

MOBILE RELATIONSHIP MANAGEMENT

ENTERPRISE TOOLS AND API'S TO CONTROL SMS AND MMS VIA SHORT CODES AND STAR STAR NUMBERS

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ABOUT US

SUMOTEXT helps brands, enterprises, non-profits, and agencies kick-start and sustain conversations and commerce with mobile audiences via SMS, MMS, Passbook, and Google Wallet. Founded in 2007 in Little Rock, AR, SUMOTEXT supports a diverse roster of over 100 accounts on over 50 dedicated short codes and 10 StarStar numbers.

PRIMARY CLIENT CONTACTS

Matt Lozeau	Director of Client Services	matt@sumotext.com
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Timothy Miller	President and CEO	tim@sumotext.com

OUR EXPERTISE

MOBILE RELATIONSHIP MANAGEMENT

Beyond the basics of opt-in and opt-out, our platform is loaded with dashboards, real-time reports, and intuitive utilities for segmentation and targeting that enable true 1-to-1 marketing. Our product-oriented approach to messaging technologies keeps our service affordable, easy to use, and distributable to national, regional, and local program managers. We also provide simple and reliable API's for developers to connect to our gateway which reaches most every wireless carrier in the U.S., Canada, and over 200 countries. Whether your goal is to simply activate offline advertising or launch an integrated mobile loyalty and rewards program, it's all ready to go, including the most advanced mobile coupon solutions that leverage MMS to deliver Passbooks Passes and dynamic barcodes into mobile wallets.

OUR DELIVERY MODELS

SUMOTEXT works with companies of all sizes and we offer flexible pricing and plan options to support your unique needs. Whether you are planning your first pilot project or ready to commit to a national mobile engagement strategy, we invite you to call us and learn how our team of experts can help ensure your success! Beyond consideration for basic support, account management, and executive oversight, the most common metrics we use in pricing proposals include volume projections and the number of accounts, sub-accounts, program managers, locations, brands, keywords, coupons, wallets, or geo fences supported.

Self-Service Model

Since 2007, SUMOTEXT has been known as having the most advanced, distributable, and inherently compliant platform for organizations and agencies ready to bring their mobile communications in house. Our mobile relationship management platform was ranked #1 by TopTenReviews.com for three straight years because of its unique combination of power and ease of use. Whether your goal is to activate your advertising, launch a basic loyalty or alerts program, or delivery dynamic coupons with barcodes, we'll get you trained and have your programs up and running the same day!

Managed Services

We're much more than a platform. We're an experienced team of mobile marketing experts. And while we provide training and support to every client account, our Client Services Group provides dedicated resources to help a select group of clients plan, execute, and measure their mobile strategies and campaigns. Defining a Mobile Strategy — one that continually aligns customer needs and business goals with evolving technologies — prepares your business to identify and pursue mobile opportunities with confidence. Leveraging our people and methodologies for campaign planning, execution, and measurement rallies the players, defines the performance metrics, and creates processes for efficient, repeatable success.

Hybrid Services

In a hybrid delivery model, we'll assign a dedicated account manager who will get to know your team and customize a plan to support their unique needs and business processes. While your ownership of basic campaign configuration, testing, execution, and reporting roles will help keep costs down, we'll be there to push the buttons and run the reports when you get too busy or need assistance with more advanced features.

API-Only Service

For developers who prefer to automate their mobile messaging programs from internal data sources and event triggers, we also support API-only accounts with reliable, high throughput connectivity to our SMS, MMS, Coupon, and Mobile Wallet Gateways.

OUR AWARDS

SUMOTEXT has been ranked #1 by TopTenReviews.com in 2011, 2012, 2013, and 2014.

"In the world of text message marketing services, SUMOTEXT is the resident heavyweight. This product shows its strength in its extensive feature set and reporting capabilities, which enable you to win the attention of your consumers and open up two-way communication. You will be hard-pressed to find an SMS marketing service that will so effectively augment your marketing strategies, which is why we are pleased to give this service our TopTenREVIEWS Gold Award."

"As a text message marketing service, SUMOTEXT goes above and beyond in creating a solution to help any business improve communication with their customers. We found the interface intuitive and comprehensive in scope, allowing us to easily create texting campaigns while at the same time enabling us to monitor real-time results of conversations taking place. Whether you want to send out coupon codes, polls, auto-responders or open up conversation with a simple text, this service will easily suit your needs."

TopTenReviews.com: [Text Message Marketing Review 2014](#)

OUR BELIEFS

SMS IS THE ACTIONABLE CHANNEL

Unlike branding, actionable marketing's goal is to persuade a prospect to act or engage:

- Uses a call-to-action to overcome inertia.
- Connects with the company in some form.
- Yields measurable results towards a business goal.

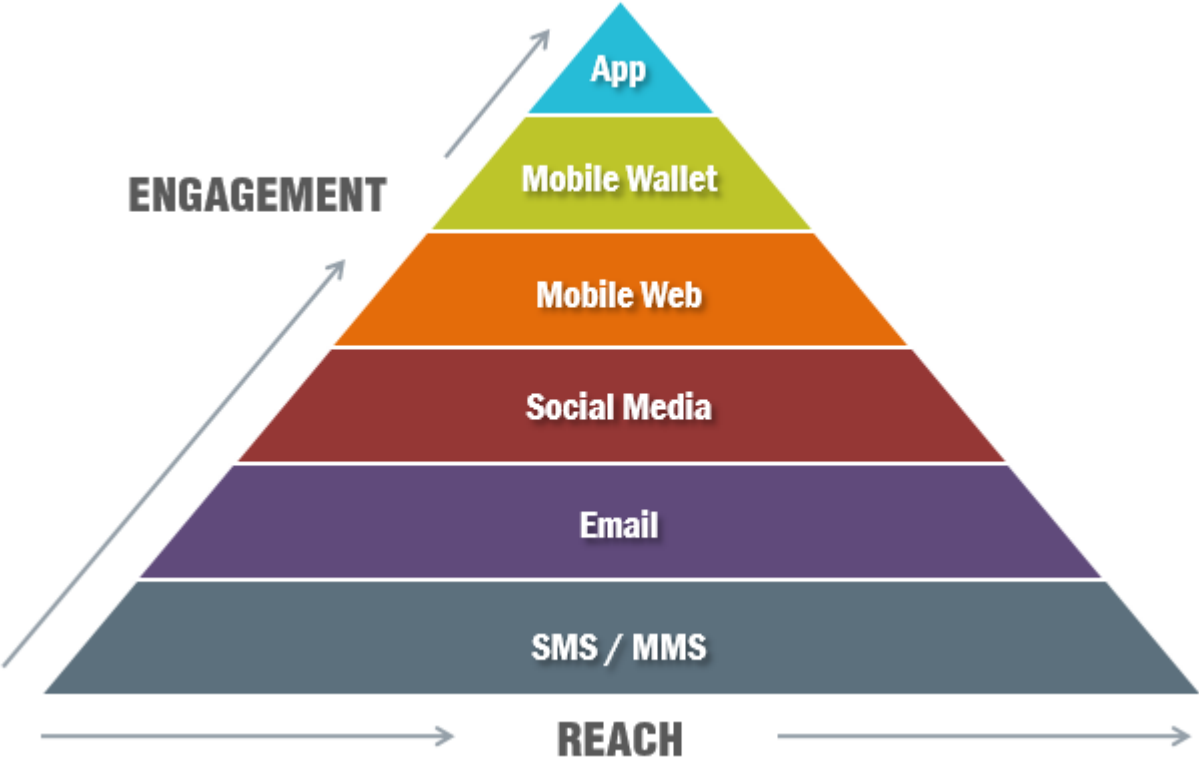
SMS IS THE ENHANCEMENT CHANNEL

The growth and popularity of text messaging can be partly explained by its immediacy and brevity. But its rise to prominence is equally explained by its ubiquity - i.e. SMS and MMS are on every mobile phone and most Americans carry their mobile phones at all times. For business marketers, these characteristics make text messaging the ideal connective tissue to link and enhance all other marketing channels.

COMMON EXAMPLES

With SMS, you can ask your customers and prospects to:

- Text to join your Mobile VIP Club
- Text their email address to your short code
- Click a link in an SMS to fan you at Facebook
- Click a link in an SMS to purchase or shop
- Click a link in an SMS to get your app (with native device detection)
- Show an SMS or MMS coupon (even barcodes) at Point of Sale
- Text to get Passbook content into digital wallet via MMS



BASIC PLATFORM FEATURES

BASIC INBOUND MODES AND RESPONSE FEATURES	
Text-2-Join	Keywords that build opt-in databases and provide compliant opt-in confirmations
Text-4-Info	Keywords that reply with info without an opt-in confirmation
Text-2-Vote	SMS poll question that asks a user to respond "A", "B", "C", or "D"
Text-4-Survey	A series of poll questions where previous answers determine next questions
Text-2-Win	A system that replies with "winner" and "loser" notifications based on odds of winning
Text-2-Give	Keywords that can add \$5 or \$10 donations to a consumer's phone bill
Auto-Campaigns	Configurable message flows that follow a subscriber's opt-in or request for info
SCHEDULING A MESSAGE	
Recurring Alerts	Scheduling a message to recur daily, weekly, or monthly.
Sticky Polls	Scheduling a message that asks a question (on a shared short code)
2-Part message	Scheduling a 320 character text message which the system splits into message (1/2) and (2/2)
Targeted Messaging	Scheduling a campaign message to 'ALL', custom 'GROUPS', or 'INDIVIDUALS'
Cross-Keyword Send	Scheduling a single message across multiple keywords (with auto-de-dupe)
Personalization Tokens	Including dynamic variables to personalize a message - e.g. [NAME] [EMAIL]
Copy Messages	The ability to copy and edit previously sent messages from message history
Field Alerts	Sending a message to a distribution list remotely from an authenticated phone
ORGANIZING SUBSCRIBERS	
Grouping	Creating custom distribution groups within a keyword's subscriber database
Query Builder	WYSIWYG query builder that organize subscribers into groups
Auto-Grouping	Auto-organize subscribers into groups (from web forms, polls, sticky sessions, or SMS giving)
Web Forms	Configurable web forms and widgets that collect user profile data online via browsers
WAP Sites	Configurable mobile web sites to link subscribers to pictures and media
Find Subscriber	Search and find a mobile number and view full message thread history
Alias Keywords	Create and 'catch' alternate spellings and phrases and associate that with the actual keyword
Facebook Tabs	Custom Tabs installed on Facebook Fan pages that collect profiles and opt-ins
OTHER	
Passbook	Create and deliver Passes that will be stored in Apple's Passbook and Android's PassWallet
Location-Aware SMS	Create geo fences and deliver custom message flows based on subscriber's location
MMS Builder	Drag and drop to create Multimedia Message Slideshows (Pictures, Barcodes, Audio, Video)
User Permissions	Limited credentials and permissions assigned to non-primary account users
Dashboard	Consolidated views of account, user, and keyword summary via Dials, Graphs, and Charts
Cross-Keyword Views	Report grids that show a consolidated view across keywords (and filtered by account)
Reporting Engine	Cross-account, cross-keyword custom reporting engine (for ALL data and transactions)
Export	Report grids that allow users to export as XLS or XML (TXN's, Subscribers, Reports, etc.)
Integration Triggers	Configurable event triggers that update client's external data sources with collected data

DIFFERENTIATORS

While many of our competitors continue to try and evolve into full service digital agencies, SUMOTEXT continues to enhance its core platform and campaign management tools while remaining exclusively dedicated to innovation and product creation around mobile messaging.

As such, we believe that we are an ideal partner for highly visible organizations that prefer to plan, execute, and measure their mobile marketing programs in-house while relying on a trusted partner for the technology, tools, service, and support they require, including enhancements, tactical advice, best practices, and industry advocacy.

1. MMS BUILDER AND BARCODE GENERATOR

Our MMS Builder allows clients to drag and drop image, audio, and video files to create rich media text messages that can include up to 5,000 characters of text. We also save your content to our staging server in multiple file formats using multiple compression codecs. This allows us to apply the device profiles we receive from carriers and optimize the payload for your customer's specific mobile device.

Through the same point-and-click interface or through developer APIs, clients can also pass their own transaction IDs or have unique IDs generated to deliver 2D barcodes (QR Code or PDF-417) on-demand. We also support the creation and dynamic delivery of all transaction-embedded objects into mobile wallets including Apple Passbook and Android PassWallet.

2. GEO FENCE BUILDER AND LOCATION-AWARE MESSAGING

Our Geo Fence Builder allows clients to draw areas and regions on a map for location-aware messaging. When these fences are associated with a campaign, SUMOTEXT can automatically organize subscribers into different groups and keywords based on the location of a mobile device.

Not to be confused with proximity marketing SPAM, location-aware messaging allows multi-unit retail or restaurant brands to promote a consistent marketing message and "call-to-action" across multiple channels and geographies while responding with targeted offers/rewards based on the location of the customer's mobile device.

3. SMS GIVING

SUMOTEXT is 1 of 6 application providers approved by the [Mobile Giving Foundation](#) to provide SMS giving solutions to qualifying 501(c)(3) organizations. By securing and promoting Text-2-Give keywords on one of our mobile short codes, your supporters can send a text message and confirm to have a \$5 or \$10 donation applied to their mobile phone bill.

4. TOOLS TO CREATE AND MANAGE PASSBOOK PASSES

SUMOTEXT provides an elegant Passbook Pass Maker and Pass Generator. With SUMOTEXT you can easily deliver dynamic PKPass files (Passbook Passes). And unlike anyone else, we can also Distribute Dynamic Passbook Passes via MMS. This makes the user experience much more elegant because it doesn't require your customers to fill out forms on landing pages or download native companion apps. With SUMOTEXT, all of our platform's campaign modes and message flows are integrated to support MMS via short codes or StarStar numbers. This allows you to easily drop Passbook passes into SMS opt-in confirmations, auto-responders, polls, contests, and surveys as well.

5. STARSTAR NUMBERS

Through our partnership with [Zoove Corporation](#), the SUMOTEXT campaign management tools can also control your StarStar Number. StarStar numbers are intelligent vanity phone numbers that consumers can "simply call" from their mobile phone. They activate offline media assets and provide marketers a single "call to action" that is easy for customers to remember and dial. When combined with our geo fences and campaign management tools, StarStar numbers can dramatically increase response rates and transform a simple phone call into an intelligent, interactive conversation.

6. ADVANCED DATA COLLECTION AND AUTO-INTEGRATION TRIGGERS

Every SUMOTEXT client has instant access to all the tools they need to collect data and build customer profiles through SMS Sticky Sessions, SMS Sticky Polls, SMS Sticky Questions, Web Forms, and our integration with Facebook. We also detect device type and device location, and can append data from third party data sources.

Our auto-integration triggers allow clients to configure SUMOTEXT to automatically update external data sources and web services like Salesforce.com or a client's Email Service Provider each time a new subscriber is added or their custom profile elements that you are collecting are updated.

7. SEGMENTATION, PERSONALIZATION, TARGETING

Our Query Builder tool allows clients to build powerful SQL statements through a simple point and click interface that organizes subscribers into groups and distribution lists for targeted campaigns. Our Personalization tokens allow clients to include dynamic variables in their message flows that personalize each message with one of your custom profile elements - e.g. [NAME] [LOCATION] [EMAIL] [EXPIRATION DATE], etc.

COMPANY LEADERSHIP

TIMOTHY MILLER, PRESIDENT AND CEO

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Tim's career began with EDS Corporation where he completed the Systems Engineer Development program with the Electronic Commerce Division in Plano, TX. With EDS, Tim led the implementation of the industry's first electronic bill presentment and payment (EBPP) solutions that included MCI/Worldcom. In 1999 Tim was hired by IBM to build an EBPP National Practice in New York. Tim was on point as his teams successfully sold and implemented over 60 complex EBPP projects around the globe to the world's largest financial services, telcos, and public utilities that included Citibank, State Farm, Geico, and Optus. Tim Miller founded SUMOTEXT Corporation in 2007, helped the company reach profitability in 2011, and today supports a growing team of talented employees that service over 300 brand and agency accounts. Tim has a B.B.A. from the University of Arkansas at Little Rock and was a 2011 Arkansas Business selection to the "40 Under 40" list of businesspeople in Arkansas.

JOHN STYERS, EVP

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John's experience includes Executive Board membership of the Mobile Marketing Association (MMA) and Chairmanship of the Annual Global Messaging Congress in Europe. John was also the former General Manager of the Sprint Mobile Media Network where he guided the development and positioning of Sprint's growing mobile advertising, mobile search and off-portal content strategies. Prior to that, John led the development and design of Sprint's Messaging, Social Networking, IM, Email, and Picture Mail services as Director of Data Communications. Prior to joining SUMOTEXT, Styers was the Vice President of Corporate Strategy & Industry Relations at 3Cinteractive. Before joining Sprint, Styers was the Global Director of Operations and Finance for Crown Greetings, the mobile division of Hallmark Cards. Styers holds BA from Florida International University and an MBA from the University of Chicago.

SEAN DOWNEY, EVP

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Sean has spent the last 6 years in mobile messaging and most recently was the Executive Director of Enterprise Solutions and Strategy at Syniverse, a \$2.6 billion acquisition by the The Carlyle Group in 2011. Sean has also worked in mobile content as the management lead of Jamba!, a joint venture between VeriSign and NewsCorp. Prior to his 13 year career in sales, strategy, and operations with VeriSign and through his business unit's acquisition by Syniverse, Sean was a brand manager for Nestle where he managed the Butterfinger franchise (Bart Simpson), Disney Licensed Product Group (Pixar Releases) and the NBA relationship (Nestle Crunch Slam Dunk). Sean obtained his MBA from Rice University and has a BA from the University of Texas

ELSBETH CLONINGER, SVP

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Elsbeth leads the SUMOTEXT Client Services Group that provides mobile strategy, campaign planning, and campaign execution services while leveraging our custom methodologies and experienced account managers. Elsbeth's career in blending technology and marketing began in college when she worked with the administration to help roll out a new telephone registration platform at Cal Poly. Since then she has implemented sales force automation solutions, developed relational databases, and owned a vertical market software company. For the past 3 years, Elsbeth has worked with a diverse group of national brands and enterprise clients to craft mobile strategies that emphasize the continual alignment of customer needs, business goals, and evolving technologies. She holds a BS in Human Development/Business Psychology from California Polytechnic State University, SLO.