

MQPONS

Communicate in Real-Time

Mobile Coupons

What is MQPONS?

MQPONS is a self-service, web based mobile messaging platform that automates and tracks real-time communication with your customers through mobile coupons and marketing messages. MQPONS integrates into the overall marketing strategy of your business, providing a real-time platform for alerting your customers to time-limited sales, special same-day promotions and other urgent messages. Using mobile coupons, you can increase same-day customer traffic and boost sales. MQPONS provides a channel for customers to register basic contact details that you can use to build loyalty and differentiate your product.

MQPONS gives you easy-to-learn applications that let you create specific permission based messages for your customers, quickly and easily. MQPONS then gives you the power to select which customers receive the message, and when they receive it. Send the message to everyone, or target a promotion to only your most loyal customers. With mobile coupons, you can create a campaign or promotion, broadcast it in real time and see an immediate increase in customer traffic. Unlike most other media, mobile coupons are read instantly with a 95% read rate.

*Go Mobile Today!
Communicate with your customers in Real-Time*

How it works

When you sign up for MQPONS, we'll walk you through the setup and use of your new communications platform. It's easy to get started. First you choose a mobile keyword – your personalized "address" for text messaging. We will give you the tools and guidance to create campaigns, and we will show you how to schedule deliveries and track the results. You will have full control over your customers data.

MQPONS will provide your business with:

- A private login for the MQPONS portal, where you can upload and manage contact details, create and distribute campaigns, and monitor response.
- A custom keyword that can be distributed (with the MQPONS short code) to your customers. For example, your business will ask customers to text your business name to 41411 to register for campaigns and receive special discounts and coupons.
- Customizable welcome text messages to be sent to your customers with their first coupon, marketing message or promotion.
- Promotional materials and a marketing kit.
- Your own customized short-code as needed for your campaigns.

Once your customers "Opt-In", their phone numbers will be stored securely in your online portal.

MQPONS gives businesses the confidence to assure their customers that all contact information is kept secure.

After logging in to the MQPONS portal, there are a number of options:

- Build and send coupons and marketing messages
- View the status of campaigns
- Update contact information
- Export data to CMS systems or customer databases
- Track redemptions and run operational reports



Why should your business use Mobile Coupons?

All of your customers carry mobile phones. Approximately 77% of the population carries their phone with them at all times. Real-time customer engagement is the new model for communicating information about your business, from sales to special events and loyalty discounts. Why wait for your customers to check email? **Communicate in Real-Time.** With mobile marketing you can expect a much higher response rate compared to traditional media.

- Customers always carry their mobile phones
- Customers respond to text messages – not so with emails
- Mobile coupons are easy to forward and go viral
- Mobile coupons reach demographic groups that are less likely to use email
- No spam. No selling or sharing phone numbers, emails or customer information

Who is MQPONS?

MQPONS was founded by communications industry veterans who have been involved with mobility since its inception. MQPONS seeks to empower the small and medium size enterprise with the same tools as large corporations.

MQPONS integrates into the overall marketing strategy of your business, providing a real-time platform for alerting your customers to time-limited sales, special same-day promotions and other urgent messages. Its mobile messaging platform provides, automates and tracks real-time communication with your customers through mobile coupons.

MQPONS provides a channel for customers to register basic contact details that you can use to build loyalty and differentiate your product.

MQPONS provides real-time coupon communication, including point of sale promotional material that encourage opt-in, a plug-in for your website, and a unique keyword you can use in other marketing channels.

MQPONS is a self-serve and hosted service that enables small business marketing campaigns sent to reach your customers via mobile telephones and emails.

MQPONS gives you the tools for immediate customer engagement. Your business manages mobile campaigns and email activities through a sophisticated web portal where you can create, manage and monitor campaigns. Your customers gain access to a web-based platform where they can opt in or out of promotions, express their interests and control their personal data.

- ✓ *Create and immediately send mobile coupons and email campaigns based on your needs.*
- ✓ *Provide your business with a powerful tool to communicate with your customers directly and rapidly.*
- ✓ *Drive same day traffic to your business*
- ✓ *Do it yourself, do it today!*



Integrate MQPONS into your Marketing Plan Today!