

Why ExCELLence

Your company is about to enter the exciting world of mobile communications and you are actively looking for a platform to provide you with a complete solution to SMS, MMS and web interaction that will result in a valuable database of consumers who want to hear from you and have indicated their willingness to receive your mobile communication messages.

There are many aspects to your logistic problem of selecting a platform to serve not just the basic requirements of sending and receiving messages but also the financial aspects, the analysis aspects, the business aspects of your mobile enterprise and provide for any type of scalability concerns you may have.

From the large number of platform you will review, we are certain one will stand way above its peers, a leader in every front: ExCELLence. Because ExCELLence makes it so easy for you to run your mobile business, whether you are a small business owner, a Fortune 500 enterprise, a major ad agency or a local reseller of mobile technology.

- 1. Unparalleled data accessibility / visibility:** Each and every screen in ExCELLence is built like a report. Our goal is to provide our users with as much data about their business as possible. We also added to ability to export most of the platform's screens to Microsoft Excel Format. In ExCELLence, users not only follow operational and performance data but also financial data which is updated in virtually real time (unlike most of our competitors who update their data once every 24 hours). Management of clients and campaigns is conducted via a series of dashboards specifically customized to provide actionable data from within the platform rather than just via an external or separated reports section.
- 2. 3 levels of functionality from Client to Operating company:** ExCELLence offers a complete solution to three types users:
 - a. A BUSINESS or SMALL / MEDIUM SIZE AD AGENCY:** at this level a user (or users) can manage campaigns, export and import lists of users, run reports, launch reminders and web widgets. This is the perfect solution for an ad agency which perform all of the tasks involved in mobile advertising for its clients. User management (by the administrative user) allows for delegation of tasks within the customer organization.
 - b. FULL SERVICE AD AGENCY:** Ad agency can launch unlimited number of client accounts. Each client account can have its own associated pricing plan and allowed functionality (via our rights and permission module). Ad agency managers can view financial information and client performance from their agency dashboard as well as manage clients and drill down to the client level in order to provide services and resolve problems.
 - c. OPERATING COMPANY:** Operating Company can launch unlimited number of ad agencies. Each ad agency account has its own associated pricing plan and allowed functionality. Operating company managers can view financial information on the ad agency and client levels as well as performance information from their operating company dashboard as well as manage ad agencies and clients. Drill down is available to the ad agency level and to the client level in order to provide services and resolve problems.
- 3. 3 data acquisition methods combining both web and mobile interaction:** ExCELLence users can acquire and populate their customer lists (databases) via three methods:
 - a. MOBILE INTERACTION:** ExCELLence includes 8 basic types of mobile campaigns which allow for full consumer engagement. From a simple auto-responder campaign through text2vote, text2win and text2quiz, ExCELLence acquires data and populates client databases seamlessly.
 - b. WEB INTERACTION:** ExCELLence allows its users to launch two types of "web Widgets"; a web site based form and a pop-up web form. These fully customizable widgets allow ExCELLence users to engage their web traffic in order to extend their consumer interaction into the mobile realm. Data items captured via the widgets are automatically inserted into ExCELLence's database.
 - c. SOFTWARE INTERACTION:** ExCELLence offers a robust API to its users which allow for data acquisition and software interaction between the client's data platform (CRM, ERP etc.) and ExCELLence. Via the API ExCELLence can allow other software to launch SMS campaigns and insert data into ExCELLence's Databases.
- 4. Automatic Data Mining:** ExCELLence is designed to extract simple data elements out of the most basic of information. For example: geo-data, the platform converts each phone's area code into geographical information: City, state and even county information are populated automatically upon receipt of a new record. We also determine the user's time zone in order to send messages at a certain hour based on the specific time zone of each and every member of a specific list.
- 5. 8 basic campaigns and campaign chaining:** ExCELLence allows its users to engage their audience via 8 types of campaigns: auto-responder, push, data collection, text2vote, text2win-every X wins, Text2win – random, text2quiz – every x wins, text2quiz – random. These campaigns can easily be chained together to create sophisticated consumer interaction. The campaign chaining functionality allows for elaborated menus as well as detailed interviews or conversations all aimed at one goal: to acquire marketing information from the consumer.

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6. **Data Merge into campaigns:** Personalization is key when it comes to marketing. ExCELLence allows for the integration of any database element into the outgoing messages. This ability provides for increased message customization and incorporation of external data sources into the text messages. This functionality can be used for personalization (think of mail merge) where a customer's first name is inserted into the message or sponsoring of alerts by inserting ad text into an advertisement tag.
7. **Improved user experience:** Via our proprietary Dynamic Session Management technology we allow ExCELLence users to utilize common words and plain English language responses in their consumer interaction. No longer do consumers have to answer questions or select options by providing forced response such as YES1 or NO2 etc. ExCELLence users can use commonly used replies like 1-2-3 or yes-no in their interaction with the system and due to our dynamic session management technology the platform will interpret their reply correctly. This way several users who share the same shared short codes do not have to jump through hoops to get their simple consumer interaction to work.
8. **Data Import and Export made easy:** ExCELLence users can upload, download and even manually edit list (database) data. Our list management module allows for the automatic upload and data verification for accuracy and enhanced delivery results. We also allow clients to append external data with their own system generated lists and to manually add phone numbers for seeding purposes.
9. **Keyword misspelling solution:** When provisioning a keyword in ExCELLence users can also include common misspelling of these keywords in order to allow consumers who erroneously misspelled a keyword to participate in the marketing program. This feature eliminated consumer frustration and increases the results of each and every campaign.
10. **Progressive Keywords:** In order to extend the keyword inventory on a shared short code we have developed the progressive keyword which opens a sub-universe of words within a shared code. For example: the word MY can be served as a progressive keyword and the client who reserved the word MY can now use every word in the English language provided it starts with MY: MYBOOK, MYPIZZA, MYCAR.
11. **Reminders:** ExCELLence has a new kind of campaign: an automatic campaign we call a reminder. Such reminder campaign has its own trigger condition which send messages automatically upon that condition's positive result. For example: birthday reminder – if a list of consumers contains their birth date, the system could send them a customized birthday greeting on their birth date simple by running a birthday reminder on that list.
12. **Multi Short code, Multi Aggregator connectivity:** With ExCELLence our clients no longer have to be bound to one aggregator. As you may know, some aggregators specialize in premium while others in standard rate traffic. Some aggregators are better fit for certain projects than others. No longer will you have to bind your business to a single aggregation solution.
13. **Multi Lingual Platform:** ExCELLence supports multi lingual interface. Currently offered in Spanish and English, ExCELLence was built to accommodate any number of languages. Switching between languages is easy, just change the language setting in the user profile.
14. **Increased Compliance:** Not only does our platform allows for automatic Opt-Out as per the best practices guidelines by the MMA but it also scans every 24 hours for disconnected numbers as reported to us by the carriers. Such a scan which searches for numbers that have been disconnected by the carriers (for any reason) helps keep compliance at a maximum. For example, imagine an alcohol related campaign aimed at adults, a senior gentleman opts-in and enjoys whatever the campaign provides (alerts, discounts etc...). A couple of months after the opt-in, the line gets disconnected for some reason and the number is put through a cooling period of 3 months. Once the cooling period is over, the carriers return the number into circulation. Now imagine that this number is now assigned to a new account, an account of a minor... Without the automatic opt-out of the disconnected numbers process this minor will continue getting adult related alcohol advertisements...
15. **Complete White Labeled Solution:** Most of our clients use ExCELLence as a white labeled platform. Our ability to customize every identity aspect of the platform is second to none. The platform allows its user to completely customize its logo selection (both for the client and its users). The system texts throughout the platform can be altered too. Via a simple set up screen everyone of our clients may use its own URL and email addresses to communicate with its users. The entire process is easy to follow and in no time our clients can present ExCELLence as their own mobile marketing platform. Additionally, the platform allows for LIST and Client level common messages so even HELP / INFO messages retain the list or client identity when using a shared code.