



DATA SHEET



## VeriSign® Interactive Messaging Services

### KEY BENEFITS

#### *Compelling Campaigns*

Adding mobile and interactive elements to broadcast programs and integrated marketing campaigns has been shown to:

- + Encourage communities
- + Help increase sales
- + Help improve customer loyalty
- + Strengthen brand images
- + Help raise return on investment

#### *Comprehensive Solution*

With VeriSign, customers benefit from the global market leadership, expertise, and experience with mobile networks, carriers, and messaging. VeriSign also offers professional services from creative and strategic development, to editing and testing.

#### *Self-Service Campaign Administration*

A single, easy-to-use web-based point-and-click interface for self-serve access to real-time reporting plus an integrated suite of SMS and MMS applications and support for all mobile devices and protocols. VeriSign's advanced web console enables rapid program creation with no coding or programming.

#### *Measurable*

A complete suite of reporting and user management features easily generates dashboards in real time for immediate control over business results and an accountable, efficient response channel.

VeriSign® Interactive Messaging Services include a scalable platform plus a comprehensive set of services for mobile interactive campaign management, providing media companies, consumer brands, marketers and carriers with the superior ability to reach consumers at the right time no matter where they are. VeriSign powers these services using its proven Mobile Content Delivery Network—a highly scalable and reliable foundation for interactive transactions. This platform contains all the key components that customers need to quickly bring to market revenue-generating programs, featuring innovative interactive promotions such as Sweepstakes, Voting, Trivia, Alerts/ Subscriptions, CRM Applications, and Point-of-Sale (POS) Promotions.

A global leader in mobile marketing and interactive media, VeriSign services provide an open landscape for innovative campaigns that make the most of popular mobile features. Having launched, managed, and powered thousands of mobile campaigns, VeriSign offers the benefits of unrivaled market insight, which gives customers the information, supplemental talent and tools they need to create, manage, and track nearly any type of interactive mobile campaign.

#### **+ A Single-Source Solution**

Whether managing premium messaging programs or coordinating SMS as part of a cross-media marketing program, VeriSign has the carrier relationships, technology platform, and supporting services that customers need to execute successful programs. And because of VeriSign's fine reputation and service quality, customers can be confident they will receive reliable service and delivery to their customers and prospects. VeriSign can operate as a one-stop shop for global connectivity services and fast and effective white-label mobile marketing and messaging infrastructure services. So, instead of multiple providers, VeriSign can be a single, efficient source for mobile marketing and interactive messaging needs to reach 2 billion people around the globe—on their mobile phones.

#### **+ VeriSign Interactive Messaging Services**

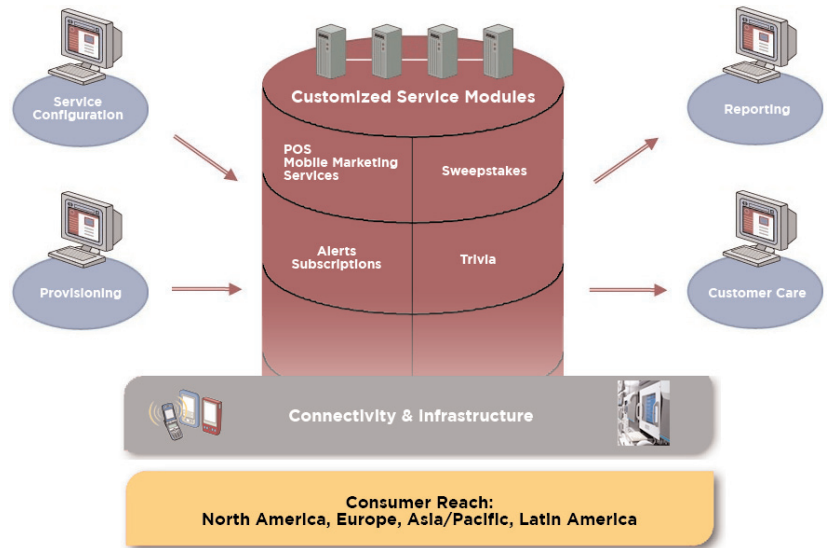
**+ Sweepstakes** – Extend sweepstakes programs to the mobile phone with the ability to easily configure, deploy, and maintain multiple simultaneous promotions to end users. Individual promotions can be set up and monitored in real time from any PC with Internet access all through a user-friendly web interface. Users can easily configure the frequency, incidence, and duration of a promotion prior to launch for maximum



Where it all comes together.™

**KEY FEATURES**

- + 24/7 uptime
- + Scalable messaging/response thresholds
- + Highly reliable platform and network architecture
- + Flexible and adaptable to customer requirements
- + Ideal for cross-media marketing campaigns
- + Response rates of up to 20% for SMS promotions
- + High degree of acceptance with end user



flexibility to meet specific promotion requirements. SMS push activities encourage the players to play and inform them of new activities.

- + **Voting** – Interact with the audience via the mobile channel. Voting allows viewers, readers, listeners, and retail shoppers to participate in programs by text message, which can be billed at standard or premium rates. The Sweepstakes component can be added to encourage participation.
- + **Trivia** – Create and manage original trivia contests where users answer staggered questions from multiple categories or try to break a scrambled code. Easily select or change the questions, answers, and categories as well as the dates of the promotion via a user-friendly web interface. Combine with the Sweepstakes component to encourage multiple plays through instant win promotions and offer a variety of chances to win prizes.
- + **Alerts/Subscriptions** – Set up, administer, and send either scheduled or event-based alerts, such as SMS broadcasts, newsletters or content subscriptions, to registered users. VeriSign can manage the opt-in process, user database, and billing for these services via premium SMS, creating a new source of revenue.
- + **CRM Applications** – Increase consumer loyalty by sending targeted messages to customers using SMS push functionality. Predefined lists can either be uploaded from an existing list, database, or created dynamically based on an event/change of state, such as a price reduction or payment deadline. Multiple opt-in lists can be maintained with full opt-out capabilities.
- + **POS Promotions** – Allow users to redeem promotions using their mobile phone, targeting users at point of sale. Examples include on-pack/under-the-cap instant wins, instant rewards, and instant digital prizes such as ringtones, mobile music, Java games, and mobile styling.

**Visit us at [www.VeriSign.com](http://www.VeriSign.com) for more information.**