

Interact Anywhere with Mobile Messaging

Bronto is marketing automation for commerce. It is intelligent marketing software that enables you to build and manage targeted cross-channel marketing campaigns to engage consumers throughout the buying lifecycle and drive transactions. The Bronto platform allows you to create and run high-value targeted mobile campaigns integrated with email and social marketing for a complete solution that supports today's multi-touchpoint marketing landscape.

Mobile/SMS messaging is available as an add-on package for Bronto Marketing Platform customers.

Why add Mobile Messaging?

More than 91% of the U.S. population has a mobile phone and usage continues to skyrocket. Many people prefer the immediacy and interactivity of mobile or SMS. For retailers and other commerce marketers, mobile has become too important to overlook, and there are many ways to incorporate it into your marketing plans.

1. Grow your subscriber database

Mobile communication can be a great acquisition tool. Bronto enables you to add contacts to your email lists with SMS sign-up. One way to use this would be to offer text-to-join loyalty programs to your retail clients at the point of sale in your physical stores. You can also make use of QR codes for acquisition.

2. Drive engagement with existing customers and potential buyers

Mobile messaging is a great way to build relationships and brand loyalty through creative marketing programs that reach people any time and any place. Bronto enables you to generate highly targeted, interactive mobile campaigns, including SMS alerts and promotional messages, text-to-win contests and coupon redemption.

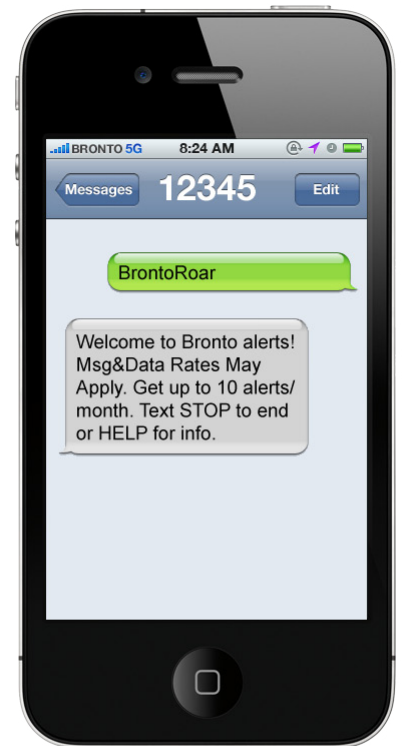
The possibilities for mobile messaging could include behavior-based marketing. For example, you can look at a consumer's purchase history to determine how often the customer bought a particular product and when. This can be used to anticipate when they'll need a replacement, at which time a text offering a coupon could be sent for that same product.

You can also set up workflows that trigger transactional SMS messages. This could include shipping alerts and product availability notifications.

3. Maximize revenue with cross-channel marketing

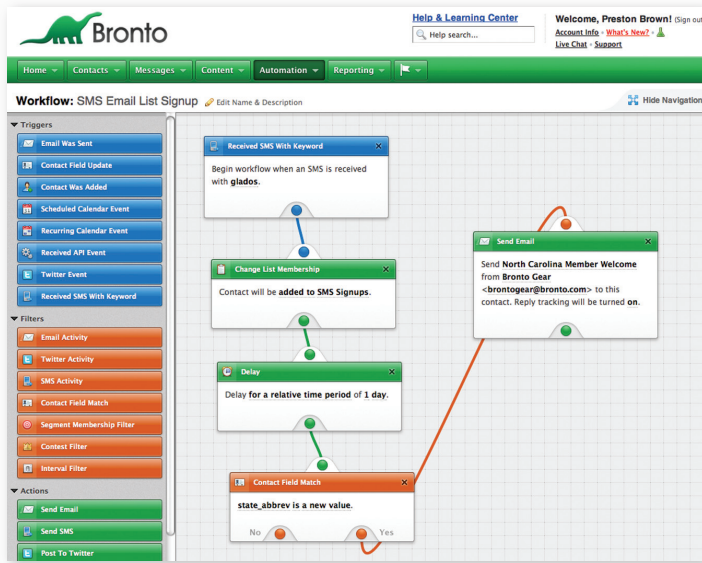
The real power of cross-channel marketing comes from using each channel to grow and expand the others. For example, you can use email to grow your social channel. One way to do this would be to run an email series that advertises several days of outstanding deals on Facebook. To qualify, customers have to "like" you.

You can also use mobile messaging to grow your email and social channels. Using the platform's automation functionality, Bronto allows you to create cross-channel campaign workflows combining the power of email, mobile and social to increase engagement and drive more revenue.

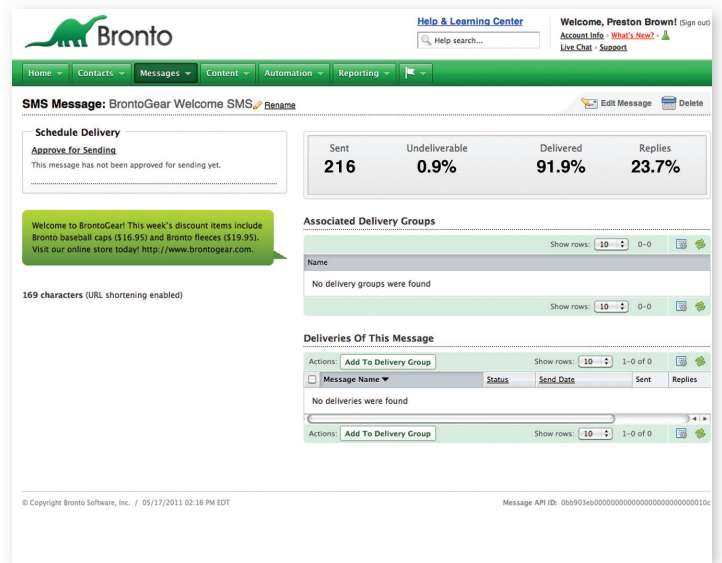


Mobile Messaging in the Bronto Application

The Bronto application allows you to create and send SMS messages as simply as you do email messages and social posts – either standalone or part of a campaign. You can also build SMS receiving and sending into your automation workflows. The Bronto application includes an easy-to-use, drag-and-drop interface for visual creation of cross-channel campaign workflows that execute in near real-time. Pre-made SMS campaign examples are included to give you ideas on how to get started using SMS.



Build SMS messages into your cross-channel automation workflows.



Schedule and send SMS messages, and track results.

Getting Started

To learn more about the SMS add-on package, including pricing information, please contact your Bronto Account Manager.

About Bronto Software

Bronto Software provides the leading marketing platform for retailers and other commerce-focused companies to drive revenue through email, mobile and social campaigns. Over 1000 organizations including Party City, Armani Exchange, Timex, Samsonite, and Trek Bikes rely on Bronto to increase revenue through interactive marketing. The company won the Stevie Award for Best Customer Service in 2009 and 2010, was named a CODiE Award Finalist for Best Marketing Solution in 2011 and is one of Inc Magazine's top 100 fastest growing software companies.

For more information, visit bronto.com or call 888-BRONTO-1.