

# Mobiledirect

Mobile Marketing Program

**Multi-Touch Points: TEXT • EMAIL • POSTAL**



**Unsurpassed SEGMENTATION!**

**\*\*\*65 Million Double Opt-in U.S. Consumers\*\*\***  
**\*\*\*200+ Million International Consumers\*\*\***

**• Detailed Segmentation – Self Reported Data Attributes**

- Full Demographics
- Product Purchases/Lifestyles (100+ categories)
- Ethnicity—Language Spoken
- Religion
- Marital Status
- Singles & Dating
- Site Preferences
- Change of Address
- Political Party Affiliation
- Auto Interest
- Donors
- Pet Ownership
- Finance
- Sub-Prime Credit
- Gay/Lesbian
- Gambler/Gaming

**• Multichannel Reach**

- Matching Email and Postal Address for Each Record

**• Affordable Acquisition and Retention Programs**

- Cost Per Thousand Includes:
  - Program Set Up
  - Selects
  - Deployment
  - Reporting

**Let us help you incorporate Mobile Marketing with your traditional online and offline campaigns to:**

- Increase Sales
- Acquire New Customers
- Drive Retail Store Traffic
- Drive Web Traffic
- Get Out the Vote
- Optimize Your Mail Merge File



**Please Inquire for Special Rates for All Three Channels!**

- 25,000 Text & Email or Text & Postal **\$5,375**
- 50,000 Text & Email or Text & Postal **\$8,750**
- 100,000 Text & Email or Text & Postal **\$15,500**