



# smsREACH®

## Leveraging SMS as a Rapidly Developing Mobile Communications Channel

Mobile messaging campaigns hinge on delivery. You can ensure that your message gets there by utilizing smsREACH.

Premiere Global Services' SMS platform provides easy access for simultaneously sending mobile messaging campaigns to thousands of recipients with individualized or broadcast communications. smsREACH application allows you to deliver targeted mobile messaging easily, efficiently and effectively, increasing your brand interaction with customers and improving your communication processes. SMS technology offers valuable benefits that include:

### Fast and Easy Message Creation

The platform provides independent access to smsREACH system via our user-friendly Web portal. Mobile messages are easily created using the Web interface. Simply type your desired message and then press submit.

### Personalization

Each message can easily be personalized to suit each individual recipient, creating the truest one-to-one communications channel available today.

### Convenient Delivery

Urgent messages can be sent immediately or scheduled for a specific delivery time, guaranteeing that your message is delivered at the right time to the right person.

### Full Reporting

A detailed data summary report is sent to you upon job completion. This information allows for immediate evaluation of the success of your communication and can be used to improve future transmissions to ensure they bring value to the customer.

### List Management

Lists of recipients can be stored on our system or uploaded prior to delivery. This allows for easy list updates before a job is broadcast and, when combined with the reporting features, can help with maintaining opt-in lists.



### Ensure Your Audience is Never out of Reach

#### Use smsREACH to:

- Engage in a rapidly developing mobile communications channel
- Reach recipients wherever they are
- Engage in an interactive dialogue between brands and customers
- Target customers in a simple and effective format
- Compliment the use of e-mail and voice marketing
- Increase sales and improve customer relationships

### Brand Enhancement

Leverage SMS mobile messaging campaigns to support, complement and integrate with other marketing communication tools, including voice and e-mail marketing. Effective cross-media integration builds brand image amongst consumers and encourages interaction with the brand that was previously unavailable through other vehicles. Additionally, messages can easily be forwarded between users to spread a viral marketing campaign that will further improve your brand.