

SMS Consumer Prospecting Database from MobileMailbox.com



Consumers Who Have Opted-In to Receive Special Offers
Via Their Mobile Device

110 mm Opt-In Cell Phone Users Call for Pricing!

The **SMS Consumer Prospecting Database from MobileMailbox.com** delivers a nationwide file of over 110 million cell phone users who have opted-in to receive special offers via their mobile devices.

Consumers have opted-in via ring tone and game downloads, financial news site sign-ups, sports alert sign-ups, as well as from registration to sweepstakes and submission of product/warranty registration information.

Every record in the database has an associated postal address, making it an ideal resource for marketers seeking coverage in specific geographic areas. To optimize response rates, self-reported data has been added to the file, yielding selects such as gender, age, income level, and consumer interests. This will get your text messages delivered to the right consumer audience.

The **SMS Consumer Prospecting Database from MobileMailbox.com** facilitates a powerful method for direct and immediate communication with consumers. It is a turnkey platform for pushing special offers into the hands of perspective customers to illicit responses, including retail store traffic, responses to short codes, or the viewing of a WAP pages for additional interaction.

This is, indeed, the final frontier in direct response marketing for consumer marketers, reaching a responsive, technically adept audience with buying power.

USAGE SUGGESTIONS INCLUDE:

- Generating Leads & Direct Sales
- Stimulating Retail & Web Site Traffic
- Branding Efforts
- Subscription Renewals
- Alert & Reminder Services
- Customer Retention & Continuity
- Up-Selling & Cross-Selling Activities
- Collection Activities
- Sweepstakes/Contest Entry
- Surveys & Voting
- Mobile Coupon Delivery (mCoupons)
- New Product Announcements
- Event Announcements

For additional information, visit <http://www.MobileMailbox.com> or contact Al DiBlasi at (954) 360-0644, x205; email mobile@metaresponse.com

Source

Web Site
Registration

Updated Weekly

Selects

Geography (City, State, Zip)
Gender
Date of Birth
Income
Home Owner
Parenting
Ethnicity
Primary Language Spoken
Sports Enthusiasts
Investors
Travelers
Cell Carrier

Postal addresses are available on all records for combined SMS & direct mail campaign

E-mail addresses are available on many records for a combined SMS, e-mail, and direct mail campaign.

Call for pricing for multichannel campaigns

SMS Rental Conditions

140 characters maximum

Message Setup \$150/Flat

The first proof/revision/proof cycle is performed at no cost. Additional changes after this cycle are at \$50/F per additional proof.

Additional Services from MobileMailbox.com include:

- Cell Phone Append to your house file
- Push services to send SMS messages to your house file

Update Schedule

Updates weekly

Rate card Version: 2B