

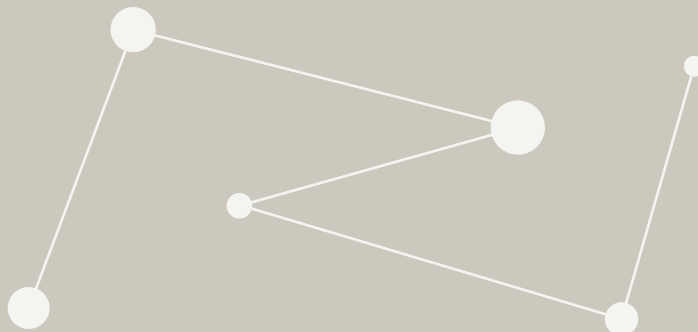
HOW TO GET STARTED WITH A2P TEXT MESSAGING

APPLICATION-TO-PERSON (A2P) SMS

Any text message sent from an application to a subscriber or vice versa.

IF YOU ARE LOOKING INTO ADDING A2P TEXT MESSAGING TO YOUR MULTI-CHANNEL COMMUNICATIONS OFFERING YOU AREN'T ALONE, AND YOU'RE IN GOOD COMPANY. APPLICATION TO PERSON (A2P) TEXT MESSAGING IS A RAPIDLY GROWING MEANS OF COMMUNICATING WITH CONSUMERS IN AN INSTANT AND UBIQUITOUS MANNER. THE LARGEST AND MOST SUCCESSFUL ENTERPRISES IN INDUSTRIES SPANNING FROM FINANCE AND SECURITY TO TRAVEL AND ENTERTAINMENT ARE BEGINNING TO TAKE ADVANTAGE OF ALL THE MANY USES OF A2P SMS. FOLLOW THE GUIDELINES BELOW AND LEARN HOW TO GET STARTED!

- 1 LEVERAGE AND/OR BUILD DATABASES AND CREATE EFFECTIVE CONTENT.** Define your audience and determine and what type of information you'll want to collect, disperse, or exchange over SMS. You can build your database by asking consumers to text you, leverage your websites or app properties and have them fill out a form. Text messages can include links to multimedia content like video and pictures or to product information and reviews.
- 2 GET FAMILIAR WITH THE COSTS OF A2P TEXT MESSAGING.** The costs of your messaging program will extend from the internal costs of implementation through to per message fees associated with the volume of messaging you are doing. When a high volume of messages are at stake, fees can become very low. The cost to get a messaging program up and running can be as little as 5% of that of developing and managing a mobile app.
- 3 GET PERMISSION.** Engagement is always permission based. You will need to be clear and upfront about the nature of the content you'll be sending and what information will be collected from mobile subscribers. Privacy continues to be an important issue related to all aspects of digital data collection. Work with the right partner who can assist you in making your programs comply with laws, regulations and mobile operator guidelines, as well as provide best practices for a range of use cases.
- 4 CREATE A CONTENT DELIVERY STRATEGY.** Send messages sparingly and during normal waking hours. Try to limit messages to only high value content as to not invade the consumer's personal space. Send exclusive information that cannot be obtained anywhere else to reward the consumer for letting you in.
- 5 SELECT THE RIGHT PARTNER.** Seek a partner that can help address all aspects of your messaging programs and support you every step of the way. Look for partners that are dedicated to A2P messaging and won't get distracted by other service offerings to your enterprise. The ubiquity and handset agnostic nature of SMS make it the optimal channel for applications such as two-factor identity authentication, emergency alerts, airline schedule changes or delay communications, and shipping notifications, just to name a few.



ABOUT MBLOX



As the largest independent A2P (application-to-person) mobile messaging company in the world, Mblox helps brands, agencies and service providers create meaningful connections with their customers on mobile devices anytime, anywhere. Mblox's network of more than 900 mobile operators around the world enables businesses to reach nearly 6 billion consumers. Mblox makes it easy for businesses to use text messages and push notifications to drive revenue, lifetime customer value and ROI.

For more information, please visit:

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A2P SMS USE CASES

- Two-factor Authentication
- Customer Service Touches
- Job Opening Alerts
- Employee Referrals
- Coupons, Contests, Promotions
- Loyalty Programs
- Bank Transfers
- Account Balance Notifications
- Travel and Weather Alerts
- Emergency Alerts
- Appointment Reminders
- Prescription Refill
- Server/Computer breach alerts
- Fraud detection
- Order Fulfillment