ecENACT™
for Mobile Marketing

Interactive Mobile Marketing: Reach, Response, ROI

As consumers adopt an increasingly mobile and connected lifestyle, savvy marketers are choosing new marketing channels such as "texting" to reach their audience using the communications mode of the customers' choice. ecENACT lets marketers reach out and connect with customers wherever they may be — at home or on the go — speeding and simplifying mobile marketing campaigns and delivering higher ROI.

SMS[1], MMS[2], email and text to voice are among the most powerful tools you can use to deliver marketing messages that can reach a broad audience with pinpoint accuracy. Used effectively, mobile marketing increases customer interaction, drives response and achieves high ROI. The impact of mobile marketing is immediate: customers get the message, and they respond.

Greater reach, stronger response, higher ROI

ecENACT is a powerful, interactive message delivery solution that uses the latest communications technologies to let you send out any volume of messages using virtually any marketing channel (SMS, MMS, email, text to voice) to any target audience.

Use any mobile marketing channel — or any mix — to achieve maximum reach. ecENACT works with any mobile marketing channel, enabling you to reach out and connect with customers wherever they may be and on whatever device they are using. ecENACT lets you optimize the mix of marketing channels you use so you can maximize the reach of any campaign.

Create true customer interaction and enhance viral marketing. ecENACT has a unique bi-directional interaction capability that lets you create campaigns where customers
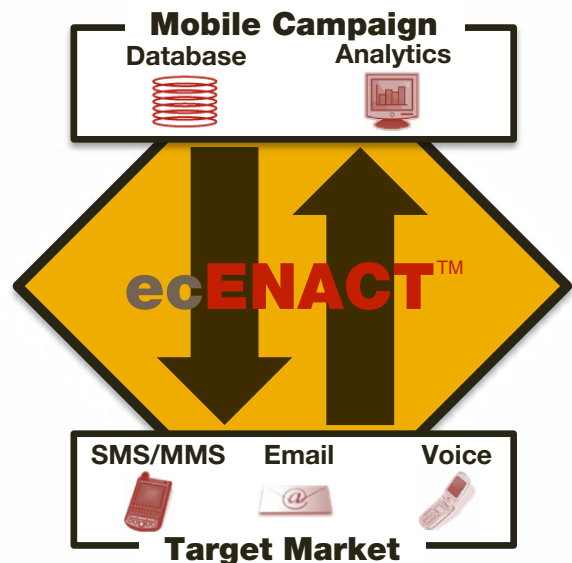
can instantly respond or forward messages to friends and family without the delay of logging into a Web page, thus preserving your window of opportunity.

Achieve higher ROI. The bottom line of any marketing campaign is the ROI — and ecENACT delivers. In addition to improving the effectiveness of your mobile marketing campaigns, with ecENACT there is no software to buy, install or manage. You focus on the marketing. ecENACT will reliably deliver your message.

ecENACT for mobile marketing in action

1. A regional sporting goods chain increased customer interaction and grew their membership base through a viral 'forward to a friend' campaign.

2. A radio station increased audience response for a weekly drawing by combining texting with email.

3. A consumer products manufacturer enhanced customer satisfaction by following-up to inquiries with information and coupons delivered directly to the customer's mobile device.

ecENACT creates "two-way traffic", enabling true market interaction

Mobile Campaign
Database   Analytics

ecENACT™

SMS/MMS   Email   Voice

Target Market

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1 Short Messaging Service, or conventionally "texting"

2 Multi-Media Service, an emerging rich content messaging channel for mobile devices

ecDS Enhanced Communications Delivery Systems™

www.ecdeliverysystems.com

ecENACT™ enables immediate, interactive communication with any individual, group or audience

ecENACT extends your business to wherever your customers, partners and employees may be. A powerful communication solution, ecENACT has three essential capabilities that speed information delivery and create true interactive communications:

Multi-channel. ecENACT enables connection to virtually any information system, application, process or service and delivers message-based information through all communication channels, including SMS, email, voice (text to voice), pager and fax, as well as to any phone, device or computer.

Multi-directional. ecENACT has a unique multi-directional communication capability that enables recipients to immediately respond to or forward messages, and allows senders to track responses for appropriate action.

Intelligent delivery. Message delivery simply requires ecENACT to know your directory services, your targeted audiences and their preferred contact mode. ecENACT can be optionally configured to escalate communication modes or to connect with additional recipients according to rules you define until message delivery is acknowledged.

Enhanced communications features of ecENACT

- All mobile communications channels: SMS, MMS, email, text to voice

- Messages delivered to any device, phone or PC

- Supports plain text or rich content/media message formats

- Customizes messages on the fly for individuals or groups

- Tracks recipient responses; can be configured to escalate if no response

- Easily integrates with existing applications and processes

- Available as a SaaS solution: no software to buy, install or manage

ecENACT Specifications:

Architecture

- Built on open standards
- SOA
- Vendor neutral

Security

- Privilege based
- PIN authentication
- Multi-factor authentication (capability)

Configuration

- Customizable to your business processes
- SaaS, on-premise, OEM offerings

Reporting

- Real time reporting, date stamped
- Audit trail/confirmation of messages

Availability

- 99.999 % availability
- SaaS fully redundant and geo-diverse
- 24 x 7 x 365 Support

Performance

- Text: 120,000/hour*
- Voice: 48,000/hour for a 30 second call*
- Email: 300,000/hour*

  *For our hosted solution. Limited by the carriers and channels. Numbers above reflect our standard offering. We can meet your individual needs.

Features

- Sustained infrastructure and collaborative readiness
- Streamline process and procedures
- Automated updates of statuses

About Enhanced Communications Delivery Systems

ECDS enhances traditional technology systems, applications, processes and services by integrating them with multi-modal communications to improve efficiency and performance of business applications. A leader in developing Enhanced Communication technologies, ECDS is a privately held company based in Alpharetta, GA and San Francisco, CA. The ECDS platform is deployed in diverse IT environments, including healthcare, government, utilities, retail and education. For more information, visit our web site: www.ecdeliverysystems.com or contact us at 770.475.1074 or info@ecdeliverysystems.com

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