THE MOBILE MARKET-ING BOOK

yuboto
mobile marketing **intelligence**

VOL 2

MR.
MARKETER
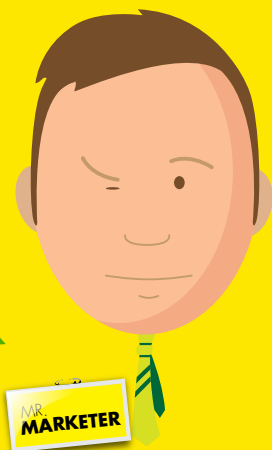
free your
**MOBILE MARKETING
COMMUNICATION**

WELCOME VOL. 2

Dear Friends,

6 months, 6.000 hard copies and 6.000 downloads later, **"The Mobile Marketing Book"** returns…

A lot have happened since the release of "The Mobile Marketing Book Vol. 1" concerning both our internal environment and the mobile industry in general.

To begin with, both the Greek and English version of Yuboto's eBook have become an overwhelming success story for all of us, as our hard work have been recognized from several prominent professionals all over the world. All these months, we find out that **"The Mobile Marketing Book Vol. 1"** have become a necessary mobile marketing tool of significant enterprises, many executives have been referring to it and consulting it, and also the overall reactions and feedback have been so positive that we felt obliged to proceed to the publication of a 2nd volume. We are very proud for achieving such a demanding challenge, and we are sincerely grateful to all of you for embracing this innovative initiative.

The past few months we realized once more that the advancements in mobile marketing are developing rather fast. Major **OTT messaging apps,** one after the other, are making their services available to mobile marketing agencies, thus obtaining a significant market share in a market that is undergoing radical changes.

WhatsApp, the favorite IM app, has already been adopted by major companies, which appointed it as the **principal mobile marketing tool** for their communications. By using it, they intend to offer a completely different 2way communication experience and a friendly, easy to use point of contact to their audience. Explore WhatsApp in the related section.

On the other hand, the technology giant, **Google** is about to complete an innovative pilot program featuring **SMS v2.0** or in other words the anticipated **RCS**. Google is about to enter the bulk messaging market offering a full set of services from the ordinary informative SMS message to the ultimate experience of AI using "smart" chatbot programs!

Explore RCS in the related section.

Yuboto, as always, is up to date with all the changes and developments occurring by developing services and tools that truly evolve messaging. So, we have already developed one of the most integrated tools, **Urlit - the Personalized Landing Page Creator,** that comes to **maximize the efficiency of all the available mobile marketing channels**. Urlit is about to revolutionize the mobile experience for both customers and enterprises.

Explore Urlit in the related section.

2018, by all aspects, will be a year of constant and disruptive changes for **Digital Marketing,** as gradually new technologies and services are redefining the overall strategy and most of mobile marketing tools.

That's why Yuboto brings you the "Mobile Marketing Book Vol. 2" to inform you thoroughly for all the latest changes and advancements. **Facts and figures, sneak peeks of the new services and best practices** are some necessary insights you will find in the new sections we added.

Summing up, while the technological advancements are progressing and resulting in improvements or updates concerning mobile industry, Yuboto will keep an eye on, so you may learn the best, first!
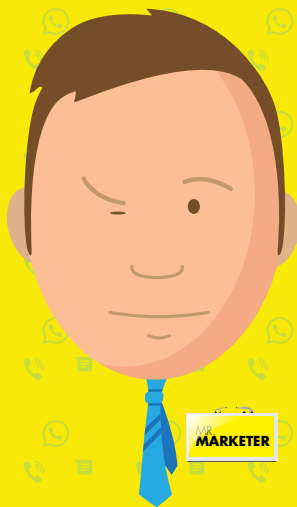
Kindest regards

Andreas S. Constantinides

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free your
MOBILE MARKETING
COMMUNICATION

MR.
MARKETER

www.yuboto.com

"TMMeBook" on the road - 2017

TMMeBook Team in the Lab
Athens October 2017

The Mobile Marketing Book has been at:

Modern Marketing Summit *London July 2017*	**Middle East 2017 GCCM** *Dubai October 2017*
CIS Almaty GCCM *Kazakhstan September 2017*	**World Telemedia Conference** *Marbella October 2017*
E-Business & Social Media World Conference *Athens June 2017*	**Infocom World Conference** *Athens October 2017*
Wholesale World Congress *Madrid September 2017*	**GCCM CapeTown** *Africa November 2017*
	SMS Messaging World *UK November 2017*

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VOL2 New Chapters – The latest advancements in Bulk Messaging

WELCOME VOL. 1

Dear friends,

We have been considering the composition of this handbook for a long time, aiming to enlighten all the aspects of the mobile marketing ecosystem, and secondly to answer as many questions and queries it rises. Some of the motivating reasons were: the diversity of the mobile market, the numerous insights of the 8,3 trillion SMS messages transmitted during the last year, the great variety and the wide range of mobile services.

The triggering event that motivated us was the latest business expansion strategy of Viber, the well-known messaging application counting more than 900 million users worldwide, which decided to open its messaging platform to businesses and brands. Viber allowed them to use its environment as a new, direct marketing channel. Obviously, this progress is changing fundamentally the mobile market, as it introduces a more effective, innovative and efficient service.

On top of this international rearrangement of our market, Google announced its own solution for rich communication messaging directly to consumers' mobile phones. This advancement has only one, very specific interpretation, a new era of Mobile Marketing has just began.

So, we decided it is the right time to publish a complete and comprehensive Mobile Marketing Book – Guide that will bring together all the information and the know-how of our field in full scope!

Before you begin exploring our handbook, we would like you to know this effort is an ongoing procedure, as we will always stay alert by updating and sharing for free this guide. You can stay informed for all the latest news, trends and developments by subscribing to Yuboto's newsletter. Find out more here: www.yuboto.com

Enjoy the Mobile Marketing Book!

Introduction

The entrance of mobile phones in our daily lives during 1990 apart from giving us the ability to communicate from every location, created also a new trend, the employment of the build in tools of the very same mobile devices. The Short Messaging Service, despite being unprecedented, quickly became a popular practice developing a significant advantage: most of the times messages are seen in 1 minute after delivery.

Research has shown that 98% of the recipients read the SMS messages, while more than 90% of the messages are read in 3 minutes after delivery. Undoubtedly, SMS is the most effective, useful and convenient among all the means of written communication.
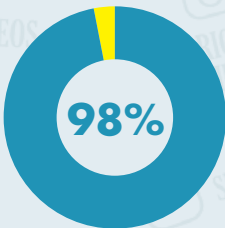
98% of the total recipients read the SMS messages
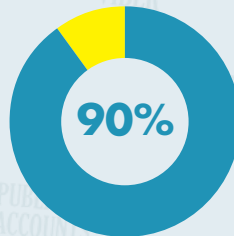
**90%** of the total messages are read in 3 minutes after delivery

Bulk-SMS

These metrics pointed out SMS as an effective tool for direct, cost efficient and targeted marketing. This way, enterprises all over the world use massive amounts of messages in a regular basis, creating the "Bulk SMS" market, while a new channel for communication and marketing emerged by the name Mobile Marketing.
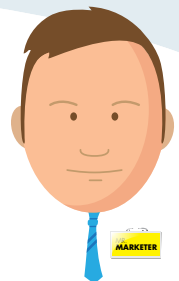
All Time Classics

The first fundamental mobile devices with their small, black and white screen were more than enough for SMS to be established.
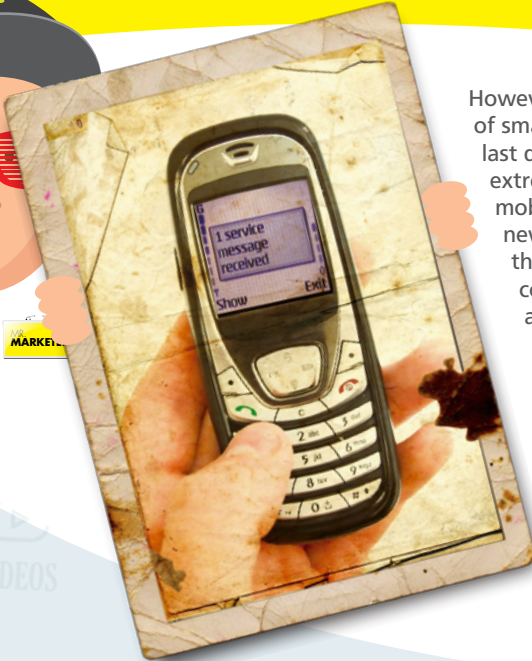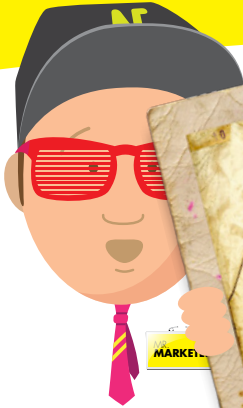
However, the arrival of smartphones the last decade brought extreme changes in mobile business, as the new devices gave us the opportunity to connect with many and more interactive ways. Suddenly, SMS and Voice Calls became slightly dated.

NEW WAVE

At the same time, the first mobile apps emerged, giving the users unlimited choices for information and networking, forming also an ideal context for direct, limitless and totally free communication…

?

**Did you know that the
first SMS messages
were recorded in
Ancient Greece in
350 BC?**

SMS Statistical Overview!

- 98% of SMS messages are read! (dailymail.co.uk)
- 97% of smartphone users sent SMS messages (dailymail.co.uk)
- The average reading time of an SMS is 5 seconds!
- 79% of mobile phone users wish to receive promotional SMS
- Smartphone owners use messaging 30% more frequently than voice calls
- The average response time to an email is 90 minutes, while the corresponding time to an SMS is 90 seconds
- Women in America use SMS 14% more in comparison to men, fact that does not occur in Europe

(45 Texting Statistics)
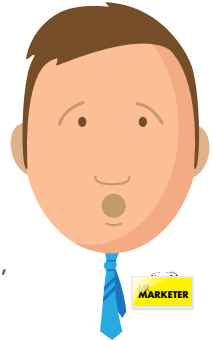
- World population is estimated at 7,4 billion
- The total number of cell phone connections is 8,05 billion
- 4,9 billion people own at least one cell phone
- Internet users reach 3,8 billion
- 50% of the total population uses Internet
- 3,4 billion people access Internet using cell phones
- 46% of the total Internet users connect from their mobile device
- Social Media users reach 2,8 billion
- 2,5 billion Social Media users access their Social Media accounts through cell phones

(Digital Global Review 2017 – January 2017)

Facts & Figures – Greece
by Focus Bari (2016)

1. 2 out of 3 Greeks own a smartphone device.
2. 48.4% of the total population connects to the internet daily via mobile.
3. In ages 18 to 25 the previous percentage is doubled (85.5%).
4. The devices Greeks use to connect to the internet are:
   - Mobile Phones 58,3%
   - Laptop 49.9%
   - Desktop 35%

5. 1 out of 6 minors owns a mobile device (3,2% in ages 6-9 & 35,5% in ages 10-12)

?
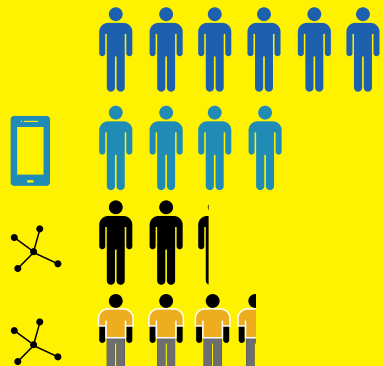
Marshall McLuhan: "The Medium is the Message!" What is the deeper meaning of the famous phrase coined by the Canadian Guru of Mass Media?
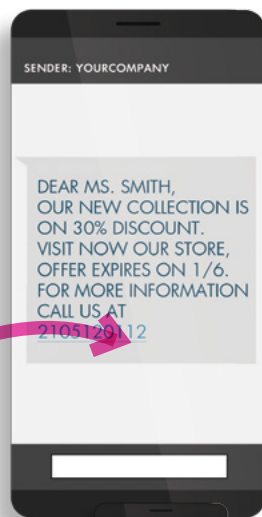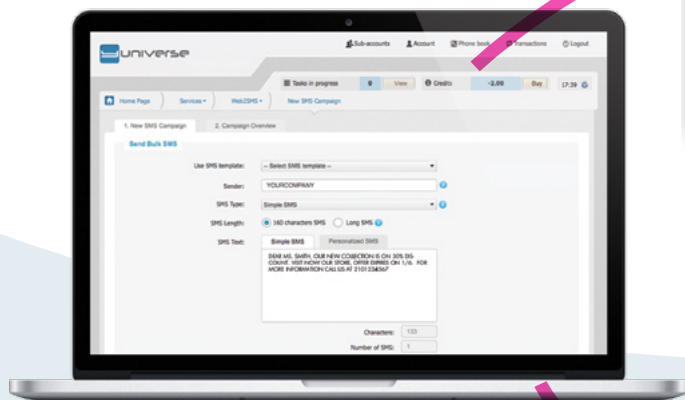
Web to SMS

Web to SMS service gives you the opportunity of sending Bulk SMS messages to cell phones using whichever PC is connected to the internet. Conduct your SMS campaign easily, reliably and with high efficiency.

Use as Sender the name of your brand and receive delivery report for each SMS you send.

Web to SMS is suitable for mass SMS campaigns reaching directly and really quickly thousands of recipients.

The campaigns are implemented in tailored Bulk SMS platforms which you can obtain from companies that specialize in developing such technological solutions.

SMS messages are delivered to all the intended recipients, regardless of the mobile operator they use without any additional costs. The messages are delivered even in the case of recipients who have switched operator.
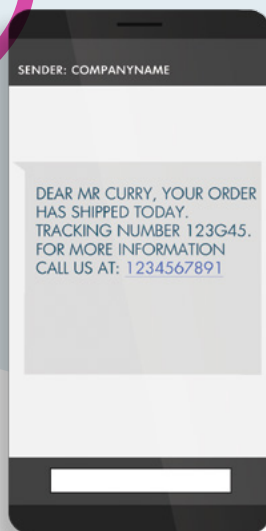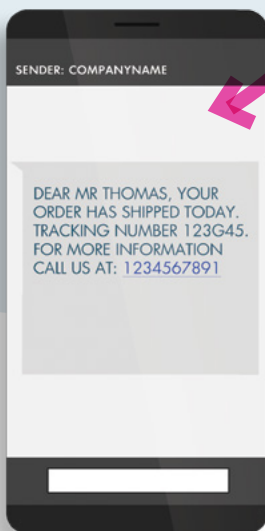
?
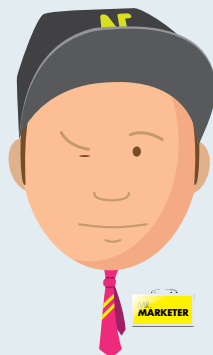
**Do you know why SMS
messages have the
limitation of 160 characters?**

SMS HTTP API

The SMS HTTP API by Yuboto gives you the ability to send SMS directly from an application or webpage of your choice. The integration procedure is remarkably simple. Send unique, personalized messages from any CRM, ERP or any other system/software.

The HTTP API feature is provided freely once you make your registration to Yuniverse.

MARKETER

SENDER: COMPANYNAME

DEAR MR JAMES, YOUR ORDER HAS SHIPPED TODAY. TRACKING NUMBER 123G45. FOR MORE INFORMATION CALL US AT: 1234567891

SENDER: COMPANYNAME

DEAR MR THOMAS, YOUR ORDER HAS SHIPPED TODAY. TRACKING NUMBER 123G45. FOR MORE INFORMATION CALL US AT: 1234567891

SENDER: COMPANYNAME

DEAR MR CURRY, YOUR ORDER HAS SHIPPED TODAY. TRACKING NUMBER 123G45. FOR MORE INFORMATION CALL US AT: 1234567891

Email to SMS

Email to SMS service gives you the option to send SMS messages via your email client, as well as via any CRM, ERP software that supports email dispatch.

Create an SMTP account in the Email to SMS service and use it with whichever system you wish to send SMS messages. After creating your account, start writing your email by typing at the address field the following: any_phonenumber_in_international_format@ email2sms.yuboto.com (e.g. 306911111111@email2SMS.yuboto.com), fill out the subject and your message and send the email. This email you just sent will be converted to SMS and will be delivered to the mobile phone you entered at the recipient's address.

Email to SMS service is able to send up to 5 consecutive SMS messages. In case your email content is longer than that (765 characters), then only a part of it will be delivered. If you wish to send long emails or attach files, use the Email to MMS service. In this case you type at the recipient's address the following: any_phonenumber_in_international_format@email2mms.yuboto.com (e.g. 306911111111@email2mms.yuboto.com).
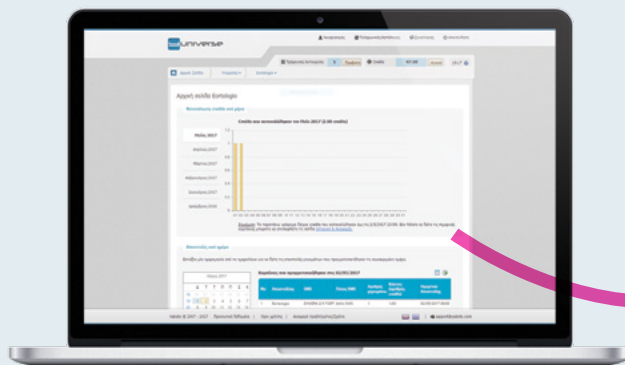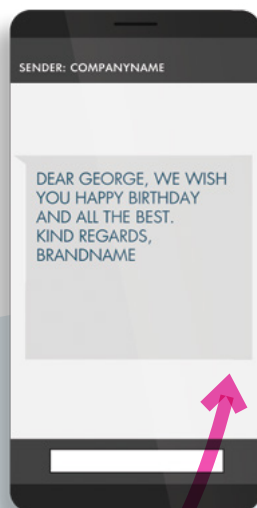
Birthday/ Anniversary SMS

Birthday/Anniversary SMS service gives you the opportunity to send personalized greeting messages for any celebratory occasion to all your customers, partners and friends.

When you complete the really simple configuration of the service, your contacts will receive your SMS wishes in any celebration or anniversary of your choice.

Without daily reminders for each celebration, without worrying about forgetting a close partner or an esteemed client and mainly without having to spend time in creating personalized messages for each one of your contacts, with Birthday SMS you will tend to more urgent matters.

SENDER: COMPANYNAME

DEAR GEORGE, WE WISH YOU HAPPY BIRTHDAY AND ALL THE BEST. KIND REGARDS, BRANDNAME

There is no need for reminders or calendars. Birthday SMS Service will make sure that everybody will receive a personalized SMS Birthday wish on time.
The service will automatically run through your contacts every day, and send a personalized Happy Birthday SMS wish to all contacts having birthday on this specific day. Compliment your communication with a nice offer or promotion on their special day.
The only thing you have to do is enter the first name and birth date of the contacts that you want to receive your SMS wishes. Then write the personalized SMS you wish to send and when the time comes, it will be sent!

**Friedhelm
Hillebrand**
Engineer
1940 - Today
Germany

The 160 characters of SMS!

When GSM Association assigned to Friedhelm Hillebrand, a pioneer in the field of Communication, the research for the ideal number of characters composing the SMS text message, he advised the concept of cartes postales, which was the short message service of the time. He himself composed various messages on cartes postales and counted all their elements, letters, spaces and punctuation. All these messages had fewer than 160 characters almost in every case.

Furthermore, he collected many cartes postales from all over the world, in the majority of which the text consisted of 160 characters. (that's the very reason why Twitter has the limit of 140 characters).
Hillebrand used this information to convince his affiliates at Global System for Mobile Communications (GSM) that 160 characters are more than enough to support the Short Messaging Service (SMS) and as you already know, his opinion was heard.

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SMS to Email

TO: +306936982686

email@client.com
You can send an email via SMS from your mobile! Write a new text message that will start with the email address in which you wish to send the email and continue with writing the content of the email. When you are ready send the SMS at this number +306936982686.

SMS to Email Service will receive your SMS, turn it to email and send it to its recipient. The service does not require registration and it will always be free! The only charge there is regards the cost of sending the SMS, which is the same as the fixed cost of a regular SMS.

Use SMS to Email:
• For sending email from mobile devices that don't support internet or in places where there is no Wi-Fi/3G.
• For receiving email via SMS using the Yuboto Email Account.
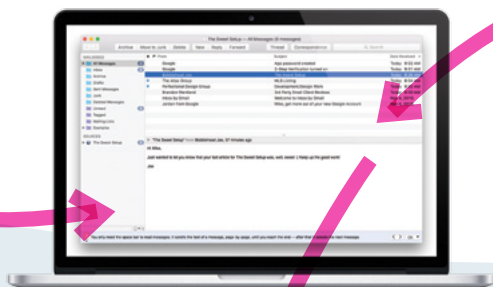
Receive Email {YUBOTO EMAIL ACCOUNT} via SMS

SENDER: COMPANYNAME

THIS IS AN EMAIL THAT WAS SENT TO YOUR EMAIL ACCOUNT

Receive your email as SMS in any mobile phone even if you are not connected to the internet. Create a specialized Email account at Yuboto, which turns every received email to SMS and sends it to your mobile.

Apply filters and forward important email for which you wish to receive SMS alerts. These email will be forwarded to the account you created at Yuboto, so you will be informed directly when it's necessary.
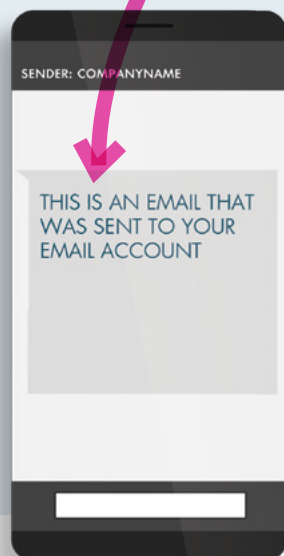
Voice Messages

Autodialer is an international voice broadcasting system that allows anyone to execute mass communication campaigns to both fixed and mobile phones, easily and with low cost.

This service can be used for:
• Alerts and Notification Campaigns
• Telemarketing & Lead generation
• Telephone Surveys and Polls

It is a pay as you go service and can be implemented easily and quickly according to your needs. The user friendly wizard will guide you through the procedure.
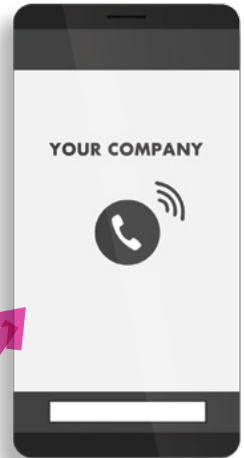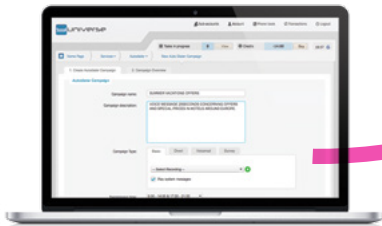
2way SMS service

2 Way SMS service is divided in two categories depending on the implementation method:
• Premium SMS: Communication is based on 5digit numbers of premium cost. The SMS fee is charged at the recipients' mobile phone bill, while our customers share revenue deriving from the incoming SMS messages.*
• GSM Modem: SMS are sent to a +3069xxxxxxxx mobile phone number that corresponds to a sim card hosted in a GSM Modem. The SMS is charged as a simple message sent to a mobile phone and the inbound messages are accessible via an online control panel.
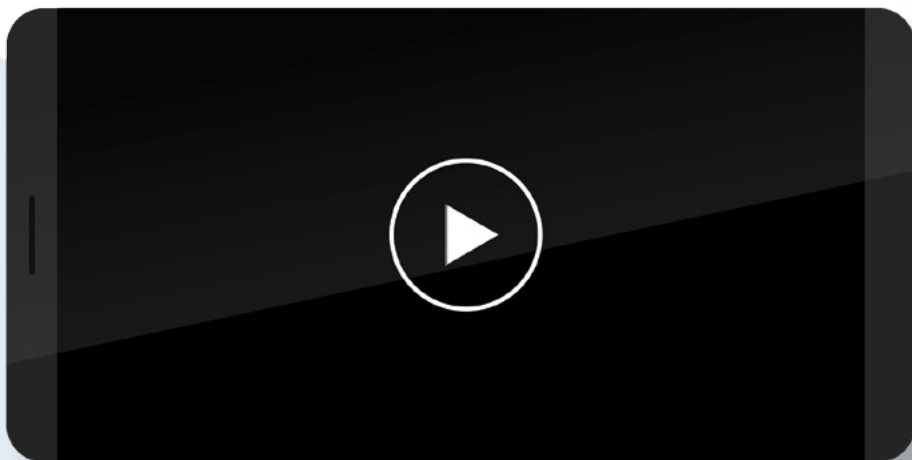
*Premium SMS service is available only in Greece and for Greek numbers
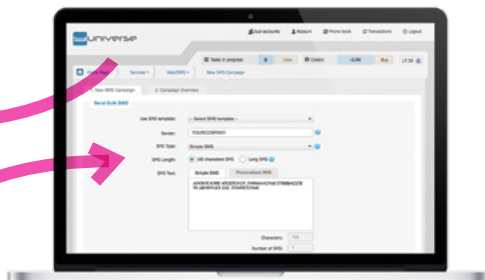
Video SMS

SMS campaigns with rich content are becoming more and more popular. An active link embedded in an SMS sends the recipient to a suggested video.
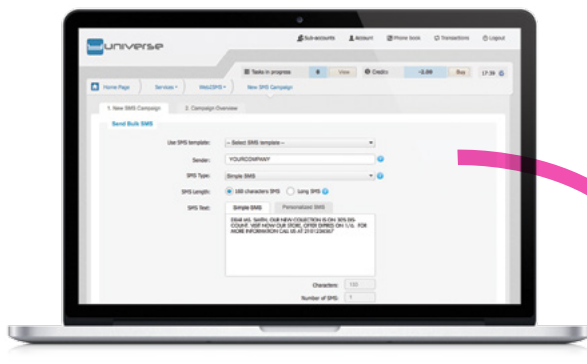
This action is recorded, so we are able to know if the recipient watched the video or not. In case you wish to send more content than one video (e.g. more videos, photos or other documents) then you can create a Landing Page SMS campaign, which enables you to insert in your message more than one files. Discover more about Landing Page campaigns in the chapter "New Wave" on page 26.

SMS mms+
by yuboto
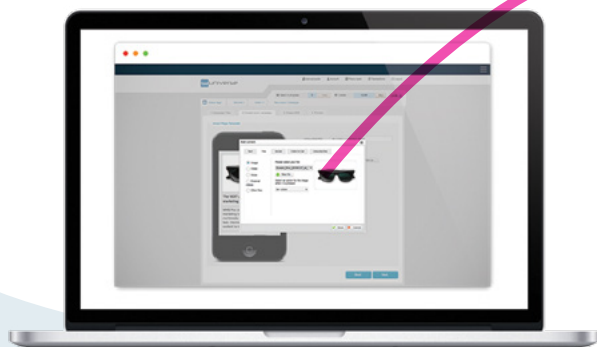# 2Landing Page

Send unlimited information tailored to the needs and objectives of your promotional campaign via an SMS message!

PROUDLY AWARDED SERVICE

SENDER: YOURCOMPANY

DISCOVER NOW ALL THE LATEST OFFERS! CLICK HERE: http://yu.bo.to/G14523

ALL OFFERS HERE

~~100€~~ Sunglasses
80€

BUY NOW!

~~25€~~ Sunglasses

MMS+ service enables each enterprise to send a simple SMS containing an active web link. This web link is directing the SMS recipient to a landing page which hosts any type and amount of content.

The service is 100% compatible with every smartphone and does not require mms configuration. MMS+ unleashes the possibilities for every marketer as the building of the landing page takes place easily and quickly inside Yuniverse without any html expertise needed. Therefore, the implementation of any promotional activity does not depend on various departments such as IT and Design. This way every marketing action becomes faster, more effective and autonomous.

**AVAILABLE AS WHITE LABEL**

MMS+ provides instant, online – real time statistics and reports that inform about the percentage of delivered SMS, as any mobile marketing service does, but apart from that it reports the activity per visitor in the landing page.

Marketing analysis on these metrics can highlight the customers' behavior and habits, making the mobile campaigns targeting more accurate.

FAST, EASY AND COOL!!!

Building a mobile landing page is brilliantly easy and doesn't require any html expertise. Quickly and effectively you can create a page with as much text you wish, as many photos you think and also with any type of file such as video, audio files, documents, even Click2Call. In fact there isn't any limitation regarding the variety and the types of file you will use.
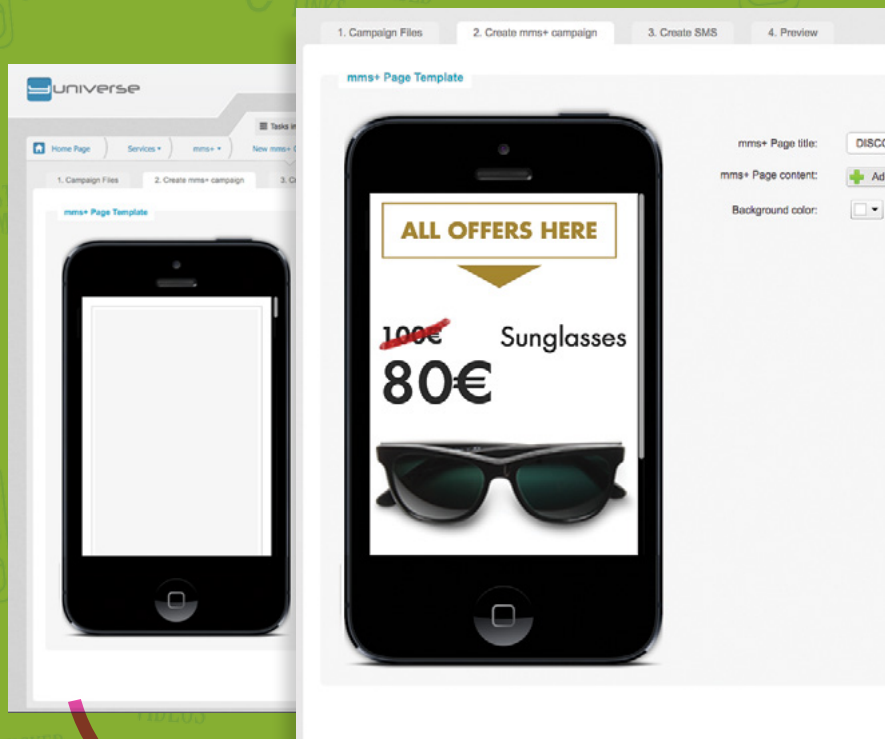
Although it's critical to have in mind that mobile communication should be direct, fast and targeted. This is the only way to achieve significant results. Supposing each file is one element, then an effective campaign should use 2 to 4 elements including the logo.

yuniverse

INTEGRATED MOBILE MARKETING

— PLATFORM —
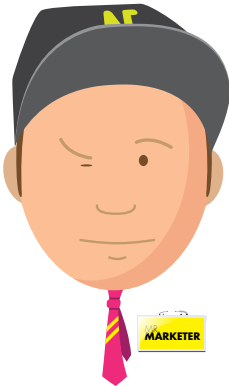
Discover the limitless possibilities of Yuniverse

Create your account now and

TRY IT FOR FREE!

yuniverse.yuboto.com

AVAILABLE AS WHITE LABEL •

Small Talk about
Apps & more!

In this chapter we will go through some important and useful mobile marketing tools that dominate already the mobile industry or they are about to do so!

Mobile Apps

Mobile Apps have gained great popularity during the last years, to the point that almost every company has developed its own application. The need for mobile apps emerged during the period where the sites were not responsive and as a result they were far from being mobile friendly. In fact, if a site is responsive or mobile friendly, then the development of an app is unnecessary. HTML 5 solved once and for all these problems, as it entails all the required tools for creating responsive web pages.

Therefore, a brand should launch its own mobile app only in cases where the app has a unique usability, like apps which are services/tools or carry out functions that cannot be implemented in a web environment. Typical examples are the mobile banking, messaging and fitness apps. An important insight regarding the apps ecosystem is the time users spent on them. 85% of the total time we use our mobiles is in apps, while 84% of this time is spent in 5 apps only, which are not native. It is obvious that these popular apps are regarding mostly social media, messaging and gaming.
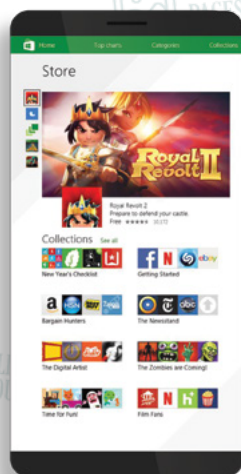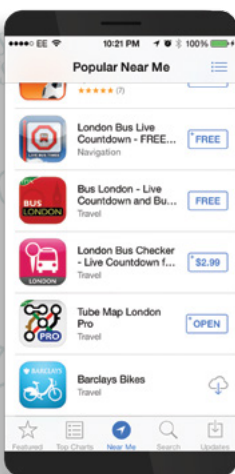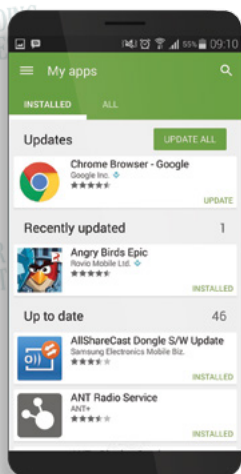
Push Notifica-tions

Push notifications technology supports the "sudden" appearance of messages on the mobile screen. These notifications can be shown even if the app for which they notify is not active at the specific moment. The user by pressing the notification is instantly directed to a product or service. This method is quite effective when it is applied wisely, but there is always the possibility of becoming irritating. A "Campaign Manager" app creates and activates filters that help the receiver of notifications to adjust the amount and the frequency of the push messages he actually sees.

QR Codes

This technology has been around for many years and has the capability to "carry" a significant amount of information. Contrary to linear code, which supports only numbers, QR Codes read literally everything, thus being a useful redirection tool.

So, instead of typing a long domain or link we can scan the matching QR and instantly land to the page/site. More and more products packages come with QR, as it is an efficient way of providing more information simply by scanning.

How does it work? Download now a QR Reader and scan the QR on the left!

**tip:** Scan the QR below and watch Yuboto's video presentation

Bluetooth Beacons Location based information

Bluetooth beacons are a technology that allow us to define locations in which mobile phones are detected and targeted information shows up on their screens. This way, if a customer is next to a specific product category, with Bluetooth beacons we can send him a related offer. It is critical to know where our customers are, in order to promote to them relevant discounts, information etc.

Nowadays, most users are not hesitant to keep Bluetooth open, as the battery consumption because of it, is minimum. At the same time, many of us already use gadgets and accessories that operate via Bluetooth, so we have it activated either way.

"The medium is the message"
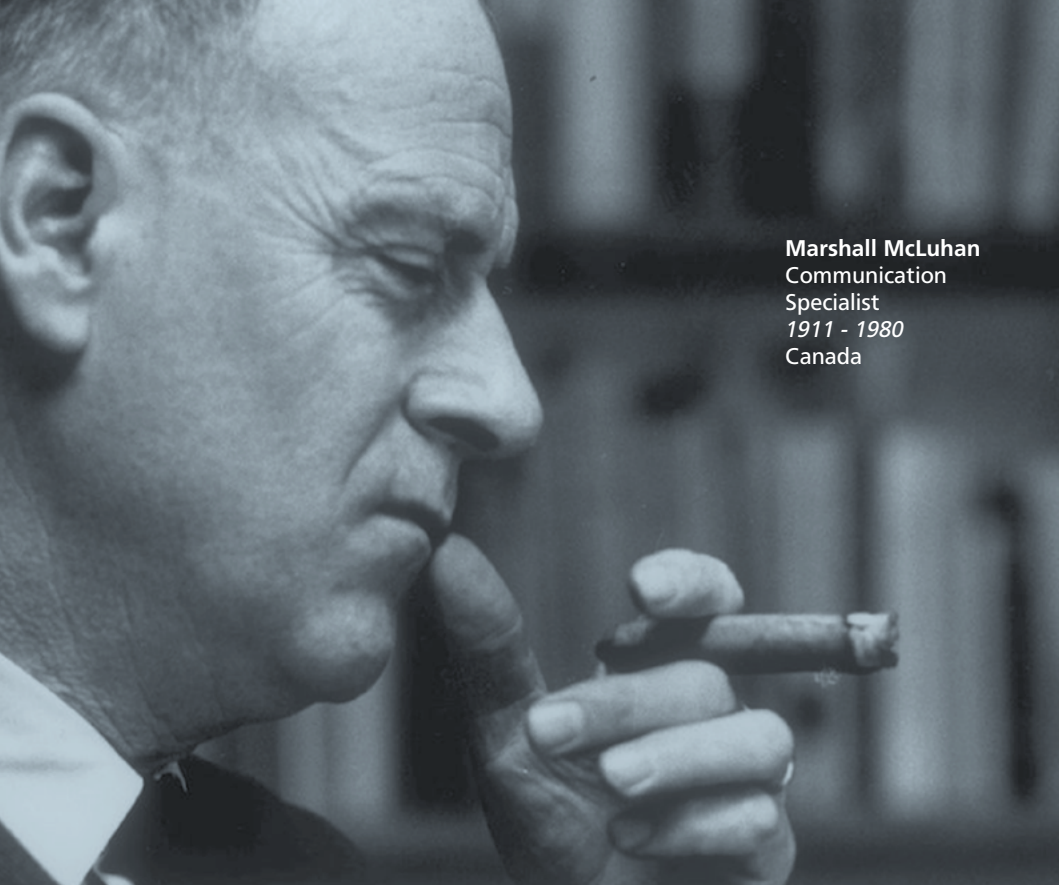
This phrase was the opinion of the great Communication Specialist Marshall McLuhan, when he was asked "which is the most effective mean" for communicating with the customers…

With this simple, yet brilliant answer McLuhan explained in just 5 words that the medium carrying the message affects significantly the way we perceive the very content of the message. The Canadian scientist observed the varying effect each medium had, in an era where the means of communication were distinct and had fundamental differences. At McLuhan's time, mobile phones did not exist even as a sci-fi scenario.

Today, messages from various sources overload us 24/7/365 with unlimited information, as a result the true medium for a meaningful message is its own content and the value that provides to the recipients. This is the reason why SMS messages despite being a simple and plain medium have rose to prominence, to the point that they are considered as the most popular mean of written communication and a major marketing tool.
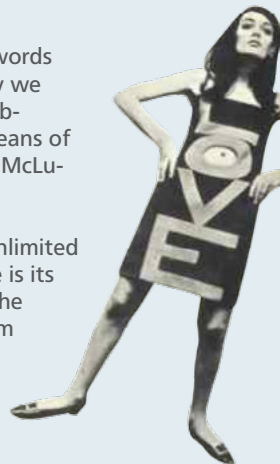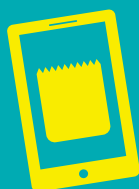
mSER-VICES

mCARDS mTICKETS mCOUPONS mLOYALTY CARDS

mServices
by YUBOTO

Send electronic coupons and tickets or electronic loyalty cards directly to your customers' mobile phones just with a few clicks. Creating and sending promotional electronic cards, as well as keeping detailed statistic reports, have never been easier.

Marketing nowadays is so demanding that a marketer should use every effective tool that makes the promoting procedures faster and easier. That's why Yuboto created a handy service which guides the user step by step in implementing an integrated and professional CLT campaign (Couponing, Loyalty, Ticketing) suitable to every marketing objective.

These marketing objectives are divided in commercial and technical.
From the commercial aspect, influential marketing actions must be direct to have an immediate effect. It's been a really long time since the first traditional paper coupon in 1888 issued by Coca Cola. Nowadays, coupons should quicken things up and provide convenience. This is the very competitive advantage of Yuboto's electronic coupons.

From the technical aspect, we achieved to create a platform that saves time and money. Also, Yuniverse (our platform) is in fact friendly and that is obvious to the user as he navigates through it, while creating a CLT campaign. One of the many Yuniverse features that makes it great is the automated adjustment of the electronic coupon/ticket/card to be compatible with any available operating system such as iOS, Android etc. Regarding iOS, our electronic cards are Passbook Ready.

The platform provides access to all types of electronic coupons, tickets and loyalty cards so that a company can make the perfect choice of service in relation to the promotional activity in plan. You can create a tailor made campaign exactly as you wish using the numerous customization options Yuniverse offers.

The customization of a CLT campaign starts by designing the electronic card. The user is able to create a custom design or use one of the available templates. The friendly creator makes the attachment of the necessary elements easy. After completing the designing part, the user submits the promotional code, the expiration date, recipient's name and any other needed information. Secondly, the duration, points and times of validation are defined.

In general, the customization of a campaign provides many options like the coupons' redemption in specific places or at certain hours. Imagine a happy hour coupon that is valid only certain hours in certain days and on certain places.

Redemption procedure is really simple. The coupon lands on the mobile phones of the recipients via many channels like SMS, MMS+, Social Media, web sites etc. The recipients display the coupon at the point of redemption, where it is scanned with an app compatible with mobiles, iPads & tablets, or else the coupon is scanned with an online app in any standard computer. Like this the coupon is cashed out and the customer receives the benefit in each case.
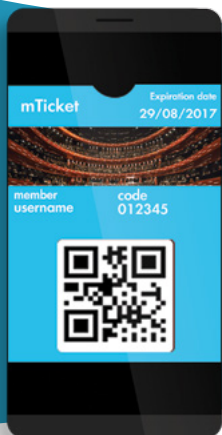
mCoupon

Send electronic coupons directly to your customers' mobile phones! Discount coupons, 1+1 coupons, happy hour coupons… and any type of coupon you wish!

Forget printing and distribution costs, electronic coupons are one of the most effective and efficient promotional tools for any product or service. An eco-friendly solution with detailed reporting results.

- Create e-coupons showcasing your company logo.
- Deliver these coupons to your customers in a few minutes.
- Secure online redemption system.
- Mobile redemption app.
- Detailed delivery and redemption reports.

YUBOTO'S INNOVATION

AVAILABLE AS WHITE LABEL

mTicket

mTicket is an electronic ticket your customers receive to their mobile phones. mTicket enables the quick and stress free entrance in any event.
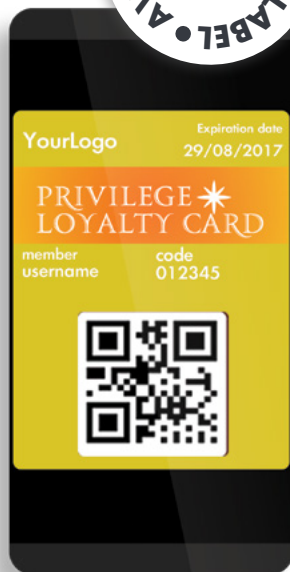
Similarly to the mCoupons, mTickets reduce the total costs, as there aren't any printing or distribution costs, while detailed analytics are available.

mLoyalty

The time to replace the old fashioned plastic loyalty cards with electronic ones has come!

Increase your brand's equity by making your loyalty programs innovative and cost efficient.

Create, quickly and easily, loyalty programs tailored to your needs. Detailed analytics are once again available.

AVAILABLE AS WHITE LABEL

YourLogo
Expiration date
29/08/2017

PRIVILEGE ✴ LOYALTY CARD

member username   code 012345

mCard

Send electronic cards directly to your customer's mobile phone!

Replace membership or any type of plastic cards with electronic ones. Your customers will receive, save and use them on their mobile devices.

Reduce the operational costs of your company while you optimize the provided customer experience.

YourLogo
Expiration date
29/08/2017

member username   code 012345

mServices are provided with 2 redemption mechanisms:
- Web based redemption (via computer)
- Mobile app (via tablet or mobile phone)

A CLT campaign in 6 steps!

1. Create for free a Yuniverse account.

2. Design the electronic card, coupon or ticket in the creator or use an existing template.

3. Customize your campaign according to its objectives.

4. Send a trial test to a device of your choice.

5. Buy credits and send your electronic cards via SMS, MMS+, or social media posts.

6. Monitor in real time the campaign from your account.

THE NEW-EST WAVE

Viber

Viber, one of the most popular messaging apps, recently decided to enter the international Mobile Marketing industry. With more than 900 million active users worldwide, Viber has the potential to be a key factor in the advancement procedure of bulk messaging.

To begin with, Viber is the first OTT app that makes a business development in the mobile industry, and by doing so it establishes a new era of unlimited possibilities for Business to Consumer communication. Since April 2017, Viber gave the access to all the enterprises internationally to send messages directly to their customers' Viber accounts. The company began exploring this business opportunity in 2015, but it took nearly 2 years for the technical infrastructure and the common commercial policy to be completed.

At the moment Viber provides a messaging service that surpasses by far SMS, which has a lot of restrictions and generally tends to be considered outdated. The major sustainable competitive advantage of Viber's services is their cost efficiency in combination with the rich multimedia content they support. Namely, a Viber message can contain text (up to 1,000 characters), multiple images, and buttons (that link to a URL) within a single message, which costs less than an SMS.

One-Way and Two-Way messaging services will make possible truly efficient and effective mobile marketing campaigns. While, at the same time they provide useful tools for immediate customer service inside Viber's rich environment, a place where consumers choose to be practically all the time.

Furthermore, 2 brand new Viber features: a) Sticker Market and b) Public Accounts give businesses and organizations the opportunity to utilize Viber as an effective Opt-In as well as a mini newsfeed application.
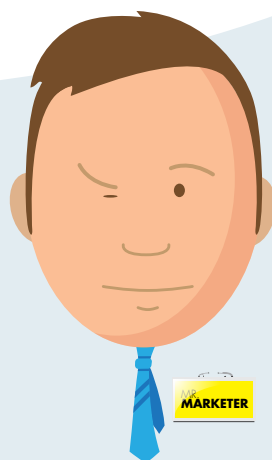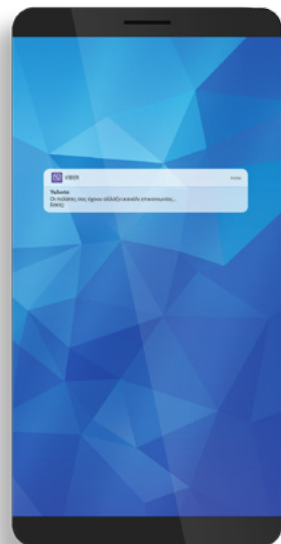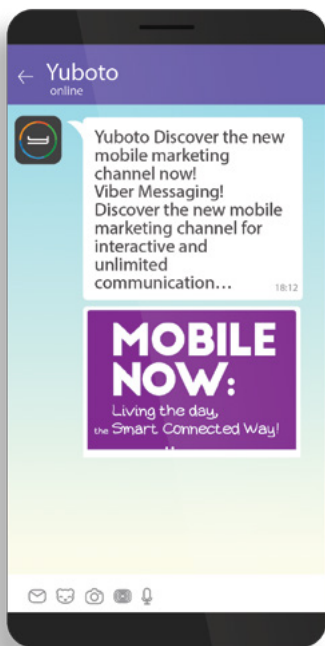
Viber Messaging

This service allows businesses to send instant messages to customers that use the Viber app. This way, you have the ability to send Viber messages instead of SMS to all your customers that have a Viber account. Viber Messaging comes with 2 great advantages, firstly the campaign costs are extremely lower in comparison to the SMS and secondly there are not strict limitations regarding the content.

Viber up your mobile communication!

The messages sent through Viber are divided in 4 main categories:

Personal:
"Dear Mr. Name, we inform you that your flight…"
Informative:
"Your order is ready to be shipped"
Transactional:
"Dear customer, you withdrew 150€ from your account…"
Promotional:
"Dear customer, this week is full of special offers, buy and save up to 20%"

THE NEW-EST WAVE

The sender's name approved by Viber

Your company logo in the Viber message

Sender in any language with special characters

Green marked official Viber partner

Status of messages can be "Delivered" and "Seen"

Customer 's response message is sent instantly to your account

Send message with the possibility to receive an answer

Yuboto ✓
Viber Messaging!
Ανακαλύψτε το νέο

Ταχυμεταφορ...
Αποστολή Παραγγ...
Η παραγγελία σας έ...

Pizza Delivery ✓
Offer 20%
XL pizza peperoni 25€!

краткой ✓
и съ краткой!
Do not lose ... offer... мыслте

Why use Viber Messaging?

1. Share your latest updates and information with your followers, while creating a unique customer experience that will increase their engagement.

2. Communicate with your customers in a rich and interactive environment.

3. Receive full and detailed analytics and obtain critical insight of your campaigns' performance.

4. Send targeted messages at a competitive cost with high efficiency.

Innovative Viber features in comparison to traditional SMS:


Web2SMS   ## Viber Messaging
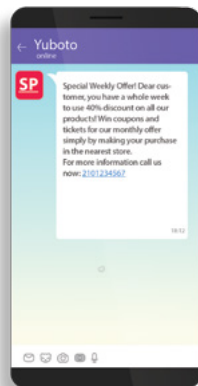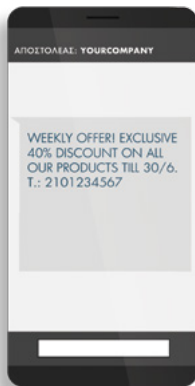
	Web2SMS	Viber Messaging
Sender's name	up to 11 Latin characters	up to 20 characters in any language
Text message	up to 160 Latin capital characters	up to 1000 characters in any language
Lowercase letters in the text	70 (unicode sms)	1000
Send links	✔	✔
Send images	✘	✔
Send audio files	✘	✔
Send files	✘	✔
CTA button	✘	✔
Callback service	✘	✔
Block option	✘	✔

Are you interested in Viber Messaging?
Contact Yuboto at: contactus@yuboto.com

STICKER MARKET

Sticker Market is a new service that makes great use of users' appetite for stickers. Any brand has the chance to create its very own stickers and provide them for free to all Viber users. Stickers are a very efficient Opt-In that give brands the opportunity to expand their target audience and at the same time to communicate directly with it.
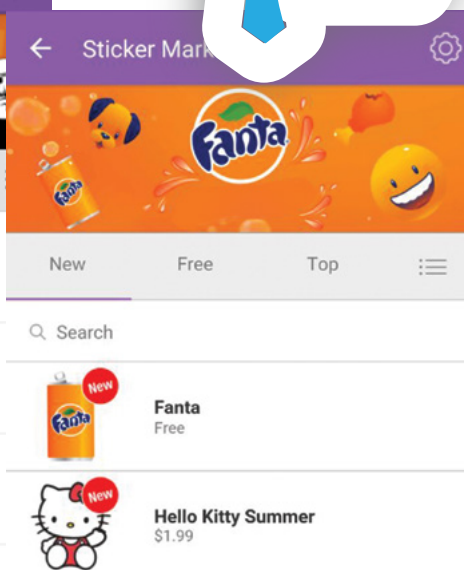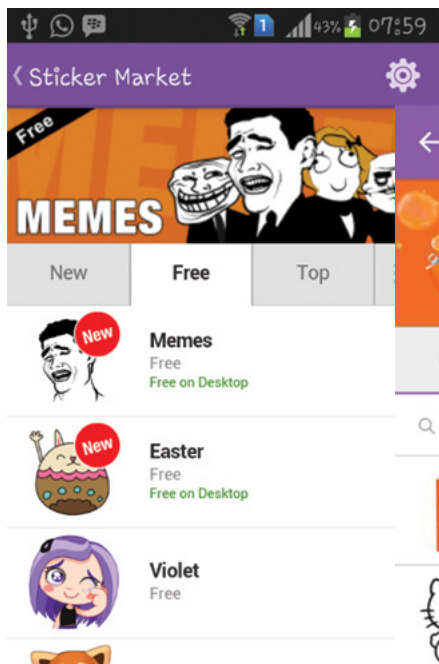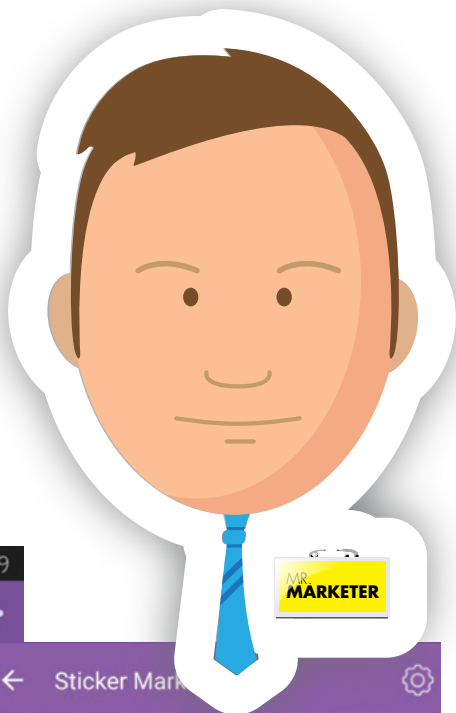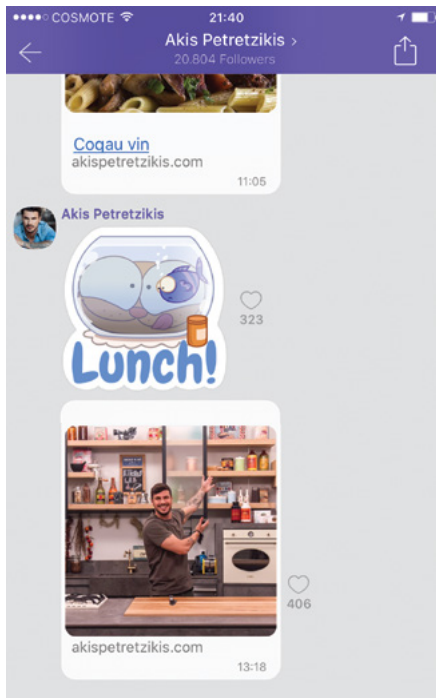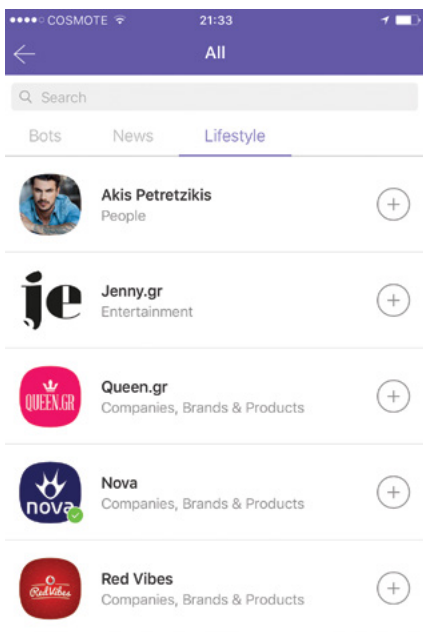
PUBLIC ACCOUNTS

Public Accounts, pictured with this icon [icon] in the app's environment, are channels for communication between Viber users and the brands/portals of their choice. With Public Accounts, enterprises have the capability to share news, updates and promote offers using the Viber instant messaging environment. Users that follow Public Accounts of their interest receive all the latest news directly to their Viber account just like receiving a message from a contact. The time has come for brands and consumers to really communicate by "chatting"!
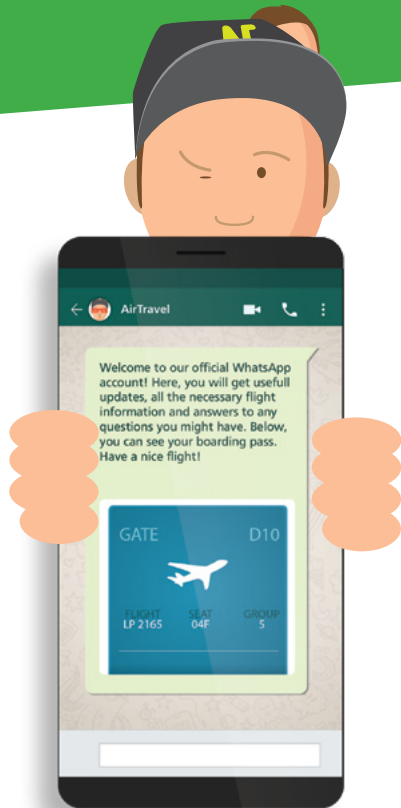
WHAT'S UP WITH WHATS APP?

THE NEW-EST WAVE

WhatsApp
the creation and rise of the most popular app

Welcome to our official WhatsApp account! Here, you will get usefull updates, all the necessary flight information and answers to any questions you might have. Below, you can see your boarding pass. Have a nice flight!

AirTravel

GATE **D10**

FLIGHT **LP 2165** SEAT **04F** GROUP **5**

2009

Brian Acton
Jan Koum
Coworkers at
YAHOO!

CALIFORNIA REPUBLIC

Acquired by Facebook for
19.300.000.000€

2014

2017
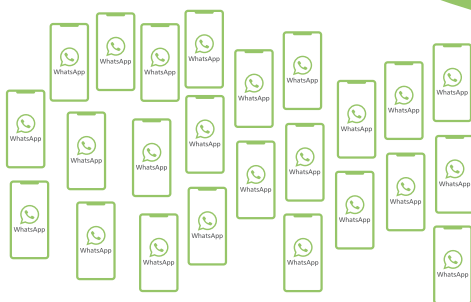
WhatsApp

1,3 BILLION
users

WhatsApp… in 24 hours

USERS CONNECT

23 TIMES

THEY SPEND ONLINE

35'

1 BILLION

WHATSAPP users send and receive messages

100 MILLION

WHATSAPP calls take place

55 BILLION

WHATSAPP messages are sent
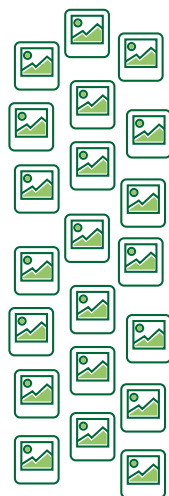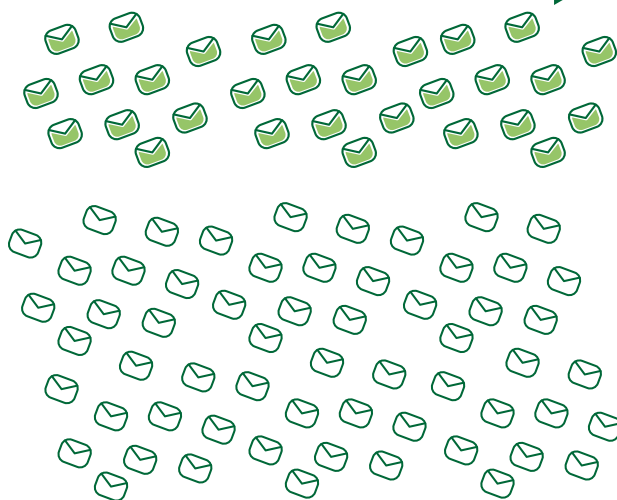
Source: statista.com / mediakix.com

The average WhatsApp user
(numbers per month)

MONTH

SENDS
1.000 MESSAGES
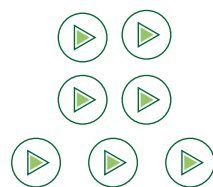
UPLOADS
40 PHOTOS

RECEIVES
2.000 MESSAGES

SHARES
7 VIDEOS

Source: statista.com

WhatsApp from 2009 till today has achieved to build a massive community of users all over the world that has the opportunity of communicating via IM (instant messages) after downloading the app for free. Instant Messages on the contrary to the traditional SMS provide the possibility of sending and receiving unlimited content. In particular, text, links, images, video and audio files are sent instantly, effectively and without any file-size limitation.

WhatsApp & Free Voice Calls

VoIP communication via regular voice calls was a significant extra feature that attracted even more users to WhatsApp, while it increased the time spent and the ways of use of the popular app. All services provided by WhatsApp are depending to Internet (data), as they rely solely on it in order to function. Any smartphone that isn't connected to the Internet cannot run WhatsApp.

WHATSAPP CALL

Mr. Name Lastname
CALLING
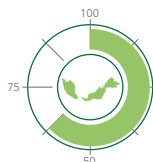
TOP COUNTRIES THAT USE WHATSAPP
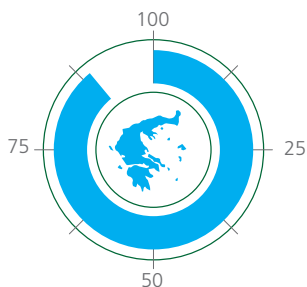
Greece
100 / 75 / 50 / 25
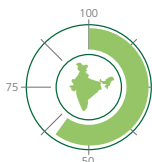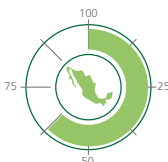
Malaysia
100 / 75 / 50 / 25

India
100 / 75 / 50 / 25

Mexico
100 / 75 / 50 / 25

South Africa
100 / 75 / 50 / 25

Spain
100 / 75 / 50 / 25

Singapore
100 / 75 / 50 / 25

Argentina
100 / 75 / 50 / 25

Hong Kong
100 / 75 / 50 / 25

UAE
100 / 75 / 50 / 25
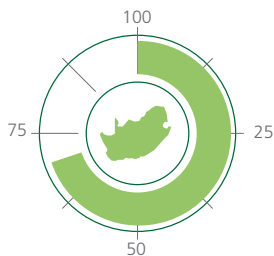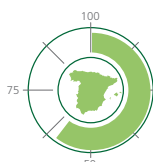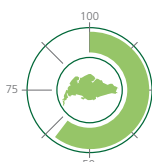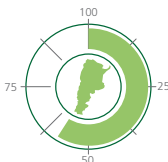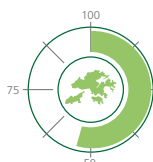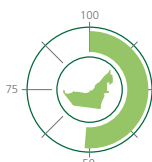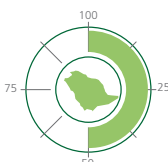
Saudi Arabia
100 / 75 / 50 / 25

WhatsApp 4 Business

Early in 2107, WhatsApp announced a brand-new prospect of providing the app for commercial use by major enterprises. Companies and brands will have the opportunity of sending commercial messages, news and updates to all their clients that are users of WhatsApp.

The content of these messages may be promotional including offers, discounts, new releases or informative as personal passwords, confirmations, transaction receipts etc. This way, any enterprise, that qualifies for partnering with WhatsApp and its commercial terms of use, may add to its direct marketing channels WhatsApp messages. This innovative tool comes to offer the possibility of promoting unlimited content.

FORBES' FORECAST BY 2020
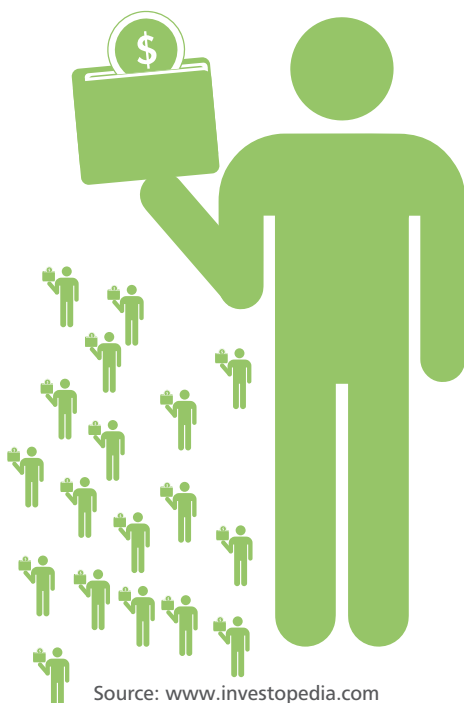
TOTAL **WHATSAPP** REVENUES WILL BE AROUND

5 BILLION $

AVERAGE REVENUE PER USER WILL BE AROUND

4$

Source: www.investopedia.com

Messaging Apps are evolving to official enterprise communication channels

WhatsApp

KLM

KLM Airlines was the first company using WhatsApp to connect with its customers. The content of the messages that KLM sends includes updates, flight information, boarding pass, while there is the option for the clients to contact KLM via call or message.

Watch the KLM video announcement ▷

At the official website, KLM's CEO, Pieter Elbers, states:

" I am very proud that KLM is the world's first airline with a verified WhatsApp account. This unique partnership with WhatsApp underlines our position as an aviation pioneer. We want to be where our customers are and, given the 1 billion users, you have to be on WhatsApp. With an account verified by WhatsApp, we offer our customers worldwide a reliable way to receive their flight information and ask questions 24/7. This truly is a major next step in our social media strategy."

MR MARKETER
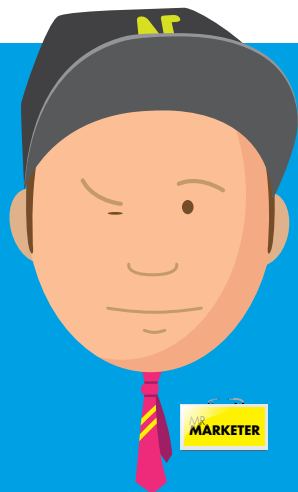
Did you know that... WhatsApp

WHATSNEWS

IS THE #1 SOURCE FOR NEWS IN SEVERAL COUNTRIES

1
2

IS THE TOP MESSAGING MOBILE APP OF THE WORLD

IS THE 2ND MOST USED MESSAGING APP IN GENERAL (DESKTOP & MOBILE) FACEBOOK IS 1ST

70%

70% OF WHATSAPP USERS ALSO USE FACEBOOK MESSENGER REGULARLY

Source: mediakix.com

At the moment (November 2017), this new feature is on a trial phase. WhatsApp hasn't announced yet the official release date for any enterprise interested. Nevertheless, it is estimated that WhatsApp 4 Business will be available within the first quarter of 2018.

Waiting... !

If you are interested in being the first to know all about the release and availability of WhatsApp, feel free to contact us or subscribe to our newsletter!

RCS BY GOOGLE

SMS v2.0?

Welcome to Rich Communication Service (RSC by Google)

While the whole industry is trying to adapt to the new environment that Viber, WhatsApp, Telegram, WeChat and all the other messaging apps shape for commercial bulk messaging, Google, the main factor and leader of digital communication and innovative technology, introduces the most radical change of all…

The GSM Association, Google, 11 major OEMs (original equipment manufacturers) and more than 40 MNOs (mobile network operators) all over the world have announced their collaboration for creating and developing SMS v2.0. An advanced version of SMS that will not be limited to 160 characters, but on the contrary, will support additional encodings to Unicode and will transfer audio, image and various electronic files. RCS is coming to redefine the possibilities and future prospects for both users and marketers within the most popular environment for direct written communication.

RCS…

is coming to dominate, since it will be pre-installed in every Android device!

SENDER: 58456

AIA EL. VEN. TO SKG MAC, 20 DEC. TIME 13.00. FOLLOW THE LINK TO SEE YOUR BOARDING PASS.
www.link.com/boardingpass

7:00

← Greece Air Lines

Hello Dimitris, your flight to SKG Airport is in 10 hours.

Here, you can access your boarding pass:

Passenger :
Dimitris Giannakopoulos

GATE   D10

FLIGHT   SEAT   GROUP
LP 2165   04F   5

Confirm   Contact us

+   Send a message

Based on the Android operation system, which is undoubtedly the most common mobile device OS (operating system), Google started an RCS Early Access Program (EAP) during the first quarter of 2017. This pilot program is still in development up until today (November 2017), while it has been launched in total secrecy and just a handful of SMS professionals participate in it. Major, multinational enterprises were selected to test the new service by sending messages to their client base in an attempt of mapping and debugging the technology and its features. A few of the companies that participate in this Early Access Program are: Philips, Baskin Robbins, Natura, Subway, TIME, SKY, Virgin, Ambert Alert of the European Union and others.

RCS is combining the best features of Facebook Messenger, iMessage and WhatsApp, all in one platform!!

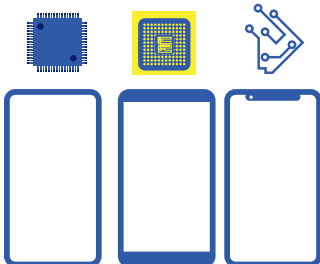# RCS – Early Access Program in Numbers!

Android market share
84,82%

Google 2 Mobile OS Providers

11 OEMs
(Original Equipment Manufacturer)
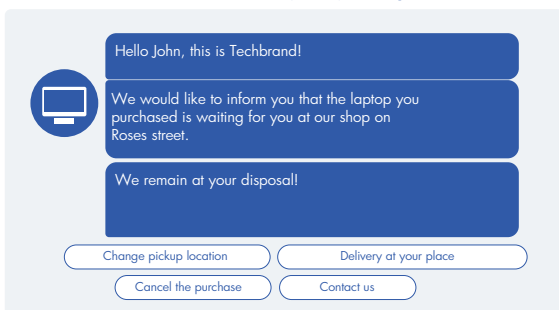
>40 MNOs
(Mobile Network Operators)

Is RCS the evolution of SMS?

The answer is NO… not at any case! The evolution of the SMS would include the removal of the characters' limitation, probably more options regarding the length and characters of the Sender Name and also the reduction of its excessive cost. RCS is much more than all of the above!

RCS is a totally new, innovative and integrated technology that will fulfill all communication needs and demands of our industry. Furthermore, it will provide useful tools that will modernize direct marketing, while they optimize customer service and its experience.

Ending the 160 characters restriction isn't the most important advantage of RCS, as Viber was the first to introduce messages of 1.000 characters. Neither the Sender Name options nor the sending of files are new found features. Up to this point, some may say that the only advantage RCS presents is the fact that it's going to be a pre-installed messenger app.

The new Messaging Experience

Hello John, this is Techbrand!

We would like to inform you that the laptop you purchased is waiting for you at our shop on Roses street.

We remain at your disposal!

Change pickup location

Delivery at your place

Cancel the purchase

Contact us

This fact is of critical importance, especially when we take under consideration the enormous Android market share. The most important competitive advantage RCS has is its 2way communication feature and the ease creation, integration and use of chatbots.

Therefore, the App has the capability of "learning" from the customers' questions and conduct conversation with them providing instantly useful and valid answers. As a result, this technology is about to offer a new optimized customer service that will lighten call centers, as well as reduce the time-consuming call waiting of customers, since they will be able to ask anything directly via the app and receive answers instantly.

RCS is "Breaking the Rules"
(and its lead over the other IM Apps)

The App supporting RCS will be native, meaning that it will be pre-installed in all Android mobile devices, without the need for the user to download it from Google Play Store. On the contrary, this App comes to take the place of the dated SMS messages. In this way, RCS presents a significant advantage, as the users will not have to download any instant messaging app in order to communicate free of charge.
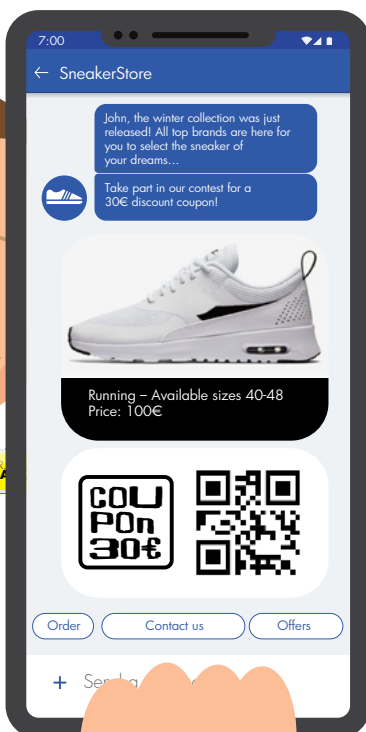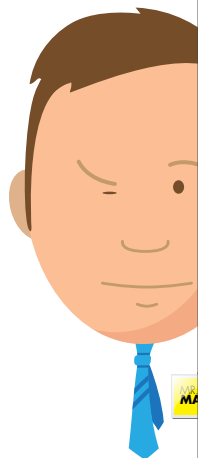
Android penetration in the international market surpasses 80% leaving in the second place any other operating system.

At this point, it's reasonable to wonder: since all of us possess a Gmail account and from now on we can communicate and chat for free via RCS with all our contacts, how necessary the download of other IM Apps will be?

Take a look at the official announcement of Google presenting the possibilities and opportunities created by RCS for Brands and enterprises.

RCS will upgrade today's business messaging experience by enabling brands to send more useful and interactive messages. For example, a message from your airline reminding you to check in for a flight can now take advantage of rich media and interactivity to provide a full check-in experience, complete with boarding pass, visual flight updates, and terminal maps on demand, all directly within the messaging experience. Businesses can also have a branded messaging experience with information about the business and the ability to share content like images, video clips and gifs.

Source: blog.google.com

Android VS iOS

Android or iOS? Supporters of each system praise the advantages the OS of their preference provide, believing firmly that it is superior to all the rest systems. Nevertheless, the objective truth lies somewhere in between… Android is obviously the most popular operating system worldwide and the reasons of its popularity are the variety of the supported devices and their average to low pricing. On the other hand, iOS has many devoted upper-class supporters, who purchase all Apple products without being concerned about the cost. iOS outmatches Android in terms of status. Even so, the market share of each system, their geographical distribution, as well as their growth indicate that Android is by far the most widespread operating system.

15%

85%
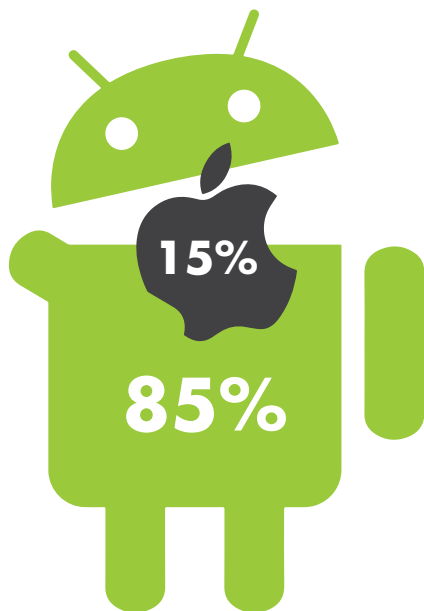
OS market share in mobile devices

symbian

RIM

Source: statista.com
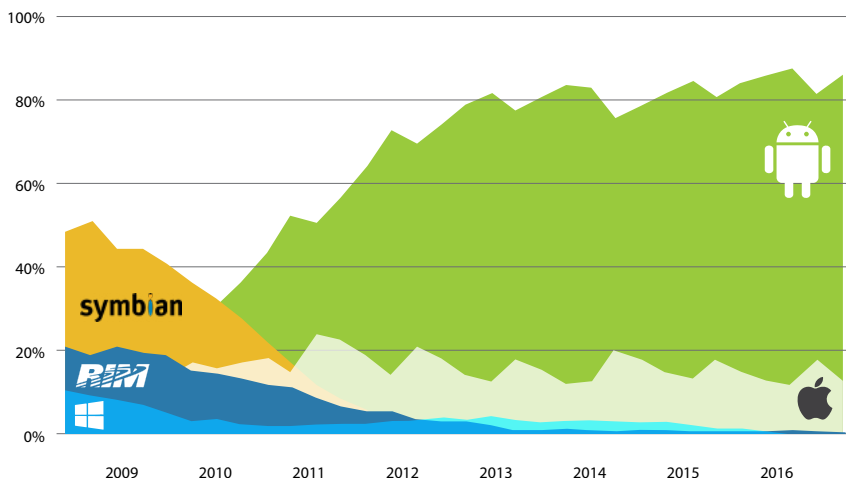
Android, the absolute domination!
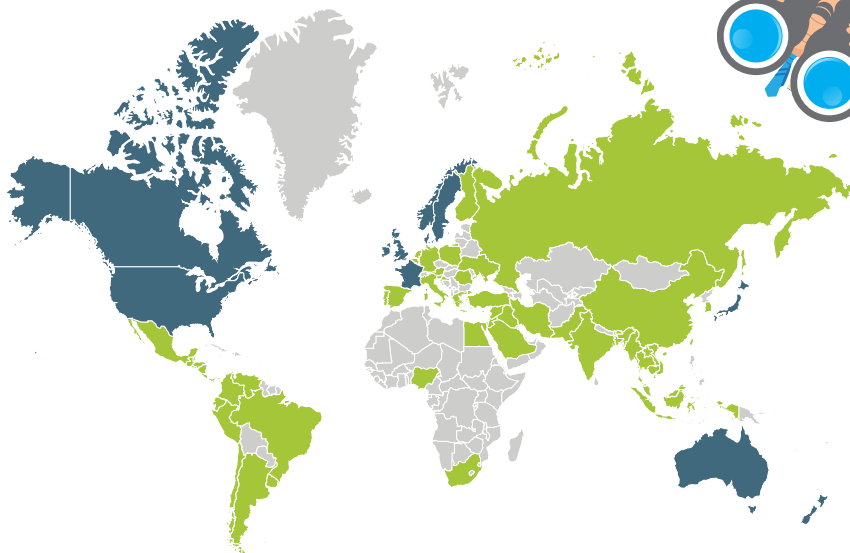
More than 2 billion active devices make Android the most popular and common operating system in the world.

3.5 bil.
3 bil.
2.5 bil.
2 bil.
1.5 bil.
1 bil.
0.5 bil.
0 bil.

2020
2019
2018
2017
2016
2015
2014
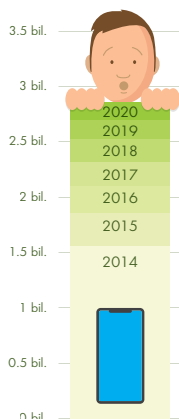
Annual raise of smartphone users

Mobile OS Fragmentation

Marshmallow 6.X.X
Lollipop 5.X.X
Kit Kat 4.4.X
Jelly Bean 4.1.X - 4.3.X
Older

iOS 9 9.X.X
Older 5.X.X
iOS 8 08.X.X

24.7%
37.5%
1.1%
8.8%
27.9%

89.6%
6.1%
4.6%

Source: statista.com

59
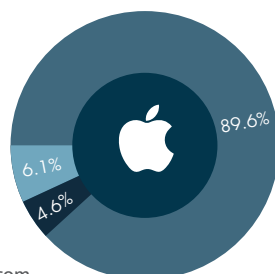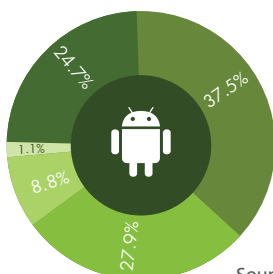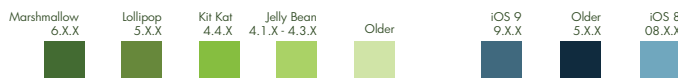
Hot Gossip

It is common knowledge that Microsoft made serious and excessive attempts to create its own market in the mobile devices by introducing Windows for Mobile, but the results were somewhat disappointing as the company achieved less than 1% penetration globally. This fact put Microsoft in secondary place regarding mobile industry and RCS seems to be a great window of opportunity. Consequently, the company has already announced its participation in the Early Access Program, making one last attempt of playing a more significant part in the mobile game…

If you are interested in being the first to know all about the release and availability of RCS, feel free to contact us or subscribe to our newsletter!

URLIT

THE LANDING PAGE REVOLUTION

urlit

PERSONALISED URL CREATOR

COMPATIBLE

SMS

Convert
any Message *to Personalized*
Landing Page!

Urlit as concept and the usability of a new communication feature by the name "landing page" was firstly introduced by Yuboto as the next gen tool of mobile marketing. Urlit can be implemented through SMS or any other messaging application, CRM, ERP and other related software. Furthermore, is fully compatible with Viber Messaging, WhatsApp for Business and RCS by Google.

The Bulk SMS market was the first step towards the shape of mobile marketing as we know it today. Commercial communication via SMS proved to be a smart and innovative marketing approach for its time because of 4 defining key features. These features are: the direct nature, the effective targeting, the low cost and the countable results. These attributes created a new channel for enterprises to communicate with the customers. This channel, as technology advances will become gradually better, richer and will provide limitless possibilities. Consumers welcome these radical changes as they seek better and friendlier services and solutions. At this point we must highlight that despite all these changes, the SMS technology has been exactly the same for the last 20 years, while the consumers' and enterprises' needs have become greater and more complex demanding more content. SMS is still the main tool of direct marketing, but it lacks in colors, images, audio… and other essential features of modern-day marketing. In an attempt to overcome this deficits of SMS, a new technology was developed by the name Multimedia Messaging Service or simply MMS.
In spite of the high expectations, MMS didn't make the difference everyone anticipated. The reasons of its "failure" were the tremendously high cost, compatibility problems with many devices and the rise of the email. So, for many years, the 160 characters of an SMS message remained the only commercial tool for mobile communication. But a new invention changed completely the whole industry. This invention was a new type of mobile phone with many features and capabilities, the well-known to all of us smartphone.
The smartphone market has developed considerably the last decade with broadband, 3G and 4G networks playing a decisive role to its growth.
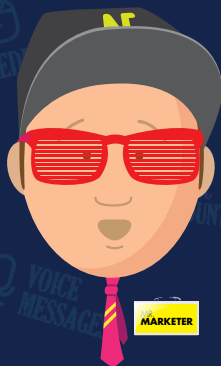
Considering the described situation, the top level management, the commercial department and the R&D department of Yuboto came to the conclusion that there is an urgent need for new mobile tools that will make the most of the possibilities smartphones offer. We had in mind the development of a tool that will combine the direct effect of SMS, Viber and WhatsApp messages with the interaction and the dense information today's marketing demands. So… we came up with Urlit.

Urlit is the latest service in mobile marketing that converts every message to a rich integrated communication with multimedia content, which is displayed in a mobile landing page. Having in mind to maintain all the key features of messages like their direct effect and convenience, we embedded to it an additional factor. This factor is an active web link directing the recipient to a landing page hosting unlimited text and any type of document. This way we utilize fully all the benefits of messaging, while via the web link, we provide to the end user all the information and limitless content. So, an enterprise by applying Urlit, as its mobile marketing tool, is in the position to promote effectively products/services using unlimited informational text, photos, videos, audio files, pdf, links or any other file. And most importantly, Urlit is a low-cost service that doesn't require difficult configuration setting or any technical background.

On paper, a message can also carry a specific web link. In this case many may wonder what the difference in comparison to Urlit is. The fundamental difference is in the process. In particular, when a user creates a Urlit campaign, the platform automatically creates the matching landing page. This way, the page where the message recipient lands is tailor made and serves specific content according to the marketing objects of the campaign. It is not another generic page of a website. These procedure offers to the user, convenience, efficiency, targeted actions, zero cost for building the landing page and most importantly the ability to create campaigns quickly without having technical knowledge or being an html expert. Imagine that while you are forming your campaign, which takes 10 minutes max, the Urlit platform creates the landing page and all the personalized links you need, in order to send each recipient to the page. One unique link for each recipient… Therefore, you are in the position to know not only how many visited the landing page, but also exactly who. Furthermore, with our latest reporting tools we can deliver all the actions performed in the page. These metrics are vital to evaluate each marketing campaign, and there is the option of extracting them for further analysis.

Mobile is the Kingdom!

Mobile phone is the most personal device we own!
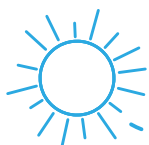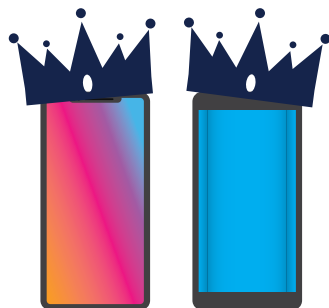
HAVE THEIR PHONE WITHIN REACH
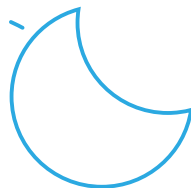
22 **PER DAY** **hours**

AGED 18-44 **80%**
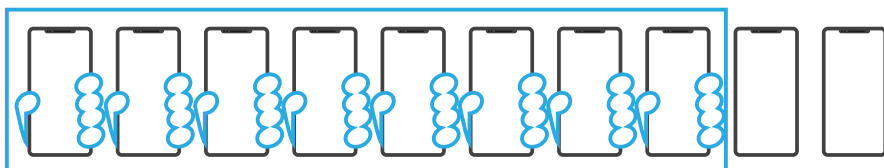
Source: digitalcommerce360.com

WE CHECK OUR SMARTPHONES OVER

200 **PER DAY** **times**
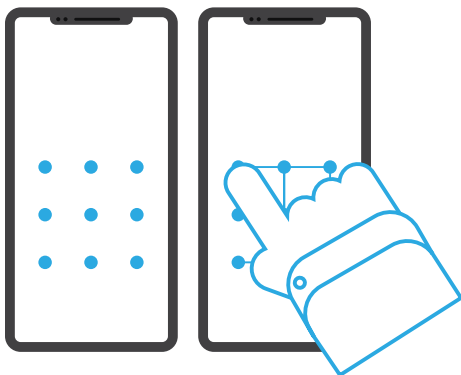
Source: mindshareworld.com

SMARTPHONES INFLUENCED
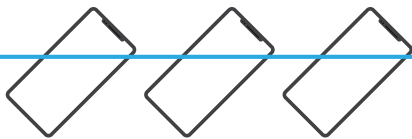
MORE THAN 2/3

ONLINE RETAIL SALES IN 2016

Source: Forrester Research Inc.

GLOBAL TIME SPENT ON INTERNET VIA MOBILE DEVICES

INTERNET CONSUMPTION GOES MOBILE!

2016	65%
2017	70%
2018	more than 73%
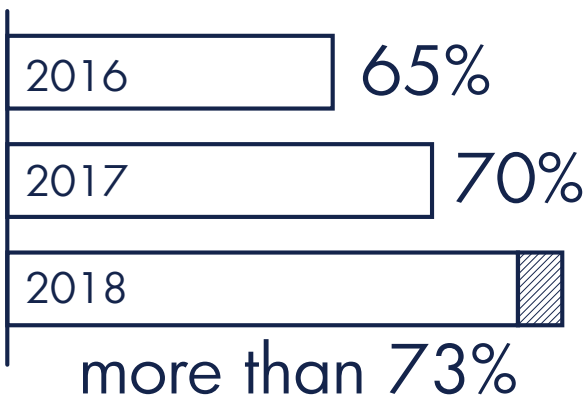
Source: zenithmedia.com

Mobile is no longer a medium in the marketing mix, it is evolving as the primary platform for brand communication!

Personalized Content is the New King

PERSONALIZED CONTENT IS

6 times

MORE EFFECTIVE THAN

NOT PERSONALIZED CONTENT

75% of consumers

are more likely to buy from a retailer that recognizes them by NAME

recommends options based on past purchases, or knows their purchase history.

73% of consumers prefer to do business with brands that use personal information to make their shopping experiences more relevant.

Source: demandmetric.com / Accenture / Digital Trends

53%
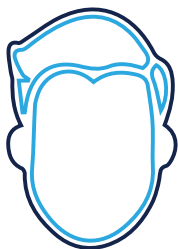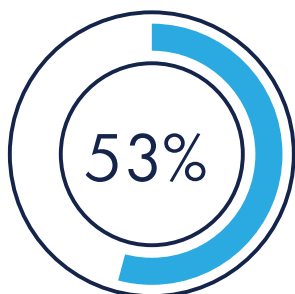
of online shoppers believe that retailers who personalize the shopping experience provide a valuable service.

BUY NOW

Source: marketingcharts.com

74%

of online consumers get frustrated with websites when content (e.g., offers, ads, promotions) appears that has nothing to do with their interests.
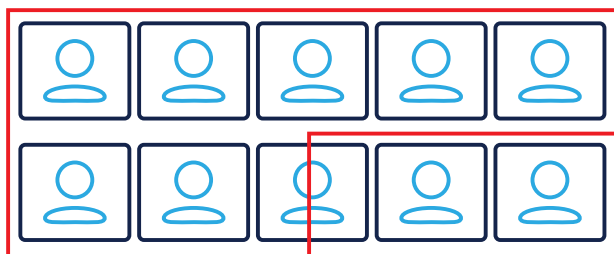
Source: cmo.com

When asked to prioritize one capability that will be most important to marketing in the future, one-third of marketers answered: **"PERSONALIZATION"**

Source: adage.com

Landing Pages revolutionize mobile experience!

Personalized landing pages are the best way to convert leads to sales

Today, consumers are bombarded with vast quantities of information 24/7. Many times, this information is not so relevant and furthermore it's outside the appropriate context. As a result, consumers get confused trying to filter the unstoppable noise of ads, promotions etc., while feeling annoyed by the lack of personal space. Thus, the use of ad block software on mobiles is on the rise with more and more users adopting this tool in order to avoid the continuous promotional hassle. Online consumers demand relevant content within a convenient context. In other words, they are interested in news, promotions and advertisements that are tailored to them and also can be reviewed in a moment of their choice...

Yuboto has developed Urlit, the ideal service for connecting brands and audiences in an organic, discreet yet primarily effective way to increase brand perception and sales.

Urlit

PERSONALISED URL CREATOR
FOR BULK SMS PLATFORM
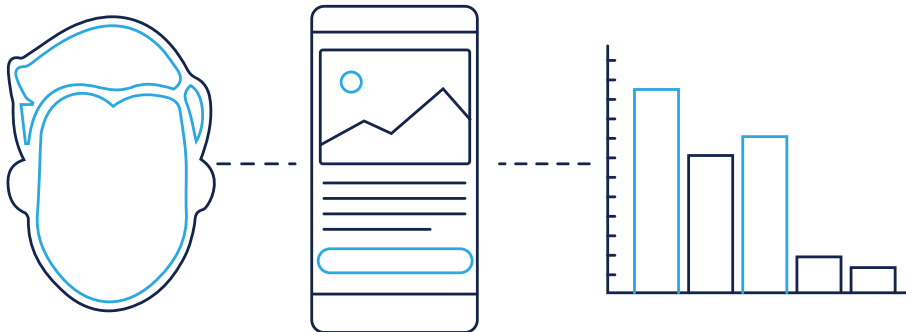
Personalized Landing Page Creator
The new integrated mobile marketing tool by Yuboto

Get to know your customers' needs!

Urlit Brief Overview

Urlit is an all-in-one online mobile marketing platform that's smart, simple and fast.

Create personalized landing pages with appealing design and reach your customers at the exact moment you wish. Provide them unlimited, customized content and optimize your campaigns with advanced reporting.

Urlit enables every messaging platform to transmit fully personalized messages including a unique short URL, which leads to a mobile landing page holding unlimited and customized content. In addition, it provides detailed reporting and data tracking for specific elements in the landing page, in order for the user to control easily and quickly the overall performance of the page.

Convert any Message to Landing Page

The landing page can host unlimited content such as text, pictures, videos, PDFs and all kinds of files.

Urlit Features
Design
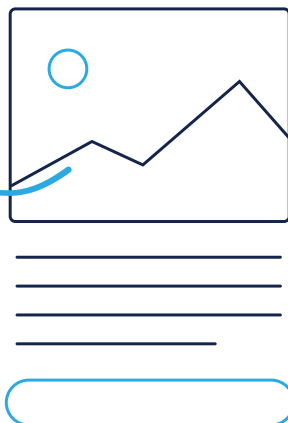
Build a landing page in minutes

Got no time for CSS or HTML? Don't worry! The user friendly, visual Urlit editor makes it super easy to quickly design and launch professional-looking, mobile landing pages without help from designers or IT. Just select the elements you want to include to the campaign and create effective and beautiful mobile landing pages in minutes!

No coding needed & flexible editing

Edit, customize, clone, and publish mobile landing pages just by clicking and typing. What you see is what your visitors get.

```
<div>
    <strong>Lorem Ipsum</strong>
</div>
```
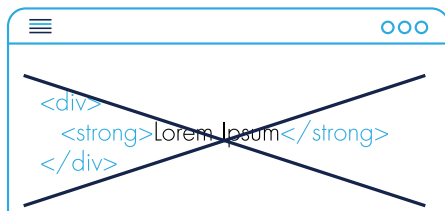
Power your pages with trackable Elements!

Add content elements such as Copy, Photos, Videos, CTA buttons, Links and Social Media Logos. All these elements are trackable, so you may gain a deeper understanding of your consumers behavior.

8 different types of content blocks

Design your mobile landing pages using a set of different content blocks.

Copy: the text of the landing page showcases in a clear way the offered value

Image: Give your clients a visible idea of your offer

Social Profiles: Raise the awareness of your brand

Call-to-action buttons: increase the traffic of your destination pages.

BUY NOW!

Document: Embed instructions, terms of use or any other useful material.

Link: Direct the recipients instantly to the preferred destination

http://link.com/

Video: Mobile video converts more than ever

Map: Make life easy for your audience

Personalization

Urlit makes Mobile Marketing personal! Create tailor made content fitting the varying needs and interests of your audience.

Urlit incorporates a revolutionary method of personalization, Tokens.

Tokens are the personalized variables or in other words, the dynamic information that you are able to pass through the unique URLs you will generate for your campaign. This way, every single one landing page you create can be customized by including specific and personalized information, regarding the exact intended recipient.

Tokens make possible an in deep analysis of any campaign by providing critical insights such as: detailed tracking of the actions of each recipient individually, understanding of the overall customers behavior and their preferences, elaborated information for optimizing the following campaigns.

CLOTHING BRAND

NEWCOLLECTION

A special offer just for you
Hello Jim, we know that you love brand new jeans, that why we offer you 30% discount on our brand new collection

SHOP NOW!

Trackable
image with link

<Token 1>
Personalised Item

<Token 2>

Trackable
CTA & Social Buttons

Detailed Tracking
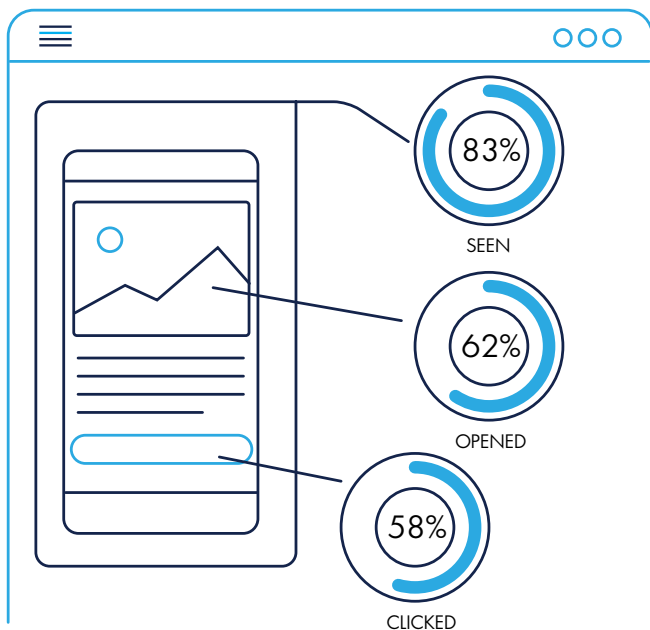
Unique URLs track everything!

Tracking the performance of your campaigns its vital in order to get the necessary feedback and optimize any next attempts. Having that in mind we built Urlit in a way that precise tracking of every element is possible.

Urlit creates as many unique URLs as the recipients of your campaign. These URLs are fully trackable so you may easily know how many and exactly which recipients opened their URL. This is the first, fundamental tracking option. In addition, the unique URLs have another great function, as they enable the detailed performance tracking of any element on the landing page.

You have the option to select as many elements as you wish to be tracked and thanks to the unique nature of the URLs, you will be in the position to know exactly whose recipients' activity is monitored.

Main Elements that are useful to be tracked are usually: various Links in the landing page, CTA Buttons, Files for downloading, Multimedia Content.

Advanced Reporting

Take full control of your campaigns with Visual Reports

Intuitive and informative charts illustrate extensively the performance of your mobile landing page. See the exact total number of campaign visitors for each landing page as well as the date/time of their visit.
Urlit gives you the opportunity to sharpen your campaigns with advanced reports.
The most common concerns of people implementing mobile marketing campaigns are:

- Which campaign has the best performance?
- What is the open rate of my campaigns?
- How many people clicked the purchase button?
- Which elements in the mobile landing page have the best performance?
- Which devices are my recipients using for viewing my campaigns?

Urlit with its advanced reporting system provides you all the answers you need in seconds.

Analyze landing page performance

Identify your best converting mobile landing pages in a centralized dashboard. Then, dig deeper to see how many visits and clicks each mobile landing page is generating. Find out which Operating System and which Browser are the most effective drivers to your mobile landing pages.
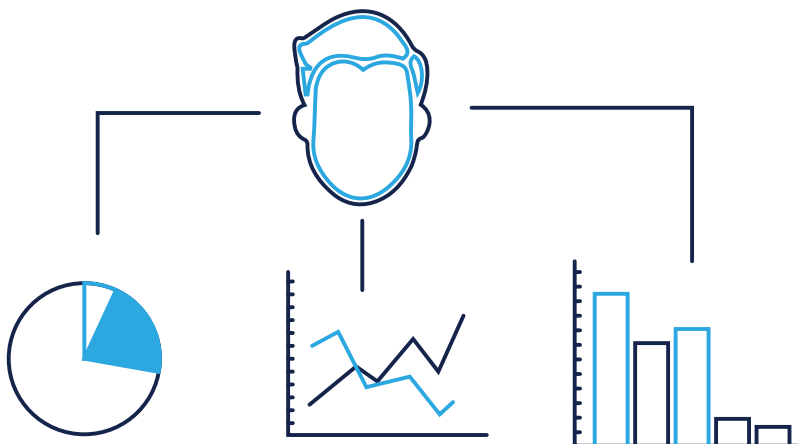
Integration | API | White Label Version

Urlit can be seamlessly integrated with any infrastructure or provided as a White Label service.

Extend your software functionality and optimize its capabilities by integrating it with Urlit. Maximize your system or platform's performance by implementing our API and include the advanced mobile landing page editor and URL generator to your infrastructure.

The White Label version of Urlit enables you to customize many of its elements in a way to emphasize your own Branding. In particular, there are various customizing options giving you the possibility of using your own themes, brand colors, company logos and of course your brand name to stand out of the competition.

COMPATIBLE   SMS

The Landing Page Revolution is here!

urlit

PERSONALISED URL CREATOR

COMPATIBLE

SMS

Create your account NOW!
www.urlit.io

MARKETER

LAST BUT NOT LEAST

SECRETS - TIPS - CLICK2CALL

NOT DELIVERED SMS – EVERYTHING YOU NEED TO KNOW!

?

SIR
MARKETER

In every bulk SMS campaign there are SMS that do not reach their destination. The infamous not delivered SMS messages. There are 4 main reasons explaining why this is happening:

1. **Recipient's mobile device is turned off.**
2. **Recipient's mobile device has no signal.**
3. **Incoming SMS messages are blocked.**
4. **Recipient's telephone number is canceled or incorrect.**
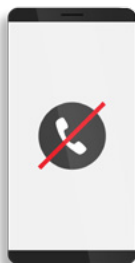
In cases 1, 2 and 3 SMS status appears to be "Pending". If the recipient opens the device/unblocks the SMS in the next few hours, then the message will be delivered and its status will change from "Pending" to "Delivered".

In the case where the message isn't delivered after 2 days from its original transmission, then the delivery is canceled by the telecoms providers. (the 2 days' time frame varies). Obviously the status of the message becomes "Not delivered". Keep in mind that there is a tiny possibility for the message to remain in "Pending" status even after 48 hours. The percentage of these messages is less than 1%.

Based on our advanced statistical reports regarding Yuboto's customer base, the percentage of delivered SMS messages of an updated recipients list is approximately 94,5%. The 5,5% of Not Delivered messages results from the reasons we elaborated previously.

NOT DELIVERED

# WHAT IS YOUR PERCENTAGE OF NOT DELIVERED SMS MESSAGES?

SIR
MARKETER
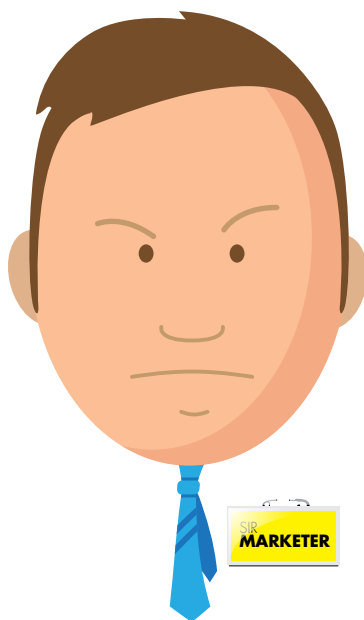
If your SMS campaigns have greater percentage of Not Delivered SMS than the average we previously noted, then now you know the reasons. Take advantage of the automated mechanisms we provide in order to minimize the amount of messages that are not delivered.

NOT DELIVERED

The free solution for minimizing Not-Delivered SMS messages!

Yuboto in order to provide great services and reliable SMS throughput provides, free of charge, control mechanisms that guarantee high percentages of delivered SMS messages.

There are many options protecting the sender of a campaign from sending messages to recipients who repeatedly fail to receive them. For instance one very useful option filters the numbers that have not received messages in the last two months and excludes them from the next campaign.
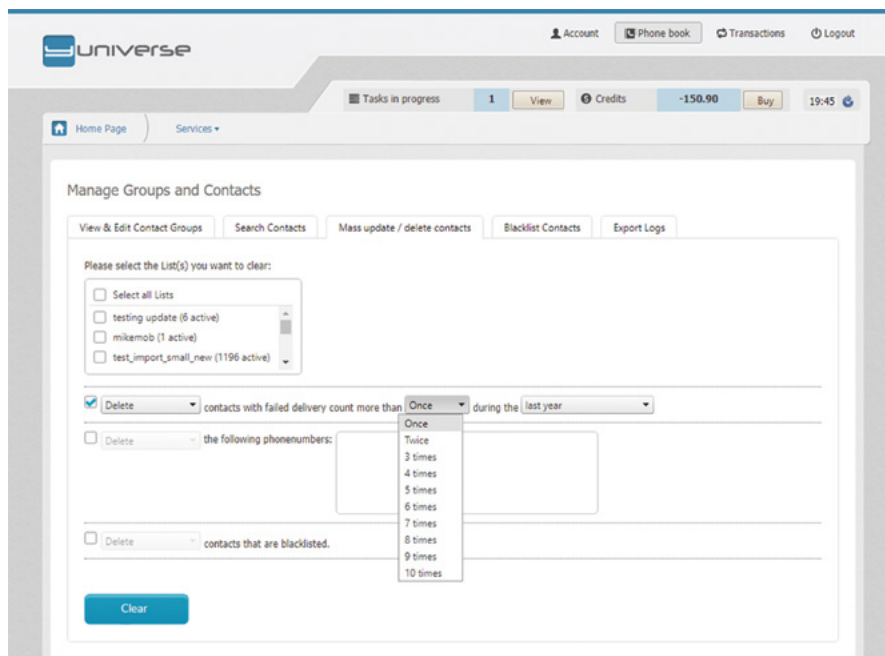
Yuniverse provides many similar options securing that the not delivered messages of your campaigns will remain in expected – normal levels. Use these options every time you upload a new recipients list and monitor successfully non-active numbers.
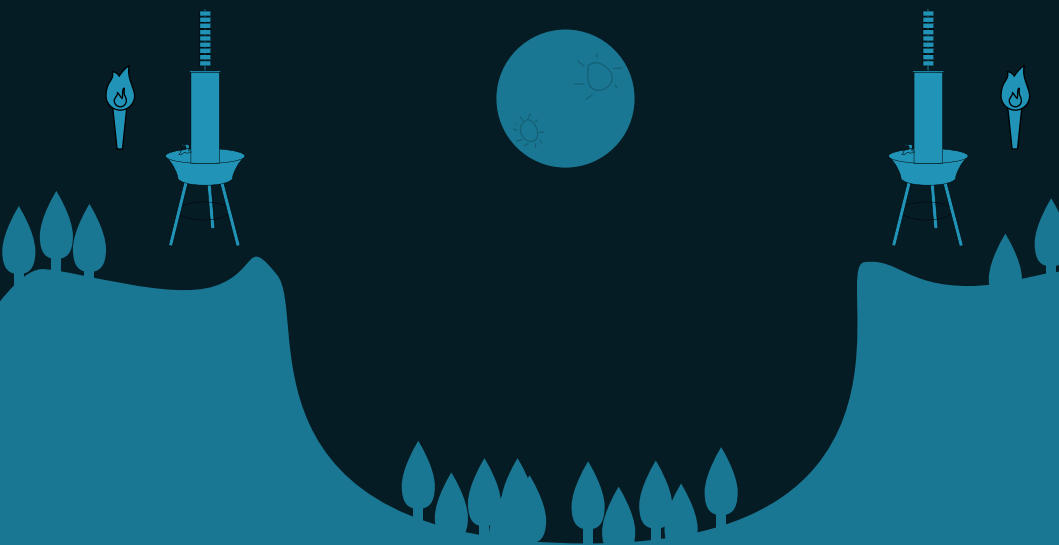
The first ever SMS messages were recorded in Ancient Greece in 350 BC!

During the 4th century BC in Ancient Greece there was developed the very first system of telecommunication by the name Phryctoria!

Phryctoria was a means of communication where signals were transmitted from hills or mountain tops with the use of fire torches during night time.

The system involved identical containers on separate hills, which were not connected to each other. Each container would be filled with water, and a vertical rod floated within it. The rods were inscribed with various predetermined codes, such as "we need food", "serious loses" etc., at various points along their height.

To send a message, the sending operator would use a torch to signal the receiving operator. Once the two were synchronized, they would simultaneously open the spigots at the bottom of their containers. Water would drain out until the water level reached the desired code, at which point the sender would lower his torch, and the operators would simultaneously close their spigots. Thus the length of time the sender's torch was visible could be correlated with specific predetermined codes and messages. Al-

exander the Great used this innovative for its time system to send messages from Iraq to north Greece.

Phryctoria is also known as "Aeneas' hydraulic telegraph".
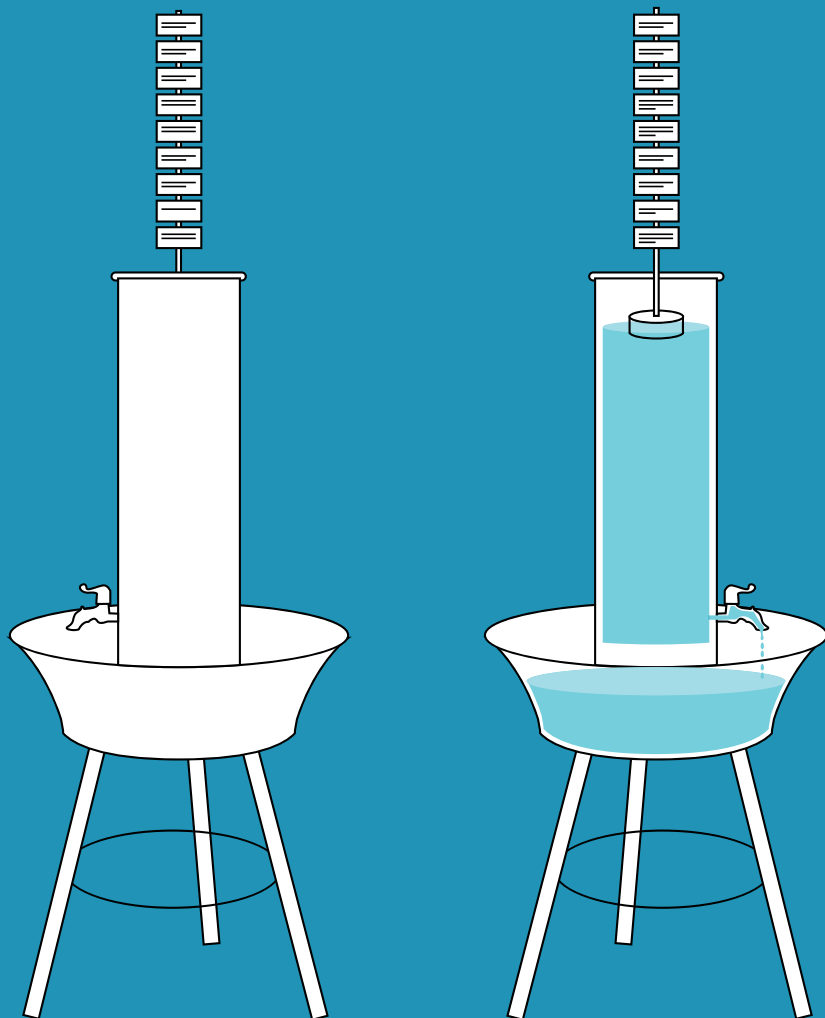
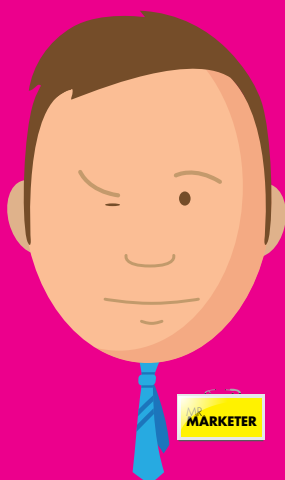

Source: Museum of Ancient Greek Technology – Kostas Kotsanas, www.kotsanas.com
We appreciate Mr. Costas Kotsanas for providing all the necessary information and sharing very useful material.

Best Practices for Great Performance and 10 Rules of SMS messaging!

MARKETER

Informative SMS campaigns are a simple, direct, discrete and affordable medium for raising awareness among your customers about promotional or any other activity.

Successful mobile marketing has 10 S.O.S. - fundamental rules that boost customer experience and campaigns effectiveness. By applying these principals we establish an excellent communication with our customers based in mutual respect and shared benefits.

The 10 Rules of Commercial SMS messaging!

1. Approval

A necessary condition of successful SMS marketing is the client's consent in receiving messages from your company for commercial purposes. Make sure that your customers have given their approval before you send them any SMS messages.

2. Value

Each one SMS message must be worthwhile for the recipients. In Yuboto we firmly believe in Marshall McLuhan's famous phrase "the medium is the message", meaning that the importance of a message is depended purely on its content. If content is the King, then provide your customers with a whole kingdom…
Clients prefer to be informed for matters that really interest them, so message them exclusive offers, important news, notifications & alerts for major events. Avoid sending generic or vague promotional messages, because these is always the possibility of recipients asking their exclusion from your list.

3. Frequency

The frequency of mobile campaigns is a very sensitive issue. In general, we advise you to avoid overloading your customers with many messages. An appropriate frequency both for successful promotion and for not disturbing the customer is 1 to 2 messages per month.

4. Quiet Hours

Respect the quiet hours and holidays as well. Each holiday is the chance for everyone to take some time for himself. Messages on these days are just annoying. Send your

campaigns strictly during working hours and days. It's a matter of common sense, respect and courtesy.

5. Limitations & types of SMS characters

You should avoid long messages because they are not attractive for the reader. The international rule sets the limit of SMS messages length at 160 characters, which is more than enough for you to create a compelling copy. A text consisting of 161 characters or more it is charged as two separate SMS messages. Before sending a campaign, write down a first draft of the message you wish to send and try to make it as brief and effective as possible. The greatest stories are told with the minimum of words. Nevertheless, if you face difficulties in creating compelling SMS messages Yuboto is more than happy to contribute with its know-how.

It's safer and better to use uppercase characters in your messages. The permitted characters for a single SMS are:

<div align="center">

abcdefghigklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
^{}\[~]|€@&£$&¥_!»#%&'()*+,-.;:/

</div>

Usage of other characters is possible with Unicode SMS.

6. Viber messages length

Viber messages have no limitations regarding the type of characters someone can use. Furthermore, Viber messages can have a maximum length of 1000 characters, which in our opinion shouldn't be reached in any case. That is because 1000 characters form a paragraph equal with the 1/3 of a standard A4 page, this length makes the readability of the message nearly impossible. Make sure your Viber messages are short and comprehensive, you will be surprised with the impact of a targeted and brief message of 200 characters.

> **"We have just ended the 160 characters limitation… but we are not going to become wordy"**
> Vasilis Angelis, *Marketing Assistant, Yuboto*

7. Professional looking messages

Abbreviations and acronyms may saving characters and enabling more content, but they reduce significantly the credibility of your message.

2day, 2moro, GR8, ASAP, WB may look fancy but they lack in convincing your customers. Remember every last detail in written communication is important.

8. Deletion

It's important, but also mandatory by law, to delete from your sending lists telephone numbers of customers who do not wish to receive your campaigns. You must respect these clients and proceed immediately to the removal of their numbers from your recipients' lists.

9. The great adventure of an SMS message

The routes of SMS messages sometimes are chaotic. Choose carefully the providers you will collaborate with. Reliable networks and trusted partners secure the timely and correct implementation of your campaigns. Real time – online reporting is a must have feature, so be absolutely sure your provider is able to deliver this service.

10. Carrier selection (the telecoms provider implementing bulk SMS campaigns)

The provider you will trust to implement your campaigns is an option of critical importance and price shouldn't be the major criterion. Cost is obviously a considerable factor but there are many "grey" areas you should be aware of.
Cooperate with trusted and reliable carries who guarantee the confidentiality and discretion of your clients' sensitive personal information. All the telephone numbers, personal information and sensitive data remain in the database of your carrier. It's an unavoidable condition in order to implement a campaign. At the same time a total and detailed history of your campaigns and their content is also available to the carrier.

Do not trust sensitive personal information to whoever implements mobile marketing campaigns. Select cautiously reliable carriers with proven credibility who are trusted by well respected brands.

Practical advices for successful SMS campaigns

Some useful tips that help in creating and sending successful campaigns with great results and added value are mentioned below:

Include the expiration date. A campaign promoting an offer should include an expiration date. There are two reasons why this date is important: firstly, because it states the one-off nature of the campaign and secondly because it creates the required urgency to the customers.

Use the phrase "display this text message". Reward your customers for allowing you to send them SMS messages. The best way to do so, is to include the phrase "display this text message" to the content of the message. Like this, the SMS obtains greater value as it is perceived by the customer as a way to save money.

Quick and effective SMS campaigns
Follow the next examples in order to create 4 different types of campaigns with direct benefits both for your company and your customers.

Display and Win

Display this message and win_discount_.
Valid from_ to _.
Example: Display this message and win up to 30% discount on every purchase.
Valid from 1/10 to 5/10.

Display this message and get_ for the price of_.
Valid from_ to _.
Example: Display this message and get 2 products for the price of one.
Valid from 1/10 to 5/10.

Display this message and save_ euros for purchases over_euros.
Offer expires _/_.
Example: Display this message and save 10 euros for purchases over 50 euros.
Offer expires 5/10.

Display this message for getting_ free_ with the purchase of_.
Offer expires _/_.
Example: Display this message for getting 1 free product with the purchase of 3.
Offer expires 5/10.

Customize your campaign
Make your campaign even more targeted by adding to the phrase "display this text message" a specific go to person, such as:

-The cashier (e.g. display this text message to the cashier and…)
-The shop assistant
-The bartender
-The receptionist

Include links and contact information
Better and more effective communication with your clients is achieved with the provision of contact information and points of reference.

-Call us at 1234567891
-Visit www.yourcompanysite.com
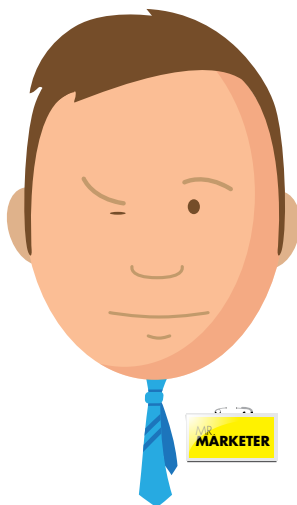
Click to Call - Convert anyone to potential customer!

PROUDLY AWARDED SERVICE

SILVER

2015
e-volution
awards

Click to Call is an automated telecommunications solution offering your customers the option to request a free callback from your company and talk directly with one of your representatives. Click to Call will make 2 calls and connect your customer to you.

This truly useful service can be applied to both online environments and printed materials.

Frequent online Click to Call uses:

- Company Site
- Newsletters, Email messages
- eBooks, eCatalogues
- Social Media
- Mobile Applications
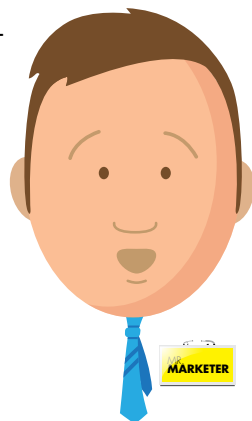
How users experience Click to Call in online environments:

Step 1

The procedure starts as soon as the online visitor clicks on the Click to Call icon.

Step 2

A window pops up asking the client to enter his/her phone number and click on «Request to get a callback».

Step 3

In return, 2 phone calls are made by Yuboto: 1 to you and 1 to the customer. Once both legs are answered based on the priorities set by you, the calls are connected with each other.

Why use Click to Call:

- Optimized and balanced performance of your call center
- Targeted and enhanced customer service
- Increased customer satisfaction therefore and acquisition
- Decreased shopping cart abandonment in online purchases

Click to Call Benefits:

- Easy installation
- Pay as you Go Service
- Compatible with any infrastructure
- Real-time solution
- Better Customer Service
- Increased Sales

COMPANY PROFILE

1. The Company

Yuboto is a pioneer, Greek, company in the field of telecommunications that develops and provides advanced, integrated mobile marketing services.

In particular, Yuboto has developed a full set of **innovative** services that can be used for the implementation of the most demanding and **personalized mobile marketing campaigns.** Some of these services are: **promotional SMS, Viber Messaging, MMS+, Autodialer, mCoupons, mTickets** and **mCards**. In order for the user to make the most of these services, Yuboto has created **Yuniverse**, an integrated online mobile marketing platform allowing anyone to build effective and targeted campaigns. Yuniverse has received 2 awards in the fields of Innovation and Technology, as well as many distinctions on international level.

Yuboto designs and develops most of its services in a way that they can meet any simple or complex need of promotion or communication of the modern enterprises. Another highly useful feature of our services is their **versatility** as they can operate either **standalone**, or they can be integrated into the customer's existing software/infrastructure by utilizing a provided "State of the Art" **HTTP API**. Infrastructures that Yuboto's services support are **ERP and CRM systems, company sites, social media pages** etc.

Yuboto is a **licensed telecommunications provider** by the National Telecommunications and Post Commission (**E.E.T.T.**) and **ISO 9001:2008 certified.** Moreover, it is a member of the Greek Association of Electronic Business (**GRECA**) and of the international Mobile Ecosystem Forum (**MEF**) also. In addition, it is a member of the Greek Institute of Customer Service (**HICS**), where it holds a position at the management board.

2. Customers

Yuboto provides top quality, innovative services accompanied by high level of customer service, thus being a strategic partner for both Greek and International companies. Some of them are mentioned below:

3. Distinctions and Awards

Thirteen (13) Awards and thirteen (13) Distinctions in the fields of Technology and Innovation are Yuboto's account of Awards and Distinctions for the Services developed over the last three years. With high duty perception and flexible tools that are consistent with the speed, the quality, the trends and development of the technology market, Yuboto managed to elicit these distinctions among acclaimed Greek and European Companies in contests held by the most prestigious organizations and market institutions.

Outward Focus
& Business Growth
Award 2017

The Funkiest
Operator Award
2017

Event Marketing Strategy – Public
Relations – Guerilla Marketing

Shortlisted
Best SMS Platform Provider
2017

Shortlisted
Customer Experience
Excellence 2017

GOLD
Mobile Services
Applications

SILVER
Personalized
Services

Distinction - Best SMS integration
with other types of services
2016

SILVER
Mobile Advertising
Campaign

SILVER
Technological
Innovation

Distinction - Best Strategic
Partnership
2016

Team of the year Customer Service
Award 2015

Innovative
Customer Service
2013

Back Office
Team of the year
2013 & 2014

SILVER

Best Personized Service/
Solution 2015

Company
of the year

Best Team in
Customer Service

GOLD

CSR Award
Team of the year
2015

GOLD

CSR Award
Response to Emergency
2016

BRONZE

CSR Award
Business & NGO
Collaboration
2016

BRONZE

Innovation
in Sales
2015

4. Yuboto-Telephony

yuboto.
telephony

Yuboto-Telephony powered by Yuboto is a licensed telecommunications provider by the National Telecommunications and Post Commission (EETT) and a complete and modern voice services provider through VoIP technology.

Combining a wide range of customized packages of telecommunication solutions, its high quality, speed of service and low costs, Yuboto-Telephony is the most competitive and flexible telecommunication provider that effectively covers the needs of any small or large business.
The telecommunication packages are:

Personal Phone Connection
VoIP Yuboto Telephony provides both portability and flexibility.

SIP Trunk
Interconnection between your PBX and Yuboto through SIP Trunk.

Fax to Email
Acquire your own fax number without having to purchase a fax machine, printing paper, inks etc. Only an email account is required.

Queue
Phone number enabling a waiting line for incoming calls.

Ring Group
Group phone connection with shared phone number.

IVR
Phone connection distributing calls through a prerecorded audio menu.

Virtual PBX
Virtual PBX provides an advanced, cloud based PBX for your business, without demanding any installation apart from the phone devices you wish to use. Moreover, it gives you the opportunity to create modern telephone scenarios such as over the phone menus and routing calls to Ring Groups or Queues.

ACKNOWLEDGEMENTS

free your

MOBILE MARKETING COMMUNICATION

www.yuboto.com