

## Comprehensive Mobile Marketing Campaign Management Platform

### Description:

CellForce's ExCELLence proprietary mobile marketing campaign management platform allows ad agencies, brands and companies of all sizes to create and manage text, multimedia and mobile web campaigns with ease. Utilizing an intuitive interface, ExCELLence allows virtually any user to become a mobile marketing campaign manager and deploy campaigns within minutes. Supported by a leading team of fanatically dedicated mobile marketing experts, ExCELLence breaks away from the pack in terms of quality, service and ease of use.



### Campaign Types

- Standard rate SMS
- Premium SMS
- MMS
- WAP / Binary Push

### Functionality

- Launch campaigns in minutes
- On-the-fly campaign editing
- Real Time campaign management
- Enhanced targeting (Geo / Demographics)
- Single / Double Opt-In campaigns
- Alerts / Coupons / Voting / contests

### Gateway Certification

- Short code acquisition
- Carrier connectivity / compliance
- Multi Aggregator availability
- Plug & Play global markets

### Database Management

- Seamless OPT-IN / OPT-OUT management
- Network Lookup / Carrier verification
- Handset identification
- Blacklist management
- Disconnected number suppression

### Reporting

- Real time message status check
- Deliverability reports
- Campaign performance
- Client performance
- Financial reporting (Premium campaigns)
- Detailed logs for raw data analysis

### PRICING: ExCELLence Packages:

Package Name	Licensing Fee	Monthly Fee	Included MTs
Share Code	\$0.00	\$1500.00	10,000
Non-Vanity	\$2000.00	\$2500.00	10,000
Vanity	\$3500.00	\$3000.00	10,000

### Text Messaging Pricing (above the 10,000 included MT SMS)

10,001 - 50,000	0.05 per MT SMS
50,001 - 100,000	0.04 per MT SMS
100,000	0.03 per MT SMS