INTELLIGENT MOBILE MESSAGING
ASK YOURSELF IS THERE ANYTHING ELSE YOU ARE SO RELIANT ON?
MOBILE – THE 6TH SENSE
What do you snack on?
DRIVE VALUE AND ENGAGEMENT

THE BARGAIN HUNTER

BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH

THE FAN
EVOLUTION OF MOBILE
Dynmark provides a global messaging platform which enables organisations to harness the power of SMS to engage their customers for marketing and operational communications.

Our Intelligent Cloud ‘brain’ captures behaviour and facts from communications which are then analysed, allowing you to target more accurately. Consume the intelligence through APIs or our applications. (Settings are configured through the Cloud Portal)

Our Campaign Cloud, is the frontend for those that choose not to integrate and require an application. Meaning you can have all the benefits of our Messaging and Intelligent Clouds without the need to integrate.
WHAT WE DO TOGETHER

Target
- gather data
- segment & identify prospects

Acquire
- response and lead management
- motivate the customer

Manage
- contact
- support
- analyse

Grow
- up-sell
- cross-sell

Retain
- feedback
- client satisfaction
- limit churn

CUSTOMER
Contacts imported automatically

Campaign runs and contacts exported

History and responses loaded for analysis

Campaign history and responses exported

Campaign history

Responses

SMS campaigns sent

SDL Intelligent Marketing Suite

Dynmark Mobile Intelligence

Dynmark SMS Campaign Manager
WHAT MAKES US UNIQUE TOGETHER
**CRM & DATA**

- Accuracy of Data
- Risk of Non Compliance
- Reduced ROI

**MARKETING**

- Understand Mobile Audience
- Enhance A/B Testing
- Optimize Campaigns

**MOBILE DEV**

- Understand OS Breakdown
- Target Consumers by OS
- Understand Engagement Levels
INTELLIGENT CLOUD SERVICES
DYNMARK INTELLIGENT CLOUD

Ground breaking intelligence services, that will change the way you communicate through mobile.

INTELLIGENT TRACKING

URL Lead Tracking enables our customers to track every individual URL interaction in every individual SMS including browser and location details. Bringing the benefits of traditional methods (email) to mobile.

✔ Create unique URLs automatically
✔ Track click-through and time to click
✔ Access detailed reporting immediately

INTELLIGENT FILTERING

Allows our customers to create dynamic filters on outbound messages to target specific mobile behaviour. Therefore reducing costs, improving ROI and ensuring no brand damage by sending unwanted messages. LESS is MORE!

✔ Filter on facts
✔ Filter on behaviour
✔ Stop SPAM

INTELLIGENT QUERY

Connect or query our mobile Intelligence Database through bulk one-off look-ups or singular API real-time queries. Allowing businesses to the harness the power of our aggregated knowledge.

✔ Intelligence on over 90% of mobile population (UK)
✔ Queries delivered in milliseconds
✔ Add huge value to your marketing data
PREDICT AND ENGAGE
INTELLIGENT FILTERING
INTELLIGENT FILTERING

Set filters within the Cloud Portal

Create filter templates or choose pre-configured templates

Apply filters to campaigns or all outbound messages

Test numbers within the filtering simulator to fine tune or to simply test the service

Full reporting on results within the Cloud Portal

Download results to enhance your own marketing database

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<table>
<thead>
<tr>
<th>Filter Type</th>
<th>Filter Name</th>
<th>Factual</th>
<th>Behavioural</th>
<th>Market Sector</th>
<th>Free</th>
<th>Standard</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING INFO</td>
<td>Stap rate</td>
<td>Y</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Has used premium</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Replied to shortcode</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Stap rate</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Expletive rate</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Responds to messages</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Time to respond</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Click-through (CT)</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Average time to CT</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

| DEVICE INFO | Is dead                            | Y       |             |               |      |          | ✓       |
|             | Specified network                  | Y       |             |               |      |          |         |
|             | Ported number                      | Y       |             |               |      |          | ✓       |
|             | Web enabled device                 | Y       |             |               |      |          | ✓       |
|             | Operating system                   | Y       |             |               |      |          | ✓       |

| REAL TIME | Roaming                            | Y       |             |               |      |          | ✓       |
|           | On/Off                             | Y       |             |               |      |          | ✓       |
|           | Network                            | Y       |             |               |      |          | ✓       |
|           | Ported number                      | Y       |             |               |      |          | ✓       |

---

Allows our customers to create dynamic filters on outbound messages to target specific mobile behaviour.

Therefore **reducing costs, improving ROI** and ensuring **no brand damage** by sending unwanted messages.

View our table above for all available filters.
Custom filter set

Filter Criteria

Filter Status: Not Specified
Enter a filter set name: 
Description: 

Filter Set Builder Panel
The position of the filter affects its behaviour: Why is this?

Drag and drop filter criteria here

Please note: All filter sets must be simulated before they can be activated. A Filter Set that has been activated can be selected and used via any of our Messaging Applications.

Filter Criteria

- Standard Filters(s)
  Standard charges apply:
  50% Refund

- Live Premium Filters(s)
  Premium charges apply:
  100% Refund
Custom filter set

Filter Status: Not Specified
Enter a filter set name:
Description:

Please note: All filter sets must be simulated before they can be activated. A Filter Set that has been activated can be selected and used via any of our Messaging Applications.

Filter Criteria
Click and drag the filter criteria below into the filter set builder panel.

Standard Filters(s)
Standard charges apply:

50% Refund

Behavioural
- Has an overall opt out rate less than
- Has used premium SMS
- Has used a short code
- Has an opt out rate less than
- Has an expletive rate less than
- Has a positive response rate greater than
- Has an average time to respond less than
- Has a click through rate greater than
- Has not run out of prepay credit
- Travels more than
- Average time to click through less than

Filter Set Builder Panel
The position of the filter affects its behaviour. Why is this?

Known live number
Send to numbers that are known to have been live within the specified time frame.
Within the Last:
- Months
- Weeks

50% Refund

Advanced Settings
Simulation results

Current Filter Set results

- **10,000** Total Messages Processed
- **657 (6%)** Messages Filtered Out
- **9,343 (94%)** Messages That Passed All Filters
- **£11.83 (3%)** Estimated Cost Saving

Cost Breakdown

**Without Intelligent Filtering**

<table>
<thead>
<tr>
<th>Action</th>
<th>Count</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messages Sent</td>
<td>10,000</td>
<td>£360.00</td>
</tr>
</tbody>
</table>

**Total cost** → £360.00

**With Intelligent Filtering**

<table>
<thead>
<tr>
<th>Action</th>
<th>Count</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messages Filtered Out</td>
<td>657</td>
<td>£11.83</td>
</tr>
<tr>
<td>Messages Sent</td>
<td>9,343</td>
<td>£336.35</td>
</tr>
</tbody>
</table>

**Estimated cost** → £348.17

**Estimated cost saving** → £11.83 (3%)

Filters Processed

<table>
<thead>
<tr>
<th>Filter name</th>
<th>Filtered out (Removed by filter)</th>
<th>Passed (insufficient data)</th>
<th>Passed (Passed filter criteria)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Known live number</td>
<td>657 (6%)</td>
<td>7,194 (71%)</td>
<td>2,149 (21%)</td>
</tr>
</tbody>
</table>

Total Filter Statistics:

- **657 (5%)** Filtered out
- **7,194 (71%)** Passed (insufficient data)
- **2,149 (21%)** Passed (Passed filter criteria)

There are currently no previous simulated filter results available to cross reference your current results against.

If you decide to alter your current filter setup results. The next time you select to run a filter simulation the current results will populate in this pane so that you can view what has changed easily.
TRACK AND EVALUATE INTELLIGENT TRACKING
INTELLIGENT TRACKING enables our customers to track every **individual** URL interaction in every individual SMS including browser and location details. Bringing the benefits of traditional methods (email) to **MOBILE**.

- Sniffs message content for URLs
- Automatically shorten URLs and add unique ID
- Apply to specific campaigns or all messaging traffic
- Track click-through results immediately
- Click time, device and location
- View reports in Cloud Portal
- Export leads into your own databases

**INTELLIGENT TRACKING**

**Unique URL created**

```
http://mysite.com/shorturl
```

**Create message through application**

**Message delivered**

**URL LEAD TRACKING**

**View individual tracking data**

 optimise the message and re-send

follow up: additional marketing

**Click-throughs**

**View reports in Cloud Portal**

**Export leads into your own databases**

**INTELLIGENT TRACKING** enables our customers to track every **individual** URL interaction in every individual SMS including browser and location details. Bringing the benefits of traditional methods (email) to **MOBILE**.

- Sniffs message content for URLs
- Automatically shorten URLs and add unique ID
- Apply to specific campaigns or all messaging traffic
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- Click time, device and location
- View reports in Cloud Portal
- Export leads into your own databases
Create a new message

On this page you can create and send messages. You can use pre created groups to populate the form, set your default outgoing numbers, country to send to and create templates. For more information see our help guide.

1. **Send to Country**
   - UK

2. **Who is the message from**
   - Dynmark

3. **Sending message to**
   - To...

4. **Set message template**
   - Hello, visit our financial services page for details on our latest Enterprise offers for the industry!
     thanks, Dynmark
   - (175) Characters (2) SMS will be used to send this message
   - **Merges field**
     - **First Name**
   - **Abbreviate message**
     - Abbreviate message text
   - **Add signature**
     - Add signature

5. **Set delivery date**
   - As soon as possible

6. **Message validity period**
   - 3 Days
Hello, visit our financial services page for details on our latest Enterprise offers for the industry: http://dyn.co/4brgs
thanks, Dynmark
SELECTED URL OVERVIEW

- 17 Tracking URLs created
- 20 Total clicks
- 14 Unique clicks
- 82.35 Click through rate (%)
- 0 Day(s) 0 Hrs 14 Mins 56 Sec Average time to click

SELECTED URL DETAIL

Campaign name: -
Created: 04/05/2013 09:10:13
Base URL: http://www.dynmark.com/enterprise-financialservices.aspx
Last Updated: 04/05/2013 10:02:21

☑ In Progress (59 days 20 hours 31 minutes till the retention period ends)

Retention Period: Warning: Please be aware that a 3 month retention period will be set for any newly created detailed data sets. All data from a URL will be deleted after the retention period has ended. We advise to export the data as soon as possible. New purchases will reset the retention period.

Most recent click date & time: 04/05/2013 10:02:21
Average time to click: 00:14:58
Total messages sent: 17
Total clicks: 20
Unique clicks: 14

UNIQUE URL LEADS

The table below shows all the individual data about your URL clicks. If you have purchased new data after the initial purchase date, your newly purchased Unique URL Leads will be marked for you in the Purchase Date column. You can select data to export from this area.

Showing 1 to 10 of 20 entries  First  Previous  1  2  Next  Last  Show 10 ▼ entries

<table>
<thead>
<tr>
<th>Mobile number</th>
<th>Date URL created</th>
<th>Date of Click</th>
<th>Time to click</th>
<th>Original URL</th>
<th>Browser</th>
<th>Device</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>04/05/2013 : 9:10:11</td>
<td>04/05/2013 : 9:10:55</td>
<td>00d 00hrs 06m 44s</td>
<td><a href="http://www.dynmark.com/enterprise-financialservices.aspx">http://www.dynmark.com/enterprise-financialservices.aspx</a></td>
<td>Android Webkit 4.0</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td></td>
<td>04/08/2013 : 9:10:22</td>
<td>04/08/2013 : 9:28:20</td>
<td>00d 00hrs 16m 09s</td>
<td><a href="http://www.dynmark.com/enterprise-financialservices.aspx">http://www.dynmark.com/enterprise-financialservices.aspx</a></td>
<td>Android Webkit 4.0</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td></td>
<td>04/09/2013 : 9:10:11</td>
<td>04/09/2013 : 9:28:20</td>
<td>00d 00hrs 16m 09s</td>
<td><a href="http://www.dynmark.com/enterprise-financialservices.aspx">http://www.dynmark.com/enterprise-financialservices.aspx</a></td>
<td>Android Webkit 4.0</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td></td>
<td>04/05/2013 : 9:10:11</td>
<td>04/05/2013 : 9:11:20</td>
<td>00d 00hrs 01m 09s</td>
<td><a href="http://www.dynmark.com/enterprise-financialservices.aspx">http://www.dynmark.com/enterprise-financialservices.aspx</a></td>
<td>Android Webkit 4.0</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td></td>
<td>04/05/2013 : 9:10:11</td>
<td>04/05/2013 : 9:11:37</td>
<td>00d 00hrs 01m 20s</td>
<td><a href="http://www.dynmark.com/enterprise-financialservices.aspx">http://www.dynmark.com/enterprise-financialservices.aspx</a></td>
<td>Mobile Safari 6.0</td>
<td>iPhone</td>
<td>Unknown</td>
</tr>
</tbody>
</table>
PROFILE AND TARGET INTELLIGENT QUERY
INTELLIGENT QUERY

Connect to or query our Mobile Intelligence Database through bulk one off lookups or singular API real-time queries. Allowing businesses to harness the power of our aggregated knowledge.

- Connect via API look up
- Bulk database query through the Portal
- Test queries within data simulator against live information
- Consumption based charging model
- Enhance your mobile data set with live behaviour information
- Provide unique differentiator in your market
- Visibility of interactions on 90%+ of UK numbers and premium services globally
Query a List of Mobile Numbers From a File with a Maximum Size of 16MB

Please configure how your CSV file should be interpreted, and select the column that contains your mobile phone numbers to be queried against.

**Data File Details**

- **Filename**: mobiles.csv
- **Mobile Number Count**: 17
- **Select separator**: Comma
- **Number Format**: International format
- **Country**: United Kingdom
- **First row is a header**: Yes
- **Mobile phone number field**: MobileNumber

**Preview of file 'mobiles.csv'**

<table>
<thead>
<tr>
<th>Firstname</th>
<th>Lastname</th>
<th>MobileNumber</th>
<th>Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>David</td>
<td>Bruce</td>
<td>447730210450</td>
<td>URL Tracking Test</td>
</tr>
<tr>
<td>Esmé</td>
<td>Deocks</td>
<td>447839290800</td>
<td>URL Tracking Test</td>
</tr>
<tr>
<td>Hannah</td>
<td>Griffiths</td>
<td>447739751840</td>
<td>URL Tracking Test</td>
</tr>
<tr>
<td>Harry</td>
<td>Chempion</td>
<td>447739218457</td>
<td>URL Tracking Test</td>
</tr>
<tr>
<td>James</td>
<td>Bowditch</td>
<td>447739751839</td>
<td>URL Tracking Test</td>
</tr>
</tbody>
</table>
Query a List of Mobile Numbers From a File with a Maximum Size of 16MB

Use this page to check your imported file details and set your preferences for the query.

Uploaded number list

Number list file name: mobies.csv

Phone numbers that will be processed by query: 17

Notify me via email when the download is ready: [ ]

Please choose the delivery type and the information you would like included from the options below. Please note: each category selected incurs additional costs.

File Delivery Options

Please specify where you would like your results to be sent once they have been compiled.

Query Report Delivery: [ ] Download via Web

The results will be available for download through the results page.

- [ ] Behavioural Information  Charges apply [More info]
  Include all available behavioural information.

- [ ] Factual Information  Charges apply [More info]
  Include all available factual information.

- [ ] Live Information  Charges apply [More info]
  Include all available live information.
<table>
<thead>
<tr>
<th>Query Status</th>
<th>Date Created</th>
<th>File Name</th>
<th>Mobile Numbers</th>
<th>Retention Period</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete</td>
<td>03/09/2013 04:45</td>
<td>mobiles.csv</td>
<td>17</td>
<td>28 days</td>
<td>Download</td>
</tr>
</tbody>
</table>

Showing 1 to 1 of 1 entries

First Previous 1 Next Last

Show 10 entries
## Profile Consumer

### Mobile Data

<table>
<thead>
<tr>
<th>Phone number</th>
<th>447700009000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market sector</td>
<td>Retail</td>
</tr>
<tr>
<td>Operating system</td>
<td>Android</td>
</tr>
<tr>
<td>Web enabled</td>
<td>TRUE</td>
</tr>
<tr>
<td>Network history</td>
<td>O2 Communications</td>
</tr>
<tr>
<td>Response stop rate</td>
<td>14%</td>
</tr>
<tr>
<td>Positive response rate</td>
<td>100%</td>
</tr>
<tr>
<td>Avg. response rate</td>
<td>35%</td>
</tr>
<tr>
<td>URL click-through rate</td>
<td>68%</td>
</tr>
<tr>
<td>Avg. URL click-through time</td>
<td>25 minutes</td>
</tr>
</tbody>
</table>

## Profile Two: The Bargain Hunter

<table>
<thead>
<tr>
<th>Phone number</th>
<th>447700009005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last observed network</td>
<td>Everything Everywhere</td>
</tr>
<tr>
<td>Is ported</td>
<td>TRUE</td>
</tr>
<tr>
<td>Network history</td>
<td>O2, Orange, Vodafone</td>
</tr>
</tbody>
</table>

## Profile Three: The Aggressor

<table>
<thead>
<tr>
<th>Phone number</th>
<th>447700009003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall stop rate</td>
<td>53%</td>
</tr>
<tr>
<td>Response stop rate</td>
<td>80%</td>
</tr>
<tr>
<td>Overall expletive rate</td>
<td>32%</td>
</tr>
<tr>
<td>Response expletive rate</td>
<td>45%</td>
</tr>
<tr>
<td>Sends expletives</td>
<td>TRUE</td>
</tr>
<tr>
<td>Positive response rate</td>
<td>5%</td>
</tr>
<tr>
<td>Avg. response time</td>
<td>129 minutes</td>
</tr>
</tbody>
</table>
LOVE CUSTOMERS, LOVE MOBILE