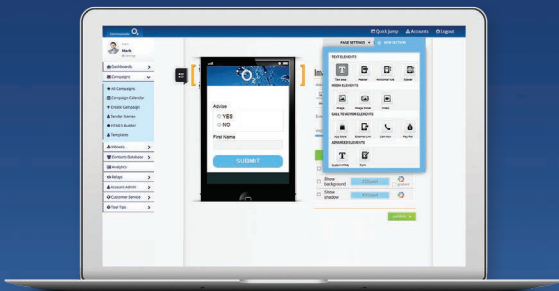
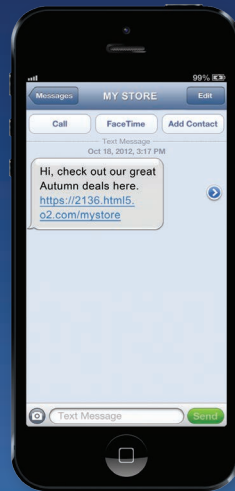


CREATE.



DELIVER.



ENGAGE.



O2 Communicate is a full-featured cloud platform for creating engaging and interactive mobile services and marketing campaigns. With the tools to help you enhance and improve interactions with your customers, you can fully embrace the power of mobile as a multi-channel tool, ensuring personal and meaningful engagement every time.

Benefits:

Innovation:

Change customer communication to drive revenue and loyalty

Immediacy:

Campaigns can be ready within seconds

Personal messaging:

Target individuals through personalising each message

Measurable:

Track, analyse and report on campaign ROI in real-time

Why Mobile?



98% of messages are opened.



Average response time is 90 seconds



Average response rate is over 20%

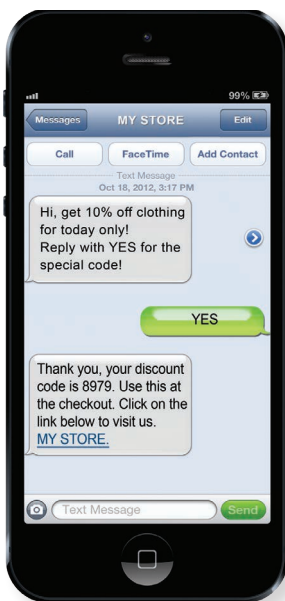
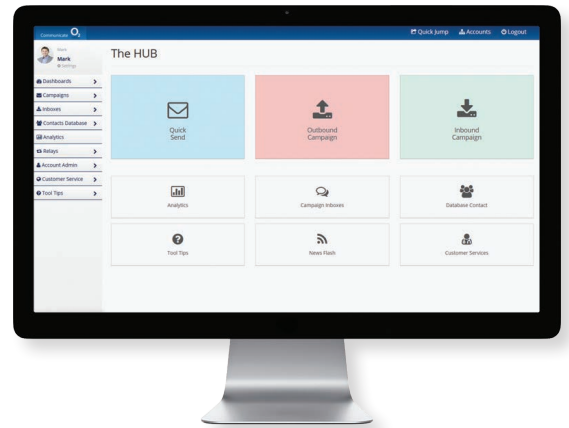


19.3% click through rate

Overview of O2 Communicate

Easy to Use

You can access all of the functionality O2 Communicate offers at any time through the Hub, so messaging campaigns can be set up quickly and intuitively.



Fast and Effective SMS Campaigns

Integrating mobile messaging into your business helps drive direct and personal interaction with customers, helping you to increase sales, improve engagement and drive productivity.

Campaign Planning Made Easy

The Campaign Calendar is an innovative way of proactively creating and scheduling your mobile campaigns. View all of your scheduled campaigns and edit content or targeting based on previous campaign insight, without having to create new campaigns from scratch.

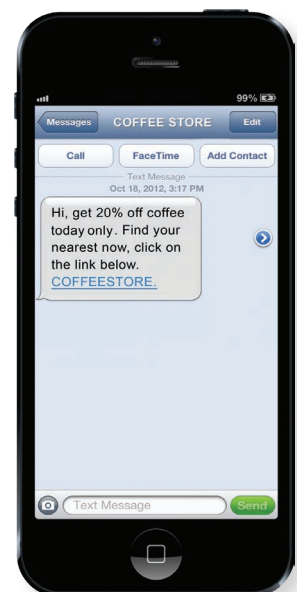
Effective Customer Engagement

Manage your campaign replies and inbound messages through dedicated inboxes to ensure effective customer interaction based on individual consumer responses.

Make the Most of Your Customer Interaction

Utilise your customer database to carry out targeted messaging campaigns, giving you complete control over how your data is used.

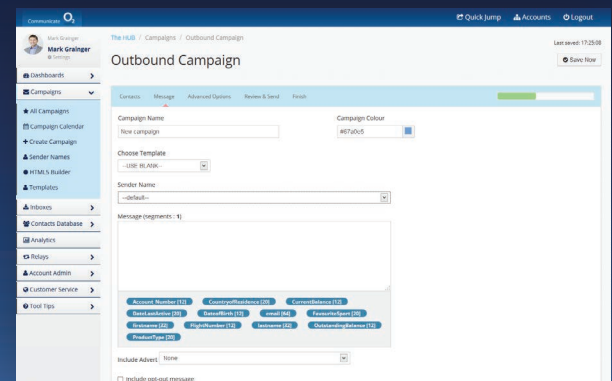
- Collect statistics on campaigns automatically
- Analyse detailed behaviour patterns of individuals and sets of users
- Create campaign templates to match database fields
- Customise messages based on day and time
- Customise messages based on previous interactions with a specific customer



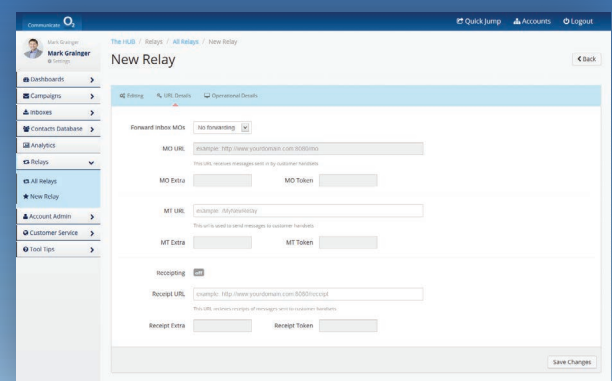
Design, edit and publish mobile rendered landing pages in minutes, incorporating rich content such as imagery, video and audio into your mobile communications.



- ## Easy to Use Interface



Outbound Campaign Wizard



Experiment, Learn, Change

A/B testing functionality within O2 Communicate allows you to try out new ideas such as different messages, calls-to-action and images on sample data sets and analyse which one is likely to be more effective. With the results you can then roll out the full campaign based on content that is likely to provoke a more positive response from recipients.

Track your click through and landing page performance with key metrics such as visitors, conversions and conversion rate to enable you to produce detailed campaign reports.

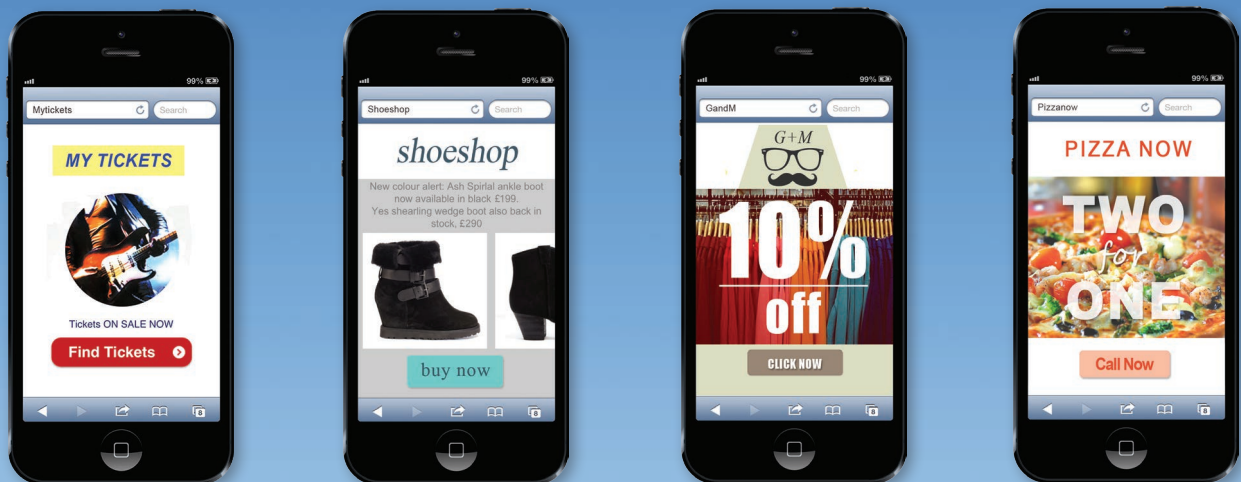
Dive Deeper into Your Campaign Results

Accessing key information on your mobile campaigns in a timely and effective manner is vital for maintaining high customer service levels. O2 Communicate displays the data that is crucial to you in an easily digestible way, and offers drill-down capabilities to manually interrogate campaign data in more detail.

Key Features:

- Reliable SMS Messaging Gateway
- HTML5 Builder
- Advanced reporting and analytical tools
- CRM and customer management functionality
- Campaign creation, scheduling and sending
- Hierarchical account administration
- Pre-pay and post-pay options
- API into existing business systems
- Dedicated inbox and campaign response tools
- Customisable Sender ID and SMS campaign templates

Develop deeper relationships, enhance audience engagement, increase brand awareness, improve customer loyalty and drive revenue growth.



We're better, connected

