



Business Mobile Messaging

INTRODUCING TEXTLOCAL

India's #1 SMS-based mobile marketing and customer engagement platform

 IMImobile

A product of IMImobile

www.textlocal.in

AGENDA

Textlocal Introduction
Textlocal Platform Overview
Features and Benefits
Customer Case Studies

About Textlocal

What's Textlocal

UK's #1 business SMS messaging platform is now in India! With best-in-class features, enhanced user experience and robust technology, we support mobile marketing and customer engagement needs of SMBs and multi-national corporations.

What we offer

Textlocal offers a wide range of mobile messaging features emphasising efficiency, integration and ease of use. Between our readily accessible self-serve product and bespoke solutions, you'll be astounded by what you can do with the humble text message!

Our awards



Deloitte.
Technology Fast50
UK 2013

A Product of IMImobile...



Over 165,000 customers can't be wrong!

www.textlocal.in



About IMImobile

Integration of the Textlocal Platform and IMImobile's mobile engagement product portfolio platforms and solutions means deeper IT integration projects, bespoke and managed services for all clients.

› Who we are

We are an IP led technology company providing software and services in over 60 countries to help clients engage more effectively with their customers on mobile devices

› Our clients



› Our products & services



Business Applications

Line of business applications for smarter mobile engagement.



Network Products

Mobile and social network products for messaging, billing and voice.



Managed Services

Software and Services for revenue generation and customer engagement.

› Global coverage



www.textlocal.in

Textlocal offers a market leading platform to create, manage, deploy, and measure all your SMS messaging campaigns and communications in real-time, via one single console.

Comprehensive Platform...



...backed by fanatical support

98% of our reviews are rated 

www.textlocal.in



Our Core Capabilities

Explore the killer app in every mobile!

Look beyond bulk SMS providers – Discover what you can do with Textlocal SMS messaging platform!

Send SMS Online

Schedule and send personalized SMS to millions of customers without any software installs

Attach Images, PDFs and more

Send brochures, newsletters, images and menus via SMS. If you've their number, you've their business!

Email to SMS gateway

Send SMS texts from any email application. Your email will be converted to a text and delivered in seconds.

Receive SMS

Generate leads and allow your contacts to instantly reach you with our keywords, short codes and long codes

Track SMS Campaign Metrics

Get click through rates and recipient details for web page URLs, attachments and other short links in your SMS campaigns!

Vouchers and Ticketing

Create and send mobile vouchers, tickets and loyalty cards. Redeem them online via Messenger or our mobile app.

Easy API Integration

Integrate any application using our simple API gateway and access Textlocal's powerful features

Mobile App for Android, iOS

Instantly communicate with your contacts and groups while you are on the move

... and much more

Explore our simple mobile web page creator, data collection forms and surveys, comprehensive reports...

www.textlocal.in

Built for Enterprise Needs

Sub User Roles*

Give Textlocal platform access to multiple users with varying privileges

Lockable Templates*

As a super user, create SMS templates and restrict other users to use just these templates

myDND Manager**

Create your own opt-in database and send uninterrupted texts bypassing the DND registry

Dedicated Relationship Manager*

Textlocal offers you personalized support from our in-house mobile marketing guru

Audit Tracking*

Get a full audit trail of activities performed by users on the account

Enhanced Support SLAs

Textlocal meets bespoke SLA requirements to support corporate clients with their service level needs

Complex data management

Our dedicated team provides the right solution for your data needs, managing your campaigns from start to finish

CRM Integration

Textlocal provides custom API integration with your CRM platform. No fuss and easy to manage.

Bespoke reporting

Our in-house analytics team provides customized reports based on your business needs

*Available as part of monthly subscription package

**Free for all business users

www.textlocal.in



Attachments and Short Links

Track click-through rates and detailed analytics of SMS campaigns using our short links

Web URLs

Send your webpages as Textlocal short links to your contacts and track who opened the links and from which handset! Our Short Link creator tool lets you enter any URL from the web to generate a short link version

Mobile web pages

Create a mobile web page on-the-fly on Textlocal platform and send it as a short link to your customers

Attachments

Create links to documents that aren't on the internet including brochures, flyers, newsletters, photos and menus. Upload files up to 10MB and Textlocal will securely host them online for you. Send these files as short links in your SMS campaigns.



Receive SMS

Generate leads and interact with customers by allowing them to easily opt-in or request for information. Anyone can reach you instantly!

Keywords on Shared Short Codes & Long Codes

A great place to start if you are beginning your mobile marketing activity. Setup your inbox and receive SMS.

Dedicated Short Codes & Long Codes

Setup as many keywords as required and create multiple inboxes for multiple campaigns

Automated Replies

Schedule auto-responses to enquiries by SMS

Forward to a URL, Email or Mobile

Integrate with a messaging system on your website or into a CRM application

To join Cupcakes restaurant SMS
CUPCAKES<SPACE>JOIN to 56263X

Worried about insurance? Type INFO
to 56263XX and get a call back from
our policy expert.

Who will win this year's IPL? SMS
IPL<space><team name> to
92205 92205

SMS Text API Gateway

Integrate any application – your website, software, database or CRM app – with Textlocal using our simple API gateway.

We have code examples in multiple languages to get you started within seconds!



Send SMS



Contact Management



Schedule messages



Detailed Reports



Inbound Messages



Account Management

```
// Example: Send SMS
System.out.println("Sending SMS");
String to = "919876543210";
String from = "919876543210";
String message = "Hello from Textlocal!";

// Example: Schedule
String to = "919876543210";
String from = "919876543210";
String message = "Hello from Textlocal!";

// Example: Detailed Reports
String to = "919876543210";
String from = "919876543210";
String message = "Hello from Textlocal!";

// Example: Account Management
String to = "919876543210";
String from = "919876543210";
String message = "Hello from Textlocal!";
```



With 100,000+ users from multinational brands to bedroom coders, you are in good company!

Mobile Ticketing, Vouchers and Loyalty Cards

Create mobile vouchers, tickets and loyalty cards and send them directly to your customers' mobile phones via a link in a text message. Redeem them online via Messenger or the Textlocal mobile app.



Email to SMS gateway

Our email to SMS gateway is perfect for sending an SMS text message to unlimited people reliably from any email software, server or CRM application. From your registered Messenger account email address, simply send an email to anymobilenumber@sms.textlocal.in from your registered Textlocal account address.



Send to a group



Schedule messages



Custom sender names



Password security



Delivery reports



612 characters



Webpage Creator

Create your own mobile web page or alternatively, we can create professional pages for you.

What's in it for your customers?

Enjoyable viewing experience on their mobile handset and easily accessible information by simply clicking the link in your text message.

Possible uses for mobile web...

- Menus
- Opening Times/ address details
- Maps/ directions
- Promotional posters/ emails
- Online booking/ registration forms
- Timetables



Mobile Forms and Surveys

Booking forms

Got appointments to fill up? Send a promotional text messages with a booking form included so your customers can select what time and dates suit best.

Surveys

Follow up appointments, meetings and sales with a text message with a link to a quick survey while the experience is still fresh in their mind.

Application and Registration forms

From gym memberships to a daunting 10k run, make it quick and easy for people to complete registrations and applications via a mobile form.

The easiest way to collect data and feedback.



Mobile Messenger App

Instantly communicate with any group of people on the move

- Send scheduled messages
- Simple user interface
- View and send your templates and drafts
- Import phone contacts



The multi-award winning online mobile messaging service now in an App. Download now for free!



Case Studies

Contact us to know how your company can leverage Textlocal platform to drive business growth!



We use Textlocal to inform our customers of special offer meal deal promotions. Campaign response rates have been as high as 24%, which is an excellent ROI for us.



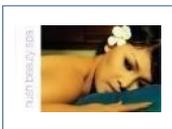
Sending text has helped in keeping our members on the right track and it's an extremely cost-effective tool for us



I moved from another similar service and am delighted with the results. I rate it 5/5!



Textlocal is easy and intuitive. We had a 75% response rate



There has been a clear return on investment from our monthly text campaigns



People read their text messages; this has improved our response rates so we know which students are attending what events.



Through our mobile text services our customers can manage their finances with ease.

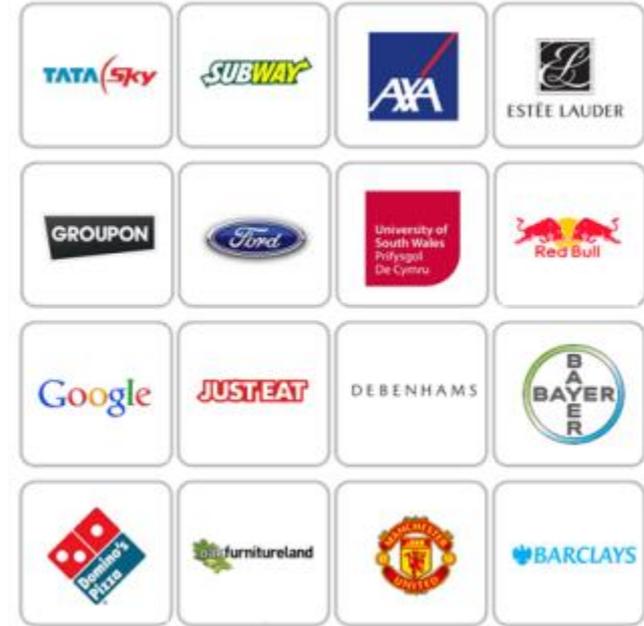


We have had great results from using text marketing, with many recipients making a box office booking as a direct result of receiving a promotional text



Using QR Codes to track attendees meant that Greenpeace staff could easily use mobile phones to generate a report on who attended

Why work with Textlocal



Feature Snapshot

- **Comprehensive SMS messaging platform**
 - Send personalized SMS to millions with zero software installs
 - Track SMS campaign metrics with Textlocal short links
 - Short codes, long codes and keywords to receive SMS
 - Email to SMS gateway
 - Easy API integration
 - myDND manager
 - Comprehensive reports
- **Unique features developed specifically to embrace the increasingly mobile world!**
 - Attach images, documents, PDFs and more
 - Mobile apps for Android and iOS devices
 - Create and send mobile tickets, vouchers, loyalty cards
 - Create and send mobile web pages
 - Create and send data collection forms and surveys
- **Enterprise friendly**
 - Delegated administration to multi-user corporates
 - Dedicated relationship manager
 - Audit tracking
 - Bespoke campaign setup, reporting and integration
 - Enhanced SLAs

Our Customers Love Textlocal



Backed by best-in-class user experience and fanatic support!

Thank you

IMImobile Pvt. Ltd,
Plot No. 77, Road No. 44,
Jubilee Hills, Hyderabad - 500 033

Phone

+91 40 30858603

Email

sales@textlocal.in

www.textlocal.in