Integrated mobile marketing

SMS

Experian™
Marketing Services

Connect with today's on-the-go customer. Anytime, anywhere.

With smartphone penetration surpassing 51% in the UK and the growth of mobile internet across Britain consumers are now "always on" and expect brands to be the same[1]. The convenience of mobile allows consumers to text, tweet, email, check in, research and shop at any time and any place – brands need to be able to respond to the desires of this modern "always on" consumer.

Experian Marketing Services' cross-channel marketing platform is built to support mobile messaging programmes of any size or sophistication, enabling brands to create and grow a loyal and engaged mobile customer database. Backed by the industry's highly acclaimed professional services team[2], the platform equips brands with the most effective tools to kick-start new mobile marketing initiatives, optimise existing programmes and expand the reach of traditional marketing campaigns through the mobile channel.

With Experian Marketing Services' integrated mobile marketing, you can:

Set up, deploy and manage SMS campaigns from a single user interface

- Easily set up and deploy bulk, series or real-time event-triggered SMS messages

- Execute mobile messaging campaigns leveraging robust customer profile data, including:
  - Acquisition campaigns
  - Loyalty programmes
  - Brand promotions (i.e. text-to-win or text-for-info)
  - Personalised offers and triggered alerts
  - Transactional notifications
  - Discounts and coupons
  - Integrated cross-channel programmes

SMS

Increase SMS campaign effectiveness with advanced targeting and audience selection

- Identify your customers who are active mobile users through a combination of integrated customer data and Experian Marketing Services' deep consumer insights

- Effectively target opted-in customers with special mobile offers through immediately actionable insights

Deliver timely, optimised customer interactions with real-time, automated decisioning

- Immediately leverage real-time customer behaviour and response data to drive more timely and relevant SMS messaging

- Easily create and deliver highly dynamic SMS content that is automatically influenced by real-time customer data

- Execute triggered SMS programmes that require little to no intervention to intelligently interact with customers who have opted-in to mobile communications

Increase engagement and campaign reach with cross-channel integration tools

- Optimise email and Web content for viewing on mobile devices

- Include shortened links in specialised mobile offers and drive customers to Web versions of the content that can be shared to social networks

- Easily add a Facebook Connect option to mobile Web pages and forms, enabling quick and easy signup and automatic updates to customer profiles with social data

Expand your mobile audience and sustain meaningful long-term relationships

- Allow unknown customers to self-identify by texting keywords to short-codes that trigger back personalised registration URLs, and immediately start building full customer profiles for future campaign targeting in any channel

- Provide mobile audiences with the option to seamlessly engage with your brand across other channels, such as email, Web, social and print

- Retain customer insights obtained from past mobile marketing campaigns, then retrieve and immediately leverage that information to influence future communications in any channel

Want to get started?

For more information on how to deliver coordinated and intelligent mobile marketing interactions, please visit our Website at www.experian.co.uk/marketingservices or call us at +44 (0) 1932 422 300

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[1]Digital Trends 2013, Experian Marketing Services
[2]The Forrester Wave: Email Marketing Vendors, Q1 2012