

More than 90% of All Text Messages Are Read

## Take Advantage of the Ability to Reach Your Audience Anytime, Anywhere

Redi-Mail delivers the latest solutions in mobile marketing as part of Redi-Mail Multi-Channel<sup>SM</sup>, an entire line of variable data, cross media solutions that include mobile messaging, email, direct mail and personalized web pages.

Redi-Mail's SMS and MMS solutions are fast becoming one of the most popular and cost effective means of getting results from your targeted campaigns. Mobile messaging can then be integrated among other media channels resulting in stronger relationships, increased loyalty and measurement that drive more successful campaigns.

### BENEFITS OF MOBILE MARKETING

- *Highly Personal, establish rapport and trust*
- *Cost Effective*
- *Integrates with other media channels*
- *Delivers high response rates*
- *Provides individual response measurement*



### What is SMS and MMS?

#### SMS (Short Message Service)

is a communication service through which you can send and receive short text messages between mobile phone devices. SMS uses Short Codes, 5 - 6 digit strings of numbers used to send SMS messages to mobile phones. Short codes are generally random numbers, known as Random Code. Example: 34341. There is also Vanity Short Code which is a special number chosen to reflect the brand of a particular mobile campaign on an alpha-numeric keypad. Example: 47624 (GQMAG) GQ Magazine

#### MMS (Multimedia Message Service)

is an upgraded version of SMS through which you can send and receive multimedia messages such as text, pictures, video, audio, etc., between compatible mobile devices.

# Redi-Mail

DIRECT MARKETING  
A Redi-Direct Company

## Some Basics

- Text messages have a maximum length of 160 alphabet characters or 70 Unicode characters. Long messages or multi-part messages can also be sent but under different guidelines.
- Redi-Mail uses the industry standard SMS credit based pricing system. Costs vary by location and carrier, talk to a Redi-Mail representative for more details.

## List Sourcing

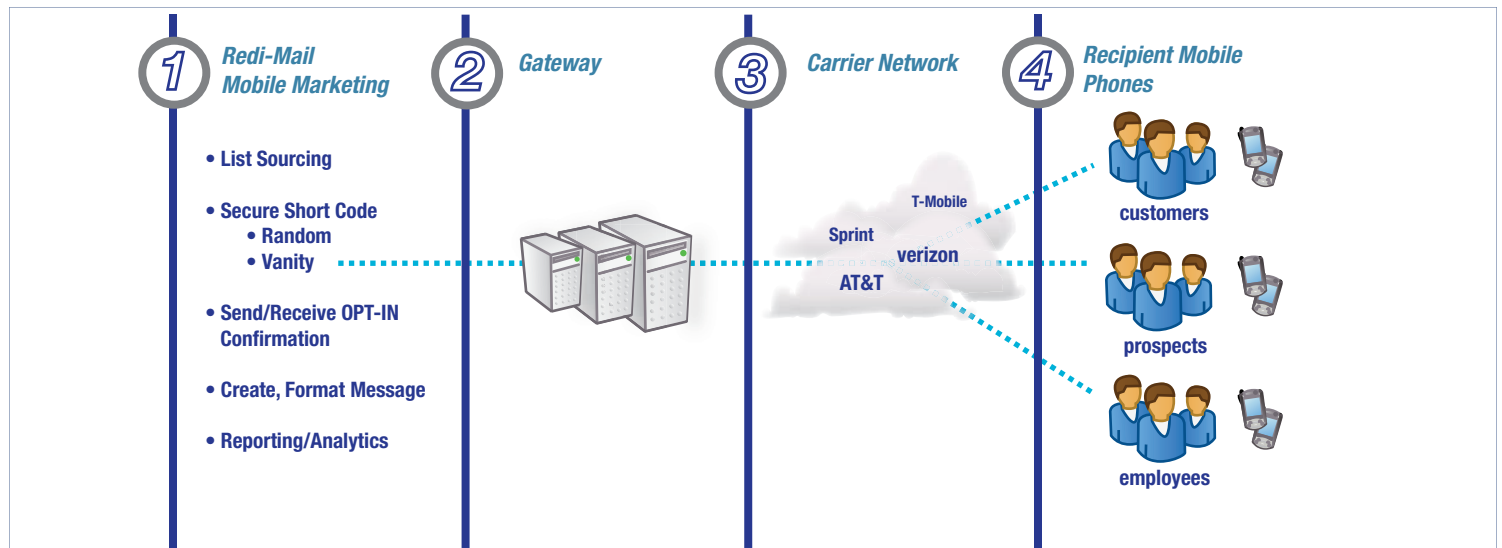
Redi-Mail works with clients to source mobile prospect and customer lists. Our data services division provides solutions to organize, cleanse and store data. And our data experts can show you how to use variable data to personalize, customize and increase response.

## Mobile Marketing and Privacy

Protecting the consumer's right to privacy is an essential ingredient in mobile marketing and Redi-Mail maintains high standards and works within the Mobile Marketing Association's "Code of Conduct for Mobile Marketing." Redi-Mail ensures there is a double opt-in from the consumer and the ability for the consumer to opt out of the service at any time.

## The Process

Redi-Mail mobile marketing professionals will guide you through the process from sourcing your mobile phone list to analyzing your response data. Here's how it works:



## Contact Redi-Mail

and integrate mobile marketing  
into your next campaign!

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### Redi-Mail Direct Marketing

Redi-Mail Direct Marketing is a results-driven marketing solutions company providing direct marketing services including: consumer; business and healthcare lists, multi-channel marketing, direct mail, email deployment, digital printing, web site development and hosting, database management, data processing, literature, premium and pharmaceutical sample fulfillment. Redi-Mail is located in Fairfield, NJ. For more information, visit [redimail.com](http://redimail.com).

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