

Go2mobile Datasheet



Go2mobile Keywords have been designed exclusively for the media, marketing and Customer Services. It allows consumers to request information via text message. The consumer's mobile number can be stored for later use by you.*

There are two options, Keyword+ and Keyword+ Database Interrogation

Keyword+ can be used:

▶ To Request Further Information

For instance, a message on your advertisement might instruct the person to text the keyword "INFO" with their name and address details for further information. The information or brochure can then be sent.

▶ Log a Sales Request

Have your customer send in the keyword "SALES" and receive an automated message stating something like: "Thank you for your enquiry, you will be contacted by a sales representative shortly."

▶ Keyword Competitions

Ads promoting particular products could carry a message instructing consumers to send a keyword to enter a draw. Once the message has been received, an auto-response is returned. This is a very useful way of building a mobile database of consumers who are interested in your products.

▶ As Digital Tokens

For example, if your customer sends the keyword "COFFEE" to a specific number, they will receive a 10% discount on the next cup ordered. When the customer sends the keyword, they will receive a text reply to their phone, which is essentially their digital token.

Keyword+ - What You Get:

- Keyword will be assigned to you for the duration of the campaign.
- A Text auto response to your specification will be returned for every incoming message.
- You can view all the incoming messages online via a standard browser

Keyword+ Database Interrogation can be used:

■ **For Support**

Customers can text a keyword and receive specific information on the topic they require. For example, by sending in "RINGTONE", the customer would receive information on the latest ringtones with pricing. This is also 'intelligent' meaning that a keyword like "HELP" will be interpreted by our system whether it's sent as "HELP", "HLP", "?" etc.

■ **For Information Service**

Used in a Cinema context, Consumers can Text "Monday" to see what films are showing this Monday

Keyword+ Database Interrogation - What You Get:

- Client can add / modify both keywords and text message online via a standard browser
- Allows you to view the most commonly requested items
- Comprehensive reporting and usage details are provided.

* Data Protection legislation will need to be complied with.