



Campaign Manager

Sonic Campaign Manager allows you to extract mobile numbers from your database/application and communicate with these customers in the mobile environment.

The Product

Where customers have opted in to receive mobile communication Sonic Campaign Manager allows you to extract mobile numbers from your database/application and communicate with these customers. It is an effective way for building and maintaining relationships with your clients, staying in contact with customers, delivering and tracking promotional communications and generating sales.

How does it work?

You extract the contact details of the people you wish to contact from your CRM or database. You then upload the contacts into Campaign Manager and prepare your message and send it.

Key Features

- Broadcast of messages to Sonic Mobile's selected countries around the globe
- Message recipients can reply to any message with "stop" to unsubscribe from your mobile database
- No desktop software required, as Campaign Manager is a web based application
- You can add parameters to customise your recipients messages such as signatures and salutations
- Real time campaign reporting.
- Web based contact and list management

Why do I need it?

Sonic Campaign Manager would suit any business that has an existing database and wants to communicate with their client base via SMS.

Benefits:

- Communicates with customers via SMS
- Allows for accurate targeting of campaigns based on members' profiles
- Allows for campaigns to be set up and scheduled in advance
- Tracks campaign progress and delivers real-time reports
- Tracks members' behaviour and history for follow-up offers
- Enables simultaneous usage by multiple users
- Avoids potentially expensive integration with existing databases

Sonic Mobile can solve all of your mobile marketing and wireless communication needs. Talk to us about how you can integrate this product with any of our other mobile solutions. We have the capability to do just about anything mobile – so how far can your imagination stretch?