



SMSsubscription

SMS communication is fast, personal and spontaneous. The basis of successful business is customer's attachment to the product or brand representing it.

SMS Subscription service combines SMS communication with regular provision of entertaining and informative mobile content followed by further interaction options and multimedia services.

The result is a durable customer relation. The end-effect is a climbing revenue chart.

SMS subscription is especially suitable for MT markets, where the end-user can be directly charged with premium SMS sent to his handset by the service provider.

Subscription system simplifies the whole purchase process for the end-user releasing him from multiple decision making and sending multiple SMS. Once subscribed, he is charged for the content provided at defined time intervals until he sends in his resignation.

Subscription Options

Mobiteam offers provision of various types of content including

- text
- WAP links
- images
- video (gif, 3gp)

Subscription services are suitable for a wide range of topics. Create a broadcast adjusted to Your needs:

- news & information (weather forecast, exchange rates, sport scores etc.)
- loyalty programs
- entertainment
- internal corporate communication

SMS subscription together with SMS chat services and multimedia content delivery constitute the basic toolkit for mobile application and service providers.

Mixing the basic elements together gives many service possibilities:

- SMS info newsletter
- video subscription (WAP link delivery)
- video subscription + live SMS chat (WAP link delivery and instant chat session entrance)
- SMS dating service (personal user profile, subscription, one-to-one chat)





Marketing & Customer Data

There are various marketing channels to be used to build up distribution lists: mobile marketing, TV commercials, TXT or print adverts. After the user has subscribed it's the content quality that binds him to it. Reactivation SMS or alternative service offers can be sent to "dead users" and those who have unsubscribed.

Subscription services give you a powerful database of customers who have consented to obtaining marketing information. Apart from charging them for content delivery, this enables cross-selling to a precisely targeted customer group.

Building up closed-user groups, gathering detailed marketing information on your customers' preferences and behaviour are the additional benefits of subscription services.

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Provided by Mobiteam:

- Mobile platform and connections to mobile carriers internationally
- Hardware and software to manage mobile traffic & services
- Animation server-client platform and in-house multilingual chat services
- CMS for all kind of content
- Administration panel with traffic overview, statistics and SMS history features
- 24/7 technical support



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