

*ADVERTISING  
EDITION*

**SMS**



**rdcom**  
business messaging

***SMS ADVERTISING***  
***What can we do?***

# WHY SMS ADVERTISING?

Let's start with the advantages of SMS, its **universality** has not gone away!



## THE BEST OPEN RATE

Almost 98% of recipients read them...basically everyone



## READ WITHIN SECONDS

On average, we read 300 words in a minute - and 160 characters are nearly 20 words



## IMMEDIATE

90% of SMS are opened within 3 minutes



## OPTIMISED COST

You can send a promotion to a specific target for more targeted campaigns, meaning higher conversion rates

# WHY SMS ADVERTISING?

In this new multi-channel world, SMS is experiencing another youth. It's not only a text, it is now the **starting point** for new, interactive content!



*Landing pages*



*Website*



*APP Download*



*Coupons*

# OUR SMS ADVERTISING SOLUTION

We offer an efficient and intuitive platform that fulfils your communication needs. All that's needed is a few hours between the planning of the campaign and the interaction with your audience.

## *3 simple steps!*



### CHOOSE THE TARGET

Extract your recipients from 15 million contacts using your chosen demographic criteria.

### WRITE YOUR MESSAGE

Use 160 characters and add a link or contact number.

### SEND THE CAMPAIGN

Send immediately or schedule the campaign on a specific date.

# OUR SOLUTION: HERE'S WHAT WE CAN DO

Simple and versatile! It offers different pricing options depending on your campaign objectives.



*VISIBILITY*



*INTERACTION*



*LEAD GENERATION*

# VISIBILITY

Choose the product that matches your requirements and reach as many mobile users as possible!



## ***EARLY BIRD***

Plan in advance and save money.

Maximum comfort for simple campaign strategies.

## ***PLATINUM***

No limits and full availability. Customised Sender and booking with only 4 hours notice!

# INTERACTION

Keep the focus on your business objectives and plan your campaign!



## ***TEXT & CLICK!***

Receive your clients' answer via SMS or drive them to a *web page*. Remember that you can enhance their experience using a *Landing Page* with your enriched content (coupons, store locator etc.)

# LEAD GENERATION READY TO LEAD

If you need to *acquire leads*, we have the right solution for you!



## **LEAD DATA**

The **BASIC** option gives you some additional information related to the mobile number, while the **ENHANCED** option provides you with more detailed personal data!

## **REAL TIME**

Receive your leads in *real time* via API Push, via automated email, or download them from the platform – it's your choice!



# LANDING PAGE A HUB OF POSSIBILITY!

Our *Landing Pages* give you the chance to fully explore and utilise SMS ADVERTISING. Collect your leads, gain insights, promote *call to actions*, and tell your story with HD images and videos!



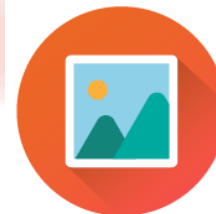
# LANDING PAGE: A HUB OF POSSIBILITY!

Welcome your clients no matter what device they are using, share content and other relevant information.

Choose one of our *LANDING PAGES* for increased engagement!



*CALL TO ACTION*



*RICH MEDIA*



*LEAD GENERATION*



*GO TO SHOP*



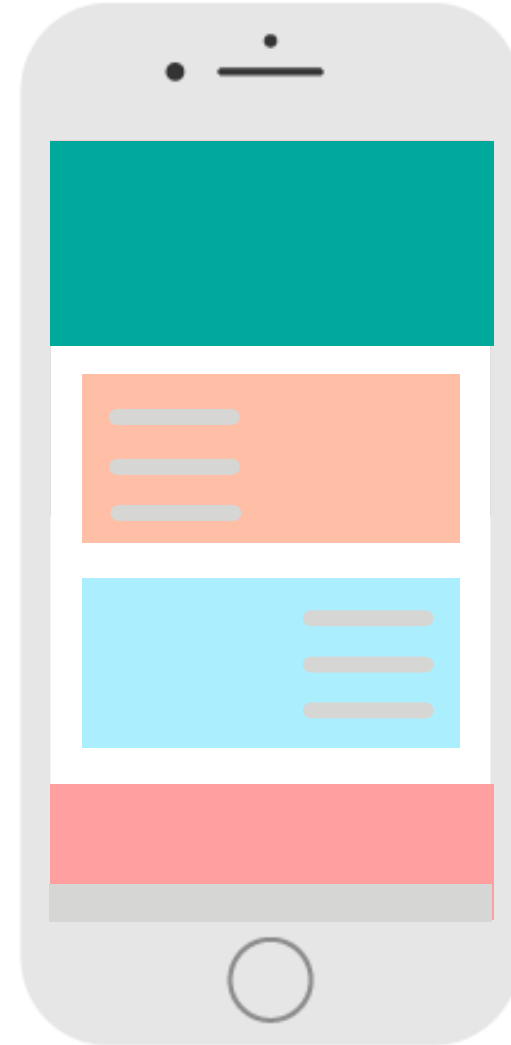
*STORE LOCATOR*



*STORYTELLING*

# LANDING PAGE STANDARD

HTML mobile-responsive static webpage, consisting of a header, two central blocks for content, and a footer. Each section can be customised with images and text.



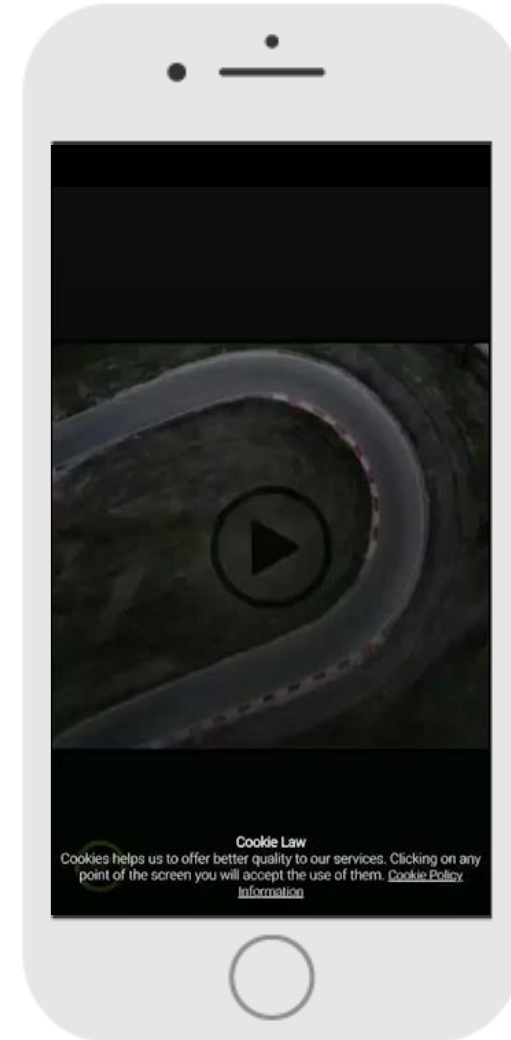
# LANDING PAGE STORYTELLING

Tell a story showing your products and services and provide an engaging experience. The user will be able to swipe images and texts and then interact with call to actions!



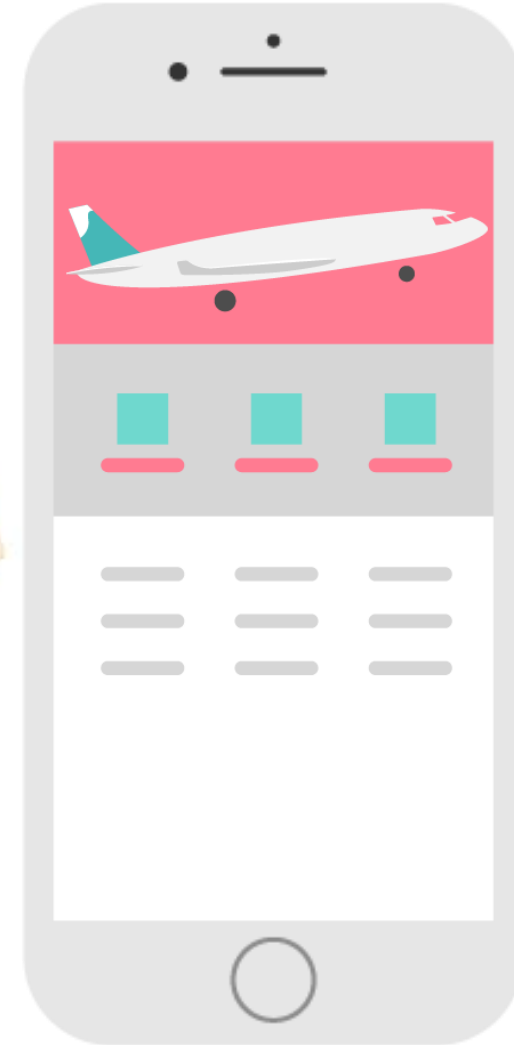
# LANDING PAGE MOVIETELLING

Or you can choose a high-quality video!  
Maximise the benefits of our Movietelling landing page by  
adding a precise call to action.



# LANDING PAGE TAILOR MADE

Our experienced team can create a responsive Landing Page and customise it depending on your needs. You can count on us!



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***THANK YOU!***