



sumotext

Enterprise Tools and API's to control SMS and MMS via Short Codes and StarStar numbers.



ABOUT US

SMS and MMS via Short Codes and StarStar Numbers

SUMOTEXT is a one stop shop for brands and agencies wanting to kick-start and sustain conversations and relationships with mobile audiences.

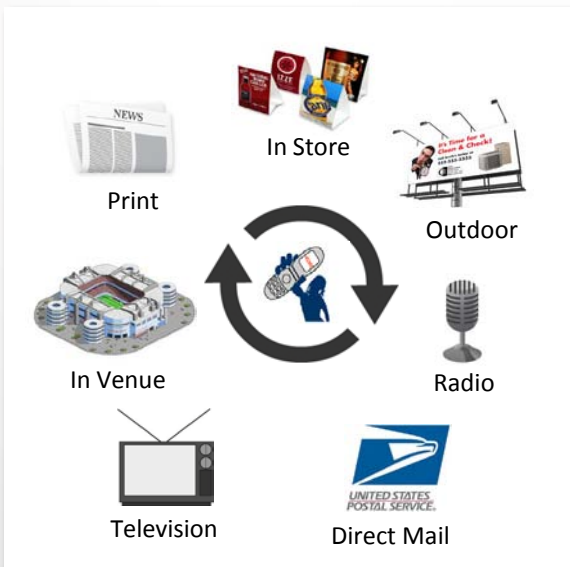
- **Founded in 2007**
- **Profitable since 2011**
- **300+ active client accounts**
- **5,000+ locations supported**
- **Ranked #1 by TopTenReviews.com –2011, 2012, 2013**
- **1 of 6 companies certified by the Mobile Giving Foundation**



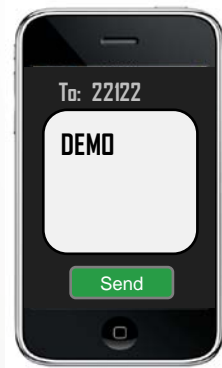
KICK START CONVERSATIONS

ACTIVATE OFFLINE MEDIA | INCREASE RESPONSE RATES

BRAND INVITES ACTION



CUSTOMER RESPONDS



Text Keyword
to Short Code



Call StarStar
Number

CUSTOMER RECEIVES

- Opt-In Confirmation
- Link to Social or Commerce
- Request for Data (Name, Email, ID#)
- Winner or Loser Notification
- Sweepstakes Entry
- SMS Poll or Survey
- SMS or MMS Coupon
- MMS Barcode
- MMS Delivery of Passbook
 - *Generic Pass*
 - *Boarding Pass*
 - *Coupon Pass*
 - *Event Ticket Pass*
 - *Store Card Pass*

DELIVERY MODELS

SUMOTEXT CORPORATION

SELF-SERVICE

- Client controls program via Online Tools
- SUMOTEXT provides Set-up, Training, Service, and Support

MANAGED SERVICES

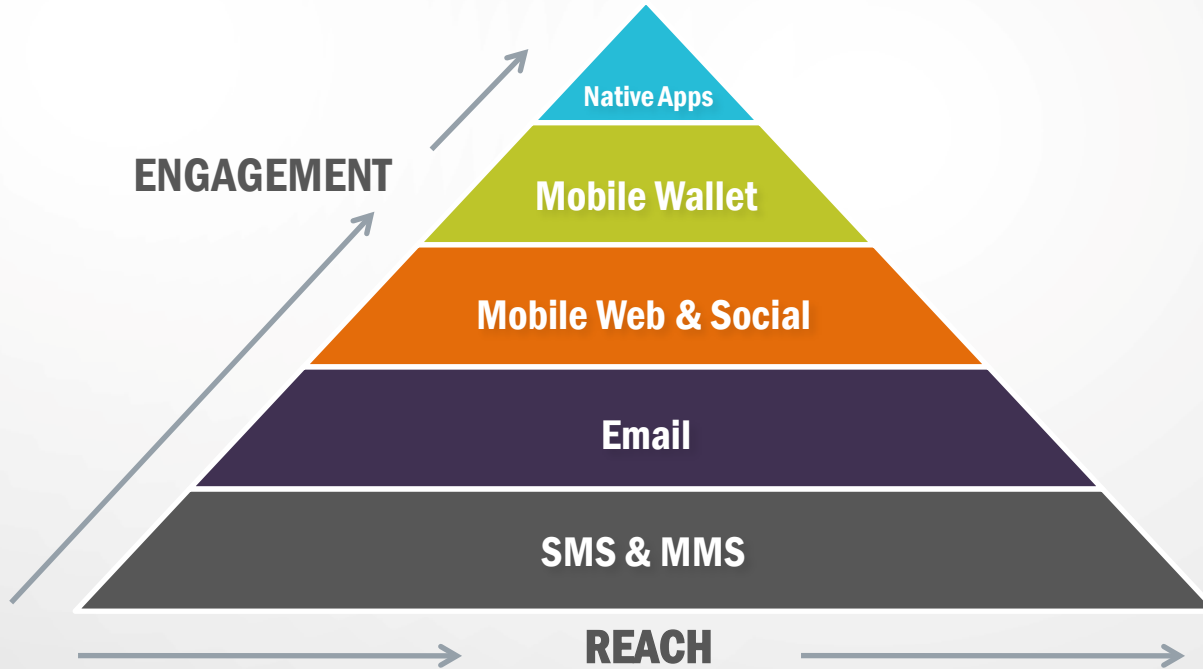
- SUMOTEXT Mobile Strategy and Consulting Practice
- Includes dedicated Account Manager
- Includes full or hybrid program management, execution, and reporting

DEVELOPER SERVICES

- API's and Web Services + Personal Implementation Assistance
- Short Code Provisioning, Testing, and Certification in U.S., Canada, and 200+ Countries

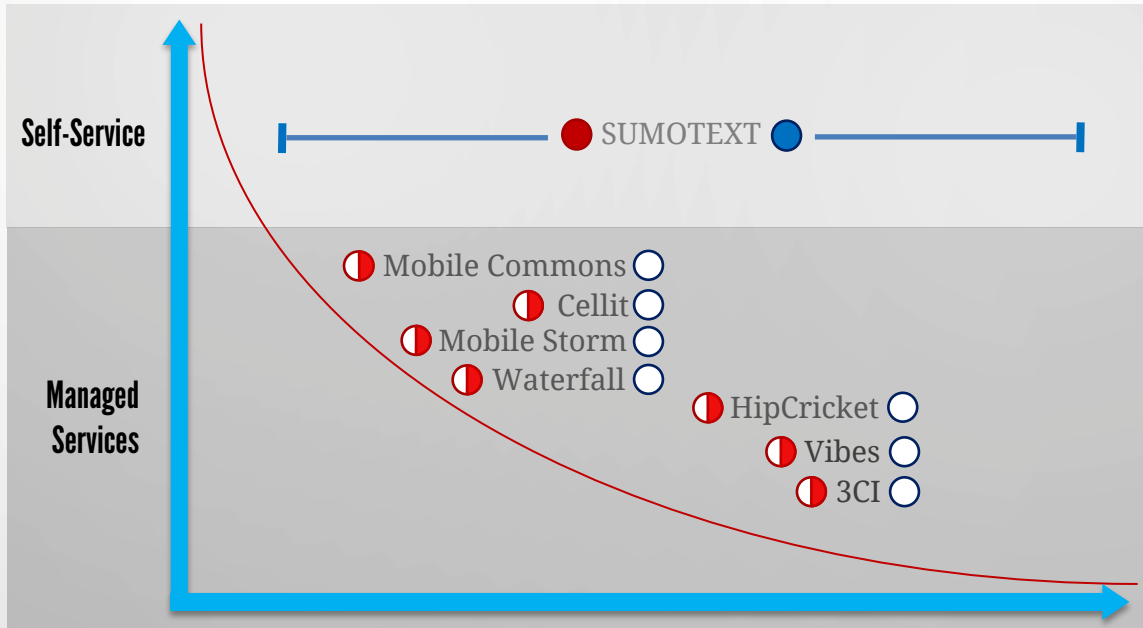
DIGITAL MARKETING

THE BUILDING BLOCKS OF CUSTOMER ENGAGEMENT



COMPETITIVE LANDSCAPE

DIFFERENTIATORS



BASIC

- Advanced Data Collection
- Personalization Tokens
- Segmentation and Targeting
- Cross-Keyword Campaigns
- Integration Triggers
- Enterprise Views and Controls



ADVANCED

- StarStar Numbers
- MMS Builder
- Dynamic MMS Barcodes
- Passbook Builder
- MMS Delivery of Passbooks
- Geo Fence Builder
- Location Aware SMS/MMS

Platform Features and Capabilities

U.S. CARRIERS

INTERNATIONAL CARRIERS



MO's **MT's**

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Web Server 2 In File

Receives and decisions MO's from Aggregators.

Scalable to X number of Web Servers by Short Code or Aggregator.

Carriers, Aggregators, Short Codes

Accounts, Keywords, Subscribers.

MO Live (60 Days)

MO Archive

Proprietary Client Databases

SQL Server 1

JOB

Satellite Servers 1-X

Scalable to X number of Satellite Servers

MT's **Delivery Receipts**

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Web Server 3
MT Status Reports
Update SQL 2 Logs

SQL Server 2
MT Live (60 Days)
MT Archive

Web Server 0
Web App
Reporting App
Custom Apps

Web Server 1
Public Sites
Web Forms
WAP Sites

Perpetual **JOB** creates MT's from scheduled messages, then parses to satellites. Each Satellite sends MT's, then logs each MT to SQL 2.

