Key Features for Mobile SMS Marketing

Use the high open rates of mobile message campaigns to get business booming, mobile coupons to get your audiences engaged, and high text-message response rates to grow your database. The award-winning AT&T Messaging Toolkit transforms conventional message delivery with real-time features to help captivate audiences and create a lasting impression.

**Picture and Video Messaging (MMS)**
Take a step beyond plain text messages and grab customers' attention with pictures and video clips.

**Mobile eCards**
Make a positive impact with your customers or members by sending multimedia mobile eCards for holidays, birthdays, and special events. Choose from themed templates or design your own with images of your choice.

**Appointment Reminders**
Keep your appointment calendar full and your event attendance high. Deliver text reminders directly to mobile phones so that your customers or members don't miss appointments or important events.

**Mobile Voting**
Create interactive polls where participants can text in their votes. All votes are instantly tallied and mobile numbers automatically stored and categorized in your database.

**Shuffle Responder**
Give your customers something new every day when they text in one keyword. This feature is great for daily fun facts, inspirational words, jokes, and even daily tips related to your business or their interests.

**Text-to-Screen**
Showcase customers' comments on a big screen at your next event by having them text their message to a keyword. You can set filters to censor undesired words, and even approve or deny messages in real time.

**Mobile Coupons**
Drive website and store traffic with an instant mobile coupon sent directly to your customer’s phone via SMS text. These coupons are easily trackable and redeemable.

**Two-way Texting**
Connect with your members and customers by sending replies when they send direct messages to your keyword.

**Mobile Keyword Data Capture**
With the simple text of a keyword, you can gather first name, last name, email address, mobile number and more. Then have that data instantly stored in your database for targeted messaging.
Short Codes: AT&T Messaging Toolkit includes access to a shared common short code (“CSC”) provided by AT&T for SMS and MMS messages. If a customer desires a unique short code, AT&T will provision an additional short code. If a customer desires an “Optional Account Number” to which AT&T will bill all AT&T Messaging Toolkit charges, if such BAN is suspended or cancelled, all AT&T Messaging Toolkit feature rate plans provisioned through such BAN will be disabled. AT&T Messaging Toolkit may not be available for purchase in all sales channels or in all areas.

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