

text it



Interaction

- Improve interaction with customers with rich media, and well timed promotions
- Improve efficiency - reducing administration time and costs
- CRM



Acquisition

- Generate significant sales uplift
- Target new customer profiles
- Create better brand awareness
- Promote products, events and vouchers
- Drive web/mobile web traffic & app downloads



Response

- Generate high response rates
- Collect Data for future marketing
- Make an immediate call to action
- Competitions Sales/Events Promotions

Retention

- Improve customer relationships
- Customer service and loyalty
- Personalised messaging and branding
- Opted in communications

Mobile Snapshot

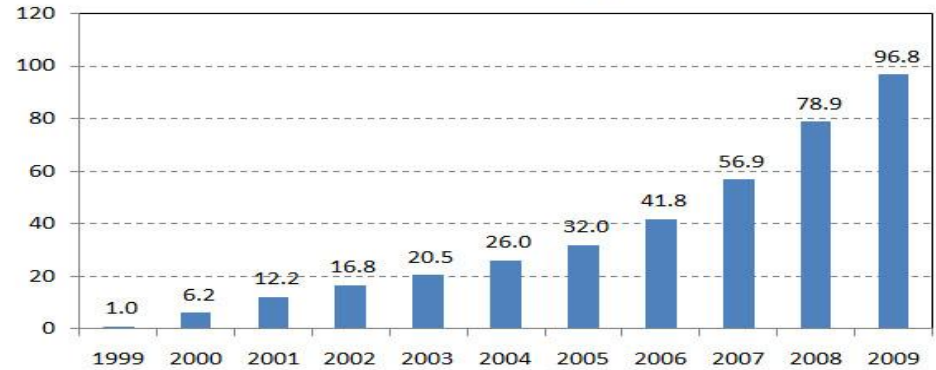
SMS

- 9 billion+ SMS per month in UK
- SMS opened within 1 minute of receiving
- SMS accounts for 83% of all mobile message revenues
- Universal
- High response, low cost
- Response mechanism across media channels
- Essential CRM tool
- High read rate – over 90%
- Everyone can use it and it doesn't need a data connection
- Messages can be sent and acted upon immediately, or be scheduled for a set time

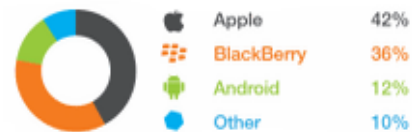
Mobile Web

- 23% of all internet time is now from mobile
- 20m unique mobile web accesses per month in UK
- Surge in mobile data usage: 150% increase in 2010
- High functionality, low cost
- Mobile web set to overtake fixed line

SMS sent (billions)



UK Mobile Browser shares



Mobile Snapshot

Handsets

- Up to 45% handsets are smart phones
- In 2011 85% of all handsets will have a web browser
- Smartphone sales reached 54.3 million units - an increase of 48.7 % from 2009 *

Social Media

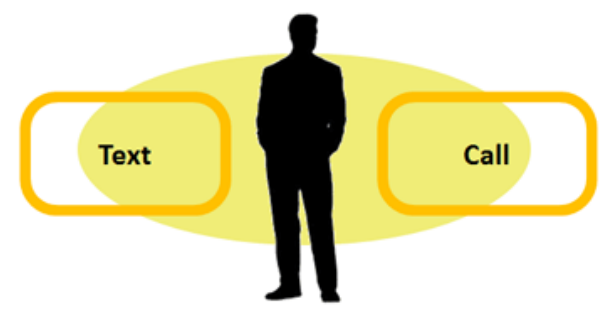
- 50% of UK Facebook status updates come from mobile
- Mobile users twice as active on Facebook
- 42 million Europeans accessed social networks from their mobile (75% increase)

Mobile Marketing

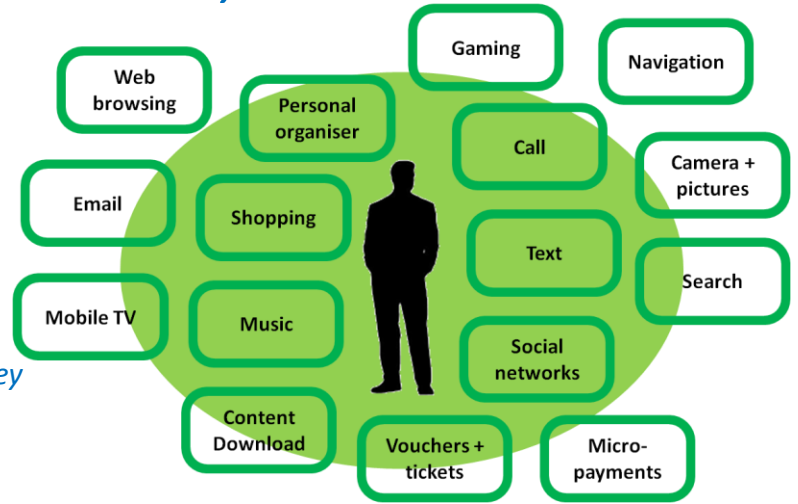
- 40% agree they often use their mobile if they see an interesting ad
- 10% used their mobile in the week when prompted by another media
- UK Mobile Marketing spend increasing - 2009 £37.6m, 2010 £83m

Source: IAB & Morgan Stanley

Users used to do this...



Now they want more...



Ad Text

We help marketing companies harness the power and convenience of mobile to communicate more effectively with potential clients to gain a marketing edge.

Instantly set up your own mobile promotions with our web based editor. Delivering your competitions, mobile vouchers, offers and promotions to consumers mobiles.

To enter a competition or to receive an offer/voucher customers can simply text an your own advertised keyword to our short code **80012** automatically providing them instant access to your bespoke designed vibrant mobile web page via their mobile regardless of model.

The Ad text web tool application stores all the mobile data from each request for future marketing activities.



Or....

To promote sales offers and new products/apps etc, you can use our bulk SMS push mobile web page to deliver your mobile web page to the mobiles of new and existing customers.

How it Works

Ad Text is an innovative and cost effective SMS based mobile marketing service that gives YOU the ability to communicate more effectively with your customers. Consumers are prompted to text a Keyword to our short code number.



Try it: Text Sales to 80012

Providing them a link to access your custom designed mobile based message (Rich Text, Images, Links, Mobile Vouchers) of upcoming events and promotions.



1 Text
'Keyword'
to **80012**

2 Open Link
www.ptxtb.com/v/e.php?

[http://www](http://www.ptxtb.com/v/e.php?)

3 Mobile
Page



4 External
Links

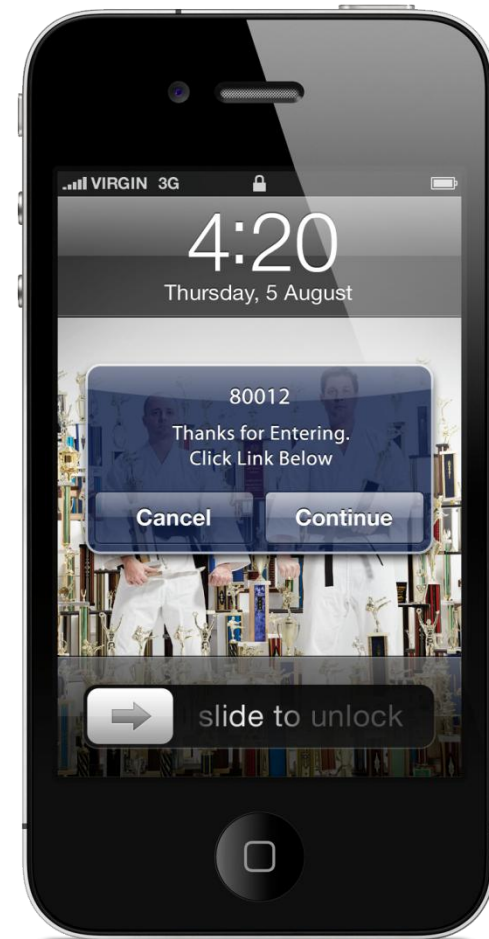


Ad Text Pricing



1 "Keyword" restricted to 90 days £350 one-time payment	10 "Keywords" 24 month subscription £50/month	25 "Keywords" 24 month subscription £100/month	100 "Keywords" 24 month subscription £300/month
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Bulk SMS & Data



Bulk SMS Pricing



Bulk SMS Volume	Price Per Text
0- 3.000	6p
3.000-9,999	4p
10,000-24,999	3.7p
25,000-49,999	3.6p
50,000-99,999	3.4p
100,000 - 249,999	3.2p
250,000 - 499,999	3p
500,000 - 749,999	2.9p
750,000 - 999,999	2.8p
1,000,000	2.7p

Data List Categories



Home Ownership	Homeowners , Private, Renting, Council , Living With Parents , Freehold or Leasehold, House Sale Date , Detached or Semi Detached, Flat , Council Tax Band , House New Build At Sale , House Sale Price /Present Value
Individual Details	Marital Status , Gender, Head Of Household , Occupation Type, Self-Employed Director, Date of Birth , Children – Number of, Children Aged , Child Age – Eldest &Youngest, Household Profession
Interests	Mail order buyers , Up-market Product, Midmarket Product , Down-market Product, Non-Smoking Household , Motorist, Car Ownership , Car Type, Car Bought 3 Years Ago , Car Age
Financial Position	Credit Card Details , Credit Searches in the last 6 Months, Credit Searches in the last 12 Months , Adverse History, Credit Scoring , Shareholder Household, Shareholder , Shareholder Level, Shareholder Value , Household Income
Geographic	UK Country , UK TV Region, Local Authority , Postcode Breakdown
Hobbies	Bingo , Reading Books, Current Affairs , Collectibles, Computing , D I Y, Eating Out , Environmental Issues, Fine Art/Antiques , Fashion, Further Education , Foreign Travel, Gardening Good Food & Wine, Golf , Health Foods, Hiking , Jogging/Exercise, Grand Children , Mail Order Shopping, CD's & Music , Pets, Photography , Does the Pools, Going Down the Pub , Puzzles/Crosswords, Religion , Snowboarding/Skiing, Coins & Stamps , The National Trust, Charities/Voluntary , Holidays, European Holidays

Data List Pricing



Product	Cost per 1000
Mobile Data Lists	£75
Append Mobile SMS (including cleaning)	£65

Why Text it



- Attract customers 24/7
- Delivers to all UK Networks
- Secure, web based tool
- Full data capture & reporting
- Effective for any size of organisation
- Mobile pages do not get filtered into spam
- Instant set up with dedicated technical support
- Proven better response rate than other forms of communication
- Access SMS universe of 7 million opted in numbers, reaching targeted demographics
- Send vibrant communication & branding without the 160 character restriction



Our Clients



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SMITH



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Email: info@textit.co.uk

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