

SMS Manager

Mobile Communication

SMS is a highly targeted, effective and reliable communication tool to reach audience on mobile. Besides advertising purpose, SMS can also be used for alerts, notification and confirmation. All these communications help enhance customer engagement and satisfaction.



Benefits

- Reliable communication channel with high user penetration and no geographical limitation, enhance customer engagement effectiveness
- Achieve targeted promotion with various service options including Self-serviced SMS Manager, Location-based SMS / MMS, Inbound Roamer SMS, Bulk Buy SMS / MMS
- Simple web console operation facilitates promotion campaign preparation with faster response
- Trackable response from target recipients for performance evaluation and follow up

Key Features

- Various touch points for operation: self-serviced web console, API, direct connection to SMS center (SMSC) and managed service
- Dedicated SMSC for assurance of Quality of Service (QoS)
- Customized SMS solution and connection with customer's own platform is available
- Both SMS and MMS are available

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