



SMS Marketing Solutions

SMS Marketing Services To Impact Your Bottom Line

For more information
call 888.517.6345





Complete:

Tatango has the resources and industry expertise to handle all your SMS marketing needs including strategy, development, deployment and management.



Focused:

Since 2007, Tatango has focused exclusively on SMS marketing, making them the leader in the SMS industry in both technology and expertise.



Tested and Proven:

Tatango has powered over 500,000 SMS campaigns, with 1,000+ active client accounts.

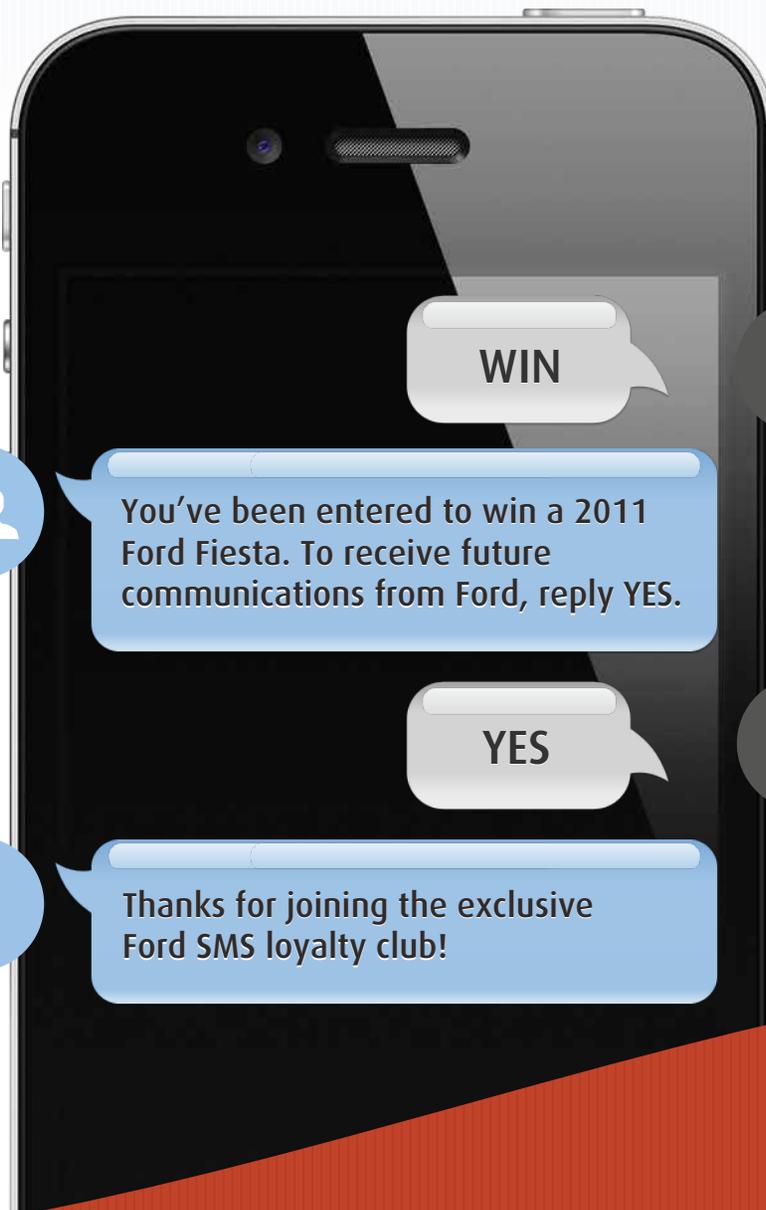


Top Provider:

Tatango is a top 40 application provider with the Common Short Code Administration.

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Respond:

Respond to consumers' requests with an SMS Broadcast, Poll, Contest or Autoresponder.



Build Loyalty:

Build loyalty with these consumers through frequent, targeted, mobile promotions.



Invite:

Invite consumers to engage with your brand through SMS on their mobile phone.



Acquire:

Acquire your most loyal consumers' mobile phone numbers for re-marketing.

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Services

Strategic Advisory

Account Management

Short Code Setup

Products

SMS Broadcasting

SMS Polling

SMS Autoresponders

SMS Contests

Transactional SMS

Features

Cloud-Based Platform

Data Collection

Multimedia Messaging

Analytics

Personalization

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Leverage the power of our Strategic Advisors who will increase your overall marketing effectiveness by:

- ✓ Personalized Training
- ✓ Increasing your open, click and conversion rates
- ✓ Doing in-depth program analysis
- ✓ Developing effective SMS message copy
- ✓ Growing your list of mobile subscribers
- ✓ Increasing your ROI through SMS marketing
- ✓ Best practice compliance

Looking for help with systems integrations or building a customizable solution?

Contact Tatango sales for more information on how we can make your SMS marketing dreams a reality.

*Hi, my name is David!
I'm a Strategic Advisor at Tatango,
and will make sure your SMS
program is a success!*



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Looking for a fully managed text message marketing solution,
then dedicated account management from Tatango is your answer.



Let our experienced dedicated account managers handle all the aspects of your text messaging campaign from development to implementation, allowing you to focus on your business, not your text messaging campaign.

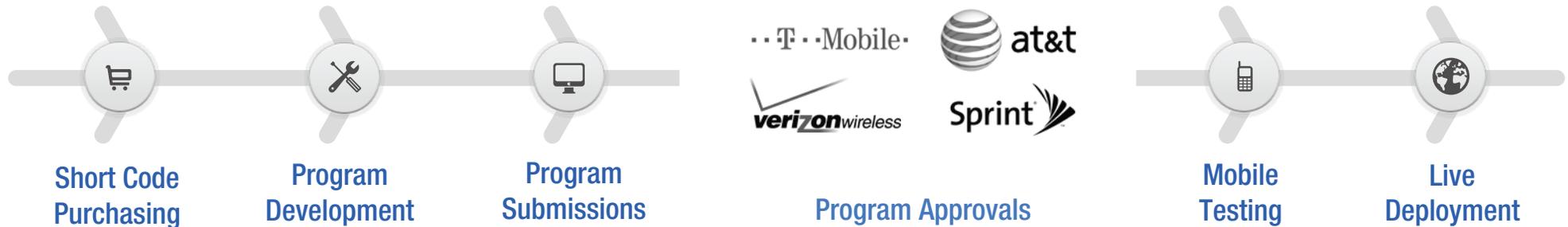
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Tatango makes the process of obtaining your own short code a breeze.

Let Tatango help you navigate the process below in the shortest amount of time possible, with the least amount of headaches.

[Short Code Provisioning]



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Description:

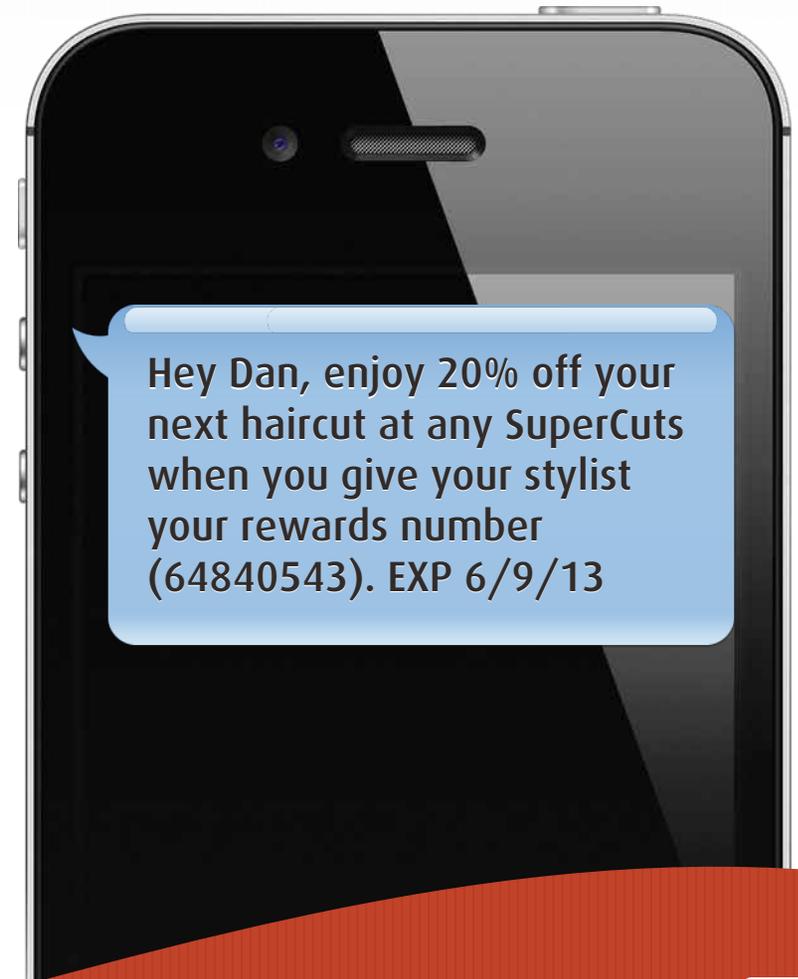
- ✓ Create and send highly targeted and customized **broadcasts** to your mobile subscribers

Features:

- ✓ High volume sending capabilities
- ✓ Location based targeting
- ✓ Message scheduling
- ✓ Merge-tags for in-message personalization based on subscriber demographics, or data from existing CRM or data system
- ✓ Message content targeting based on consumer activity, demographics, or data from existing systems

Benefits:

- ✓ Increases average revenue for existing consumers
- ✓ Increases brand awareness
- ✓ Increases customer loyalty
- ✓ 99% open rate for SMS Broadcasts
- ✓ 90% of SMS Broadcasts are read within 3 minutes



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Description:

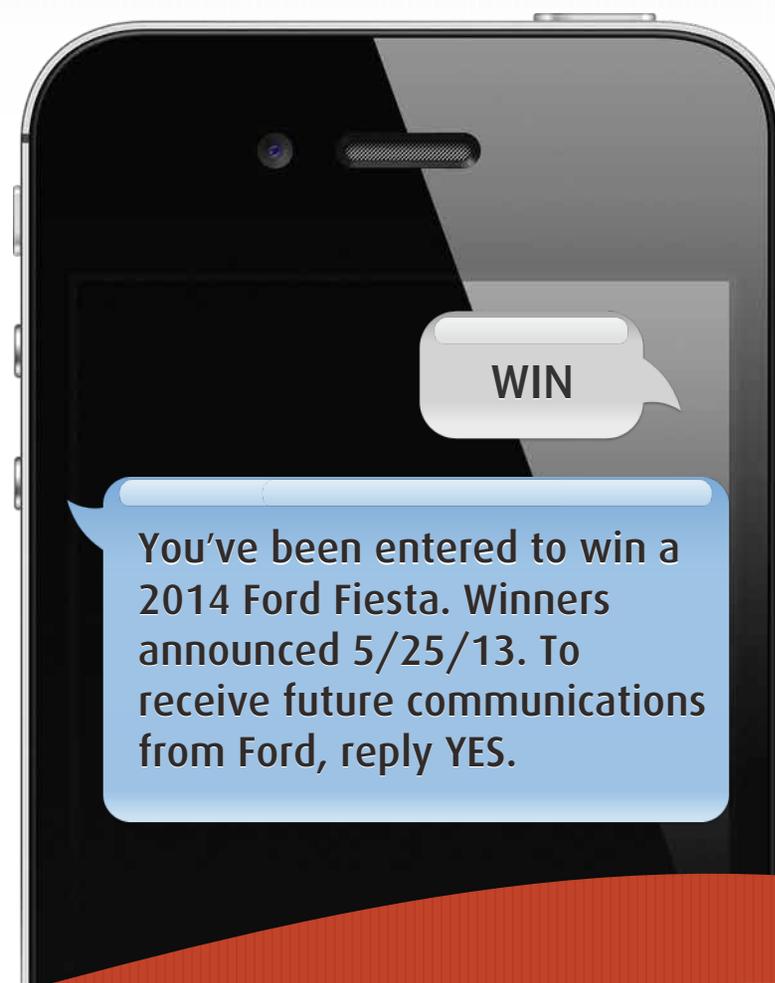
- ✓ Create your very own **SMS contest** to engage, entertain and reward consumers on their mobile phones

Features:

- ✓ Advanced winner selection tools
- ✓ Age qualifying capabilities for alcohol promotions
- ✓ Winner/Loser notification capabilities
- ✓ Fully customizable responses based on consumer activity, demographics, or data from existing systems

Benefits:

- ✓ Drive awareness and interest in new or existing products
- ✓ Engage and entertain consumers on their mobile phones
- ✓ Generate measurable engagement metrics from traditional and online media advertising initiatives
- ✓ Build consumer database of mobile phone numbers for SMS Broadcast program



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Description:

- ✓ Poll consumers directly from their mobile phones through SMS, and display the real-time results anywhere

Features:

- ✓ Real-time, instant results
- ✓ Fully customizable responses based on consumer activity, demographics, poll response, or data from existing systems
- ✓ Integration capabilities with consumer facing display systems such as in-store/venue digital signage, websites or social networks

Benefits:

- ✓ Engage and entertain consumers on their mobile phones
- ✓ Real time, immediate feedback from consumers
- ✓ Generate measurable engagement metrics from traditional and online media advertising initiatives
- ✓ Build consumer database of mobile phone numbers for SMS Broadcast program



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Description:

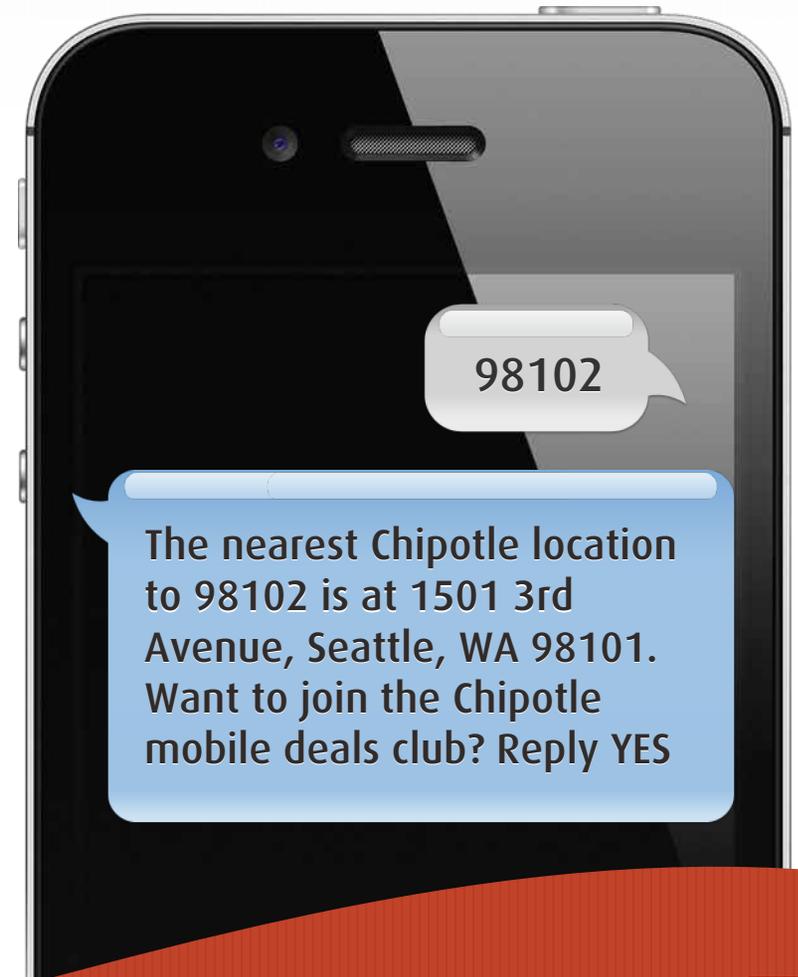
- ✓ Allow consumers to request information or engage with your brand through **automated** text message responses

Features:

- ✓ Real time responses
- ✓ Pre-set responses - Set & leave
- ✓ Lead capture and forwarding support
- ✓ Feedback capture and forwarding support
- ✓ Fully customizable responses based on consumer activity, demographics, or data from existing systems

Benefits:

- ✓ Bring immediate brand value to consumers' mobile phones
- ✓ Generate measurable engagement metrics from traditional and online media advertising initiatives
- ✓ Collect feedback and leads from consumers
- ✓ Build consumer database of mobile phone numbers for SMS Broadcast program



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Description:

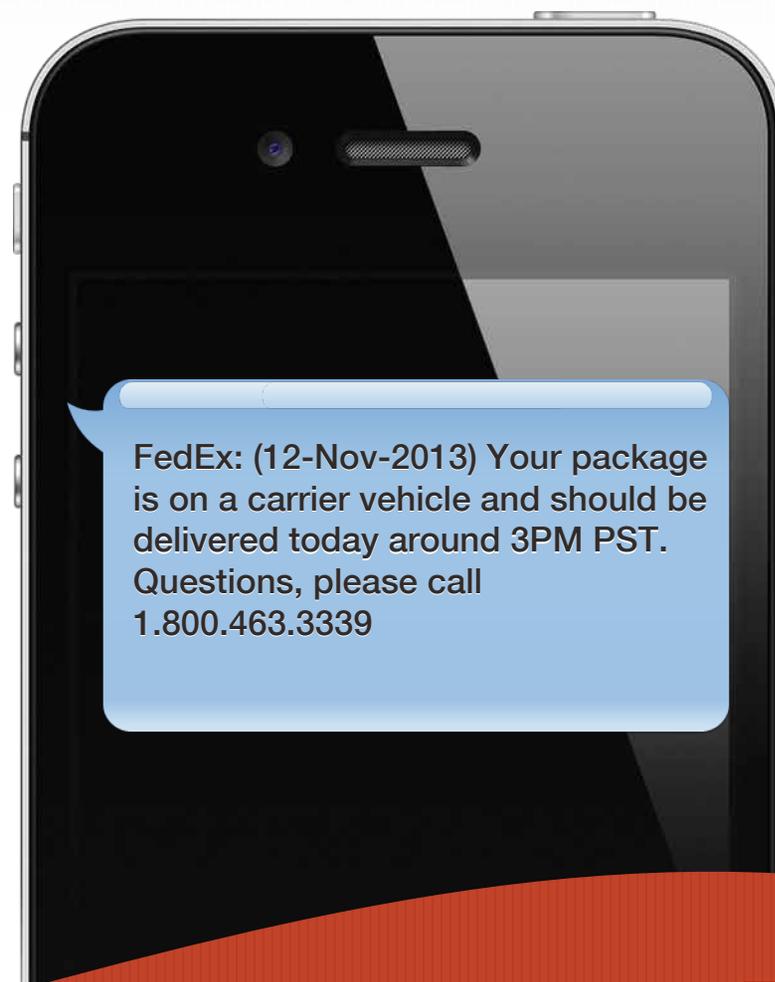
- ✓ Leverage Tatango's messaging infrastructure to send **transactional SMS** from your own application, directly to consumers.

Features:

- ✓ Direct connection to a tier 1 aggregator
- ✓ Simple, easy API integration
- ✓ Send mobile terminated messages from your application
- ✓ Retrieve delivery statuses of your messages
- ✓ High messaging throughput

Benefits:

- ✓ Instant notifications sent directly to consumers' mobile phones
- ✓ Integrate SMS into existing systems for 2-step user verification
- ✓ 99% open rate for SMS
- ✓ 90% of SMS are read within 3 minutes of sending

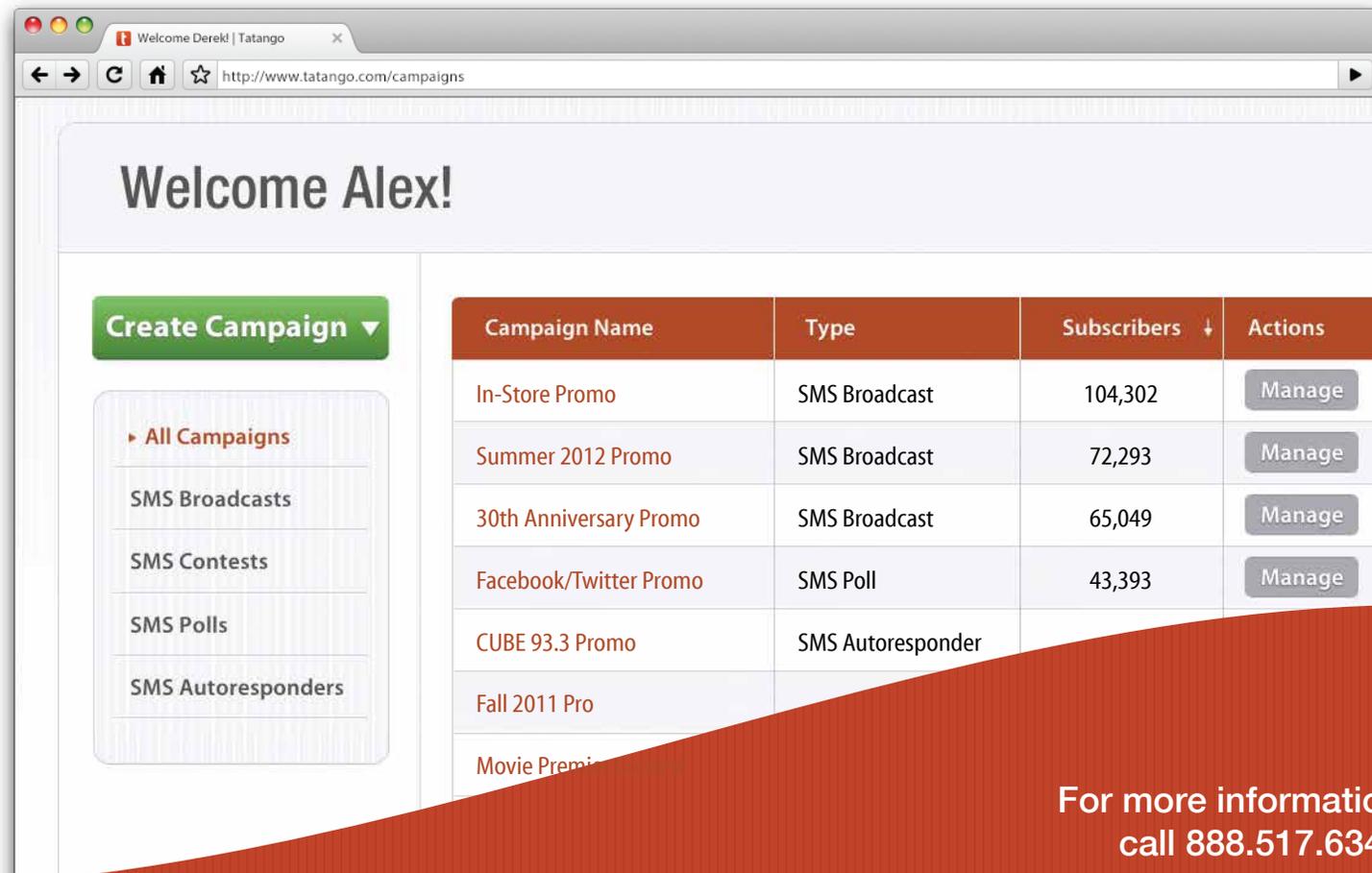


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Do your job from the beach, we won't tell your boss :)

Tatango's SMS platform is completely cloud-based, which means as long as you have an internet connection, you can manage your SMS campaigns from any computer, anywhere in the world.



The screenshot shows a web browser window with the URL <http://www.tatango.com/campaigns>. The page displays a welcome message "Welcome Alex!" and a "Create Campaign" button. A sidebar on the left lists campaign categories: All Campaigns, SMS Broadcasts, SMS Contests, SMS Polls, and SMS Autoresponders. The main content area features a table of active campaigns.

Campaign Name	Type	Subscribers ↓	Actions
In-Store Promo	SMS Broadcast	104,302	Manage
Summer 2012 Promo	SMS Broadcast	72,293	Manage
30th Anniversary Promo	SMS Broadcast	65,049	Manage
Facebook/Twitter Promo	SMS Poll	43,393	Manage
CUBE 93.3 Promo	SMS Autoresponder		
Fall 2011 Pro			
Movie Premi			

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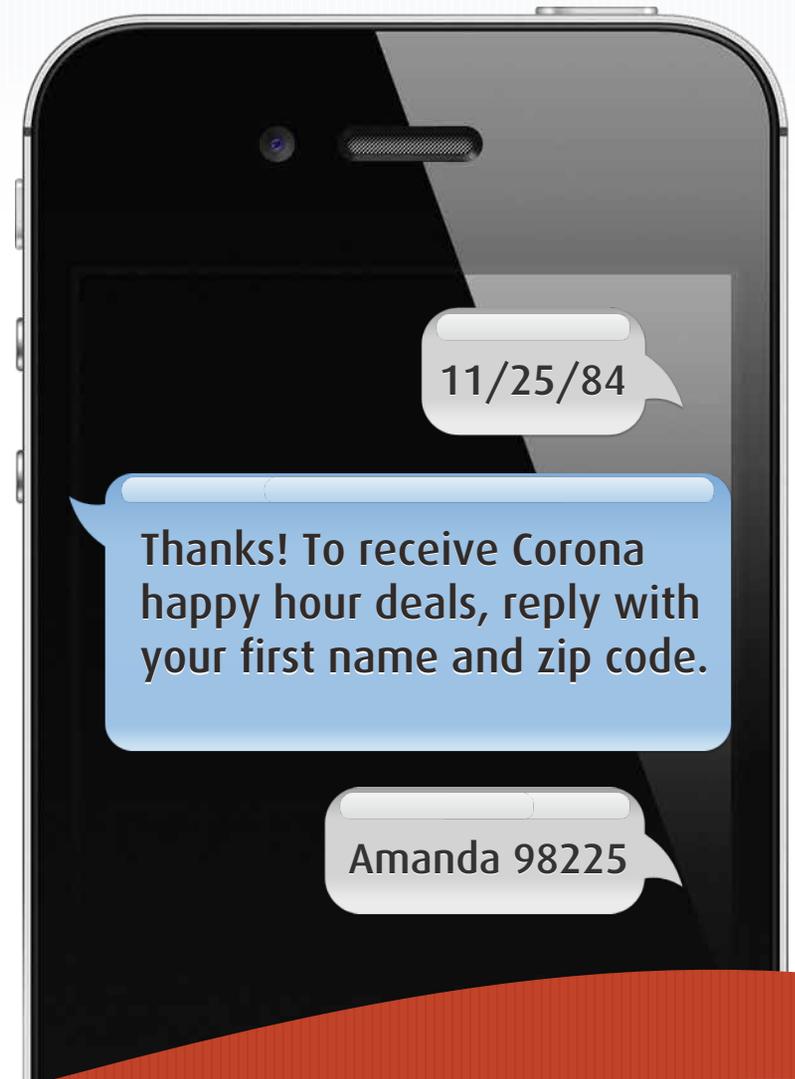


Tatango gives your brand the ability to capture specific information about each and every one of your mobile subscribers, and then combine that data with existing systems.



Meet Amanda

- Name • Amanda
- Mobile Number • (206) 334-4012
- Wireless Carrier • AT&T
- Location • 98225
- Birthdate • 11/25/1984
- Gender • Female



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What's the point of collecting data about your mobile subscribers if you can't use it?

Tatango gives you the capabilities to customize each message based off unique subscriber data collected during the SMS campaign or from existing systems.



Demographic Data:

Use demographic information (age, gender, etc.) collected during your SMS program or exported from an existing system to deliver the most targeted messages.

'29th birthday'

Custom Data:

Create custom variables in messages using any type of data collected during your SMS program, or exported from an existing system.

'BDAY4948'

Identifier Data:

Use data collected during your SMS program or exported from an existing system to identify each subscriber personally in your messages.

'Jenny'

Location Data:

Customize your messaging to target subscribers in a particular zip code, city, state, time-zone or region, collected during the SMS program or exported from an existing system.

'Seattle'

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If you can not measure it,
you can not improve it.

- Sir William Thomson

Tatango gives you the power to not only measure the results of your SMS program, but gives you the data needed to improve it.

Active Subscribers	Avg Sub Rate	Avg Unsub Rate	Avg Delivery Rate
2,995	257 (Per month)	14 (Per month)	99.7%

Subscriber: (206) 000-0009

Subscriber State: Subscribed

First Subscription Date: NOV 25, 2010

Subscription Method: Keyword (SUSHI)

Unsubscribe Date: [Unsubscribe Now](#)

Zip Code: 51009 ([Edit](#))

DOB: 11/25/1984 ([Edit](#))

Text Message: [Return to Sent Messages](#)

Sent: 11/05/2011 10:03AM PST

Recipients: 825

Bounced Messages: 2 (0.2%)

Unsubscribes: 4 (0.5%)

Link Tracking:
<http://bit.ly/32509> - 324 clicks
<http://bit.ly/S2AGSH> - 25 clicks

Subscriber Data Collected: 100 (12.1%)

Subscriber Growth

Month	Subscribers
Jun	~200
Jul	~600
Aug	~1,100
Sep	2393
Oct	~2,600
Nov	~2,900

Activity Feed

- Congrats! (206) 000-0007 joined your campaign. June 5, 2012 7:02 PM PST
- Congrats! (206) 000-0002 joined your campaign. June 5, 2012 6:46 PM PST
- Congrats! (206) 000-0005 joined your campaign. June 5, 2012 6:34 PM PST
- Congrats! (206) 000-0002 joined your campaign. June 5, 2012 6:15 PM PST
- Text Message sent to 2,500 subscribers. June 5, 2012 5:59 PM PST
- Congrats! (206) 000-0009 joined your campaign. June 5, 2012 5:34 PM PST
- Congrats! (206) 000-0004 joined your campaign. June 5, 2012 5:13 PM PST
- Shucks! (206) 000-0003 has left your campaign. June 5, 2012 5:04 PM PST

	Delivery Status
today at lunch for one this text message today at...	Success
way!	Success
gift card when you this text for a \$5 gift card when you...	Success
ow this text today at Seattle Sushi for 20% off more sushi rolls. EXP 10/12	Success

Since Last Campaign

114 Subscribers 3 Unsubscribes

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Tatango Increases Seattle Sun Tan Revenues \$196,000 in 30 Days.

Goal:

- ✓ Seattle Sun Tan, a 35-location tanning salon located in Washington state, wanted to increase in-store purchases by building a mobile database and sending text message offers that could be redeemed in-store.

Execution:

- ✓ Seattle Sun Tan leveraged their pre-existing email database of 80,000+ customers, their website and social networks to advertise the launch of their SMS campaign.
- ✓ All 35 Seattle Sun Tan locations prominently advertised the new SMS campaign in high-traffic, visible locations throughout each store.

Results:

- ✓ Seattle Sun Tan built a mobile database of 4,750 customers during the first month of the SMS campaign.
- ✓ 57% of recipients redeemed the text message offer, generating \$196,101.87 in new revenue during the first month.
- ✓ Customers redeeming the offer, on average, spent 500% more than customers who didn't receive the initial text message offer.



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Tatango Helps Julep Build a 5,000 Customer Mobile Database in 24 Hours.

Goal:

- ✓ Julep, a leading online cosmetic company, wanted to build a database of customers' mobile phone numbers to increase online sales by delivering redeemable text message offers.

Execution:

- ✓ Julep leveraged their pre-existing email database and social networks to advertise their SMS campaign, which they called the "Julep Mobile Insider Club".
- ✓ Julep leveraged pre-existing media relationships in order to receive coverage through industry press, where they were heralded for their innovative thinking around mobile loyalty in e-commerce.

Results:

- ✓ Julep was able to build a mobile database of more than 5,000 customers during the first 24 hours of their SMS campaign.
- ✓ The initial text message offer generated a 10.7% redemption rate.
- ✓ Julep maintained a 99% retention rate after subscribers received the initial text message offer.



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Tatango Enables Provident Films To Reach 50,000 Moviegoers on Their Mobile Devices.

Goal:

- ✓ Provident Films, a unit of Sony Music Entertainment, was looking to find a way to engage moviegoers on their mobile devices, in advance of the release of the movie October Baby.

Execution:

- ✓ Provident Films used the movie's website, in addition to a pre-existing email database to advertise the launch of the SMS campaign.
- ✓ Provident Films leveraged channel partners such as FamilyLife, Priests for Life and Concerned Women for America to advertise the launch of the SMS campaign to their members.

Results:

- ✓ Provident Films used their newly acquired mobile database of 50,000 subscribers to become the number one limited-release movie of all time.
- ✓ 5,500 SMS subscribers clicked through on their mobile devices to watch the exclusive movie trailer.
- ✓ 10,500 SMS subscribers texted-to-win after opting into the SMS campaign, for the chance to win free advanced movie screening passes.



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Tatango Generates 2,000 App Downloads During MLB Playoffs for Turner Sports.

Goal:

- ✓ Turner Sports was looking for an easy way to instruct viewers on how to download their new TBS Social Dugout mobile app to their mobile devices during a nationally televised in-game promotion.

Execution:

- ✓ During the first three days of the Major League Baseball playoffs, viewers were told to download the app by texting DUGOUT to 68398.
- ✓ Cable television in-game promotions on TBS advertised the ability to download the new mobile app through the SMS campaign, which viewers were quick to share on social networks.

Results:

- ✓ Over 2,000 viewers downloaded the TBS Social Dugout mobile app after engaging with the SMS campaign.
- ✓ By adding a text-to-download option, Turner Sports was able to simplify the app download process.
- ✓ By simplifying the download process, Turner Sports was able to increase the amount of downloads in relation to the amount of viewers that saw their television promotions.



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