



What's this?

SMS Traffic Herding enables you to drive prospects to your web-page via direct SMS marketing. With around 83% of mobile phones now being smartphones, it's never been easier to interact with your customers and prospects online via their mobile devices.

SMS enjoy an open rate of 97% compared to just 20% for E-mail. SMS click through is 21% and email is under 3%. So, for every 200 emails sent only 1.2 people will click through, compared to 40 people via SMS. SMS Marketing is probably the most effective marketing medium available.

By adding a unique link to each individual SMS message you can take advantage of the high read rate and transfer the customer to your web-page from the SMS. Using our tracking tool we can report on individual visitors. As well as reporting the success of each send and click through we also report back on the handset type. This helps to build profiled data sets for future use and reduce future sending costs.

Advanced features include:

- Direct SMS Marketing delivers results due to high read rates
- Track each individuals journey to your website
- Report and compare individual data-sets and message wording
- Report on performance including click through rates

OPTIONAL API for web-form pre-population

Website owners can pre-populate forms on their webpages with customer details. This can increase conversion rates for services or sign ups by as much as 40%.

The landing page recognises the unique link within the SMS and uses it to automatically look up information on that particular visitor via the API to obtain the original mobile number used for the send. This number can then be used to look up the visitors personal details such as name and address using the original customer database and pre-populate a web-form. This can all be done in the background with no noticeable delay for the visitor.

Powerful back office tools allow you to easily send bulk SMS and make sense of the results

Sending

- Upload your data to our back office and send SMS fast
- Personalise individual messages with names and individual tracking links or other information you hold

Reporting/Refining

- Report back on delivered messages and click through
- Identify users that clicked on the link
- Database handset type

How can I get started (setting up a basic campaign)?

Contact your Account Manager on **0844 884 3005** or e-mail **sales@liquid11.co.uk**

Demo this service free of charge at **www.smstrafficherding.co.uk**

SMS Traffic Herding 0844 884 3005

SMS Traffic Herding drives customers to your website directly from a text message

Advanced SMS to Web Marketing Give it a try right now

- Direct SMS marketing delivers results
- Smart phone domination offers new marketing opportunities
- Drive traffic to and interact with your website
- Track and identify each individual journey to your website
- Accurately report on data sets and campaign performance

Mobile Number

Email Address

Company Name

SMS Traffic Herding Demo Customer

Welcome demo Change Password Logout

Campaigns Statistics Contact Us

Campaigns - All Campaigns

Group: ALL

Status	Campaign	Scheduled	Volume	Sent	Delivered	Visits	Rate	Export	Report
Sent	Kate	11/01/2013 15:31:24	11	22.2%	22.2%	45.0%	9.1%	Export	Report
Sent	Bangers n Mash	11/01/2013 15:30:32	11	81.8%	81.8%	42.0%	9.1%	Export	Report

2 Records Found

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Terms of Service

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Campaigns Statistics Contact Us

This shows the volume of respondents for each operating system.

Respondents By Device

Android (20.1%)

Samsung Galaxy Note 1 (20.1%)

Apple iPhone (59.1%)

This shows the volume of respondents for each device (make and model).

Respondents By Brand

iPhone (59.1%)

Samsung (20.1%)

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Campaigns Statistics Contact Us

Campaign Respondents Report

Group: ALL Campaign: Bangers n Mash

Respondents By Day (unique visits)

11/01/2013 12/01/2013

This shows the volume of respondents by day. Typically the greatest responses come within a short time frame of a campaign being sent out, you will usually see a rapid drop-off after the first day.

Respondents By Day