

# MOBILE messaging

## Create revenue and engagement campaigns with mobile messaging

### Reach your audience the way they prefer — texting.

Studies have shown that 99% of text messages are read within 90 seconds. Mobile messaging campaigns use this connection to engage your audience and deliver value to sponsors and advertisers. Text programs create revenue that far exceeds the cost of service.

From breaking news to contests to promotions, Marketron has the platform and expertise to help you engage your audience and see immediate results.

### Contests

Sweepstakes, instant-win contests and trivia engage the audience with a multichannel experience. Messages and prizes can be sponsored.

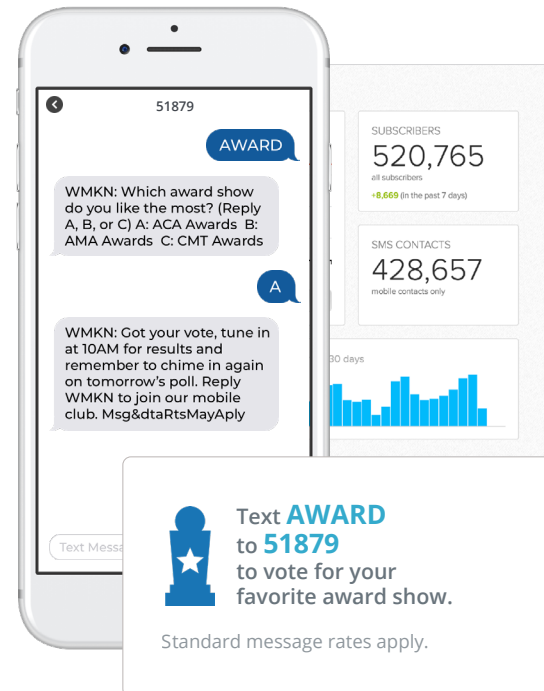
### Promotions & Offers

Keep top of mind with audiences by offering retail discount codes that can be redeemed in-store and online.

### Extend Programming & Boost Ratings

Improve engagement with your audience and viewers by conducting a conversation over their mobile phone. Use mobile messaging to share clips and content or poll the audience in real time to create multichannel engagement.

Text programs offer a simple, accessible way for engagement and growth. Marketron's mobile messaging platform has the features that allow you to effectively reach your audience.



### Loyalty Clubs

Send and schedule messages to increase your station's connection with listeners. Position your station and advertisers as trusted figures in their communities.

### Audience Updates

Share news and notify listeners about important updates in their community, including major traffic impacts, unexpected happenings and key political results.

**Metadata:** Collect customer data to use for retargeting campaigns, delivering the most relevant messages to your subscribers.

**Real time:** Inbound messages are queued for easy review and response via SMS and the full conversation is captured.

**Results reporting:** Pull custom reports in real time with a variety of metrics.

**Network scale:** Our messaging backbone has more direct carrier connections, higher throughput and greater scale efficiencies than any other in the U.S. and globally.