipients which will bypass all exclusions and restrictions to be included as a part of the audience in an SMS campaign.
Exclusion lists	Select a list of recipients that should be removed from the campaign audience.
Mobile keyword tracking	Directly receive mobile responses to capture keywords and source numbers and integrate that information into customer profiles and filter logic allowing triggered confirmations to be sent back.
Link shortening and tracking	Shorten URLs to include in mobile content that requires a character limit. For example, include social media links in SMS messages.
PURL generation	Create and insert PURLs (personalised URLs) into content of SMS campaigns to drive a subscriber to a Web page with personalised content that generates the right incentive to take action on the PURL.
Event-triggered SMS messages	Trigger the delivery of SMS campaigns based on customer interactions captured across any channel. Create automated processes that require no intervention to reach or respond to your customers with mobile alerts for functions, such as shipping confirmations and personalised status updates.

Testing

Feature	Description
Cells and splits testing	Easily and efficiently test components of SMS campaigns and performance against messages in other channels by executing cells and splits campaigns directly from the platform. For example, test different offers to see which will generate the best responses without having to coordinate with channel execution vendors to ensure the messages and logic are correct.
A/B tests	Determine a remaining audience segment to receive the winning version of a tested campaign.

Reputation, hygiene and deliverability

Feature	Description
Bounce handling	Automatically process and handle mobile bounces.
"To address" hygiene	Automatically "cleans" a campaign's audience prior to launch by removing any records that do not have a valid phone number, including bounce backs and opt-outs.

Experian Marketing Services
Cardinal Place
80 Victoria Street
London
SW1E 5JL
www.experian.co.uk/markingservices



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