Making
Mobile Marketing
Simple

mzCONNECT is a software-as-a-service (SaaS) platform integrated with mobile technologies built on a scalable and highly reliable cloud computing environment for accomodating high volume traffic.

The platform offers a Insights Dashbaord, SMS Manager, Mobile Coupon Publisher, QR Code Generator, Location-based Messenger, Locator, and Loyalty Manager that you can license all at once or as you need them. APIs are also available if you want to integrate mobile capabilities into your existing applications.

Reports

Built with a robust reporting engine , mzCONNECT's Insights Dashboard offers a quick visual glance of important key performance indicators (KPI). Companies can also quickly generate reports for analyzing campaign performance. Some of the reports include:

- ✔ SMS messages sent
- ✔ Unique SMS subscribers
- ✔ Opt-in and Opt-out counts by all programs/groups
- ✔ URL Clicks
- ✔ Total coupon redemptions
- ✔ Coupon views
- ✔ Loyalty perks redeemed

SMS Manager

mzCONNECT's SMS Manager complies with the Mobile Marketing Association's U.S. Consumer Best Practices and CTIA's CSC Monitoring Compliance.

The SMS Manager provides the tools to create, send and manage text marketing messages easily, such as appointment reminders, shipping notifications, and offers, over your shortcode or a 10-digit long code (DLC).

The SMS Manager features include:

Automated Scheduler
Depending on your campaign needs, you can immediately launch a program or set a desired delivery date/time for the SMS message.

Message Composer and Previewer
Type your message into the Message Composer you'll never exceed the character limitations because our Character Counter will turn red when you've surpassed the limit. And, upon finishing, the Message Previewer will let you view how your message will appear as a text.

Keyword Generator
Add words that your customers can text to a 10DLC or short code to interact with your SMS marketing campaigns.

Message Templates
Save yourself time by creating auto response messages for standard content, such as welcome and thank you messages, order confirmations and appointment and other various reminders.

Audience Lists
Segment your opt-in audience-base by creating single and/or multiple lists to send the right people the most pertinent content at the ideal time. You can segment your lists by data collected as well as the specific interactions they have with your marketing after they're already opted-in.

URL Shortener
The URL Shortener quickly shortens and inserts the link into the SMS message upon delivery.

Location-based Messaging

Integrate push notifications or in-app messaging for iOS or Android apps to engage consumers based on their location within a predetermined geofence or the proximity of a beacon.

Mobile Coupons and Redemption

mzCONNECT's Mobile Coupon Publisher provides the tools to create and publish one or multiple coupons for delivery via a mobile website or app.

Coupon Creator
The Coupon Creator makes it easy to create and publish mobile coupons by taking you through the steps of naming your coupon, adding a coupon description, selecting an expiration date and uploading an image to give your coupon visual appeal.

Category Organizer
If you have coupons for several types of mzCONNECT's departments or services you can create and assign coupon categories, making them easier for consumers to find.
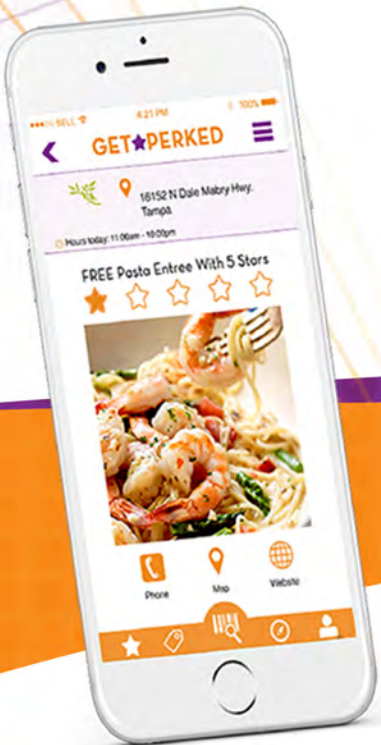
Locator

Using GPS technology, consumers can view your businesses near their current location on a map along with the locations' address, telephone number, and website address.

Loyalty Perks

Reward loyalty points to consumers for frequently visiting the places they love the most. And, redeem points and loyalty offers quickly via our Merchant Scanning App.

Redemption Options
Track the effectiveness of any coupon generated with mzCONNECT using one of our redemption options: mzSTAMP, QR Codes, self or POS.

QR Code Generator

Download the QR codes the system automatically generates for use in your marketing materials, redeeming coupons, or loyalty perks.

Connect. Engage. Convert.

MOBILOZOPHY
WHAT'S YOURS?