



Mobile Marketing

SMS broadcasting

SMS Broadcasting

- ✓ SMS advertising message to target audience.
- ✓ 2 Ways
 - Client provides own database of target audience; or
 - Spread SMS advertising message to numbers of phone number agreed by client . Database provided by Fifth iMedia



SMS Care :

✓ Database is from the client, send out, manage and report SMS campaign

SMS Data :

✓ Database is from Fifth iMedia. We will filter the database based on criteria and client's request

- 1.Age
- 2.Gender
- 3.Occupation
- 4.Education
- 5.Geography
- 6.Or groups:

1	<i>Youth (students)</i>	500,000	4	<i>Car owner</i>	100,000
2	<i>Professionals</i>	200,000	5	<i>Business Owner</i>	300,000
3	<i>Top management</i>	50,000	6	<i>Mother to be</i>	80,000

What Fifth can do for you ?

- ❖ One-stop shop – from start to finish
- ❖ Access to any Telecom Operator
- ❖ Free consultation on your mobile marketing plans
- ❖ Online status report on mobile marketing



- Act just like **HEADLINES** in the newspapers
- The first thing that the recipient will see is **YOUR Company's BRANDING > builds branding!**
- More message space

*** With permission from Telco*

Comprehensive Reports

Date Sent	2005-03-04 09:47:14
Message	Test 9.50am. Received?

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Phone Number	Send Status	Send Date	Delivery Status	Delivery Date	Credit
 60193053095	success	2005-03-04 09:47:21	Delivered	2005-03-04 19:44:03	1.0
 60176220551	success	2005-03-04 09:47:20	Delivered	2005-03-04 09:49:04	1.0
 60162885499	success	2005-03-04 09:47:19	Delivered to gateway	2005-03-04 09:49:03	1.0
 60132306909	success	2005-03-04 09:47:17	Delivered	2005-03-04 09:49:01	1.0
 60123303659	success	2005-03-04 09:47:16	Delivered	2005-03-04 09:48:59	1.0

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Personalised Messaging

SMS Type	Text SMS - Normal	Regular Customer	0
Sender ID	Genesis	Test Group	1
To	VIP	VIP	5
Message	eg. 60121234567,60191234567,60161234567 Dear !DISPLAYNAME, welcome to GenSMS!		

Dear Andy Lau,
welcome to
GenSMS!

Options

Back

Dear Dr Lee,
welcome to
GenSMS!

Options

Back

Type of broadcast

Without branding

Branding



To all mobile operators:



Say it your way



Vietnamobile



Beeline™

Thank you !

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