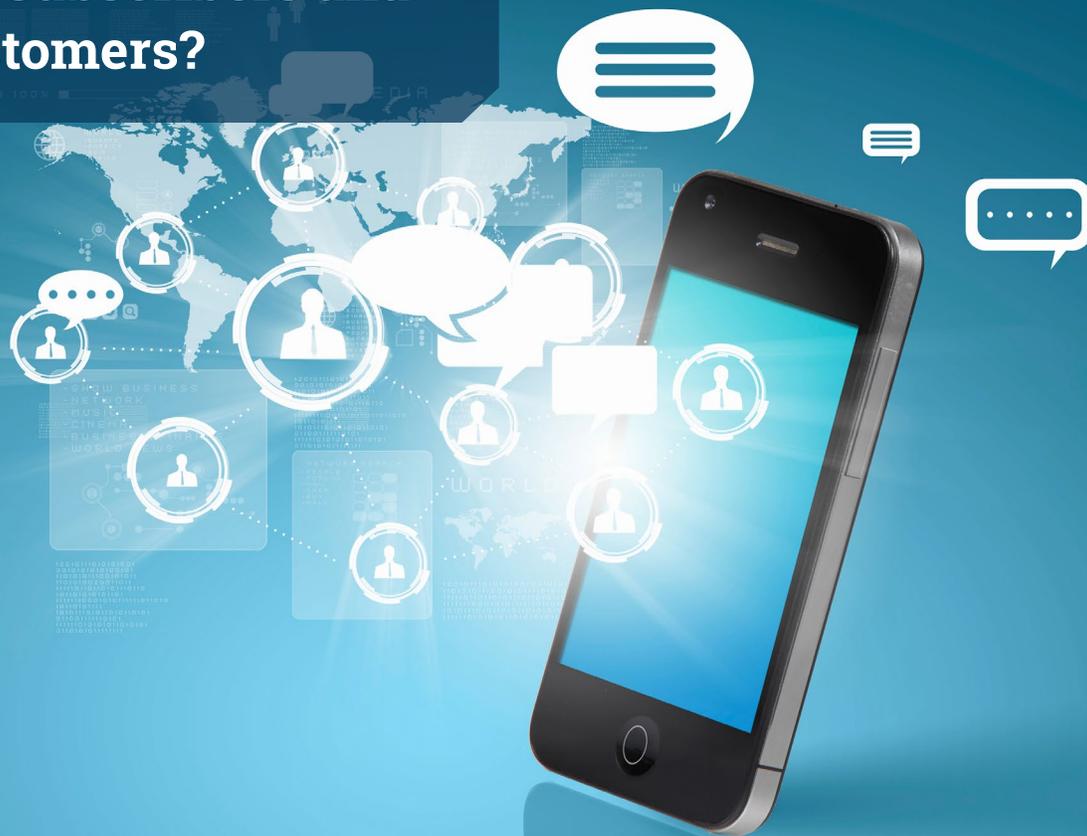


# Are you capitalizing on mobile value for your subscribers and enterprise customers?



## Syniverse White Label Cross-Channel Engagement

In today's connected world, the mobile device is the strongest connection a company can have to its customers and employees, and it's opening a new world of opportunities to reach audiences in hyperpersonalized ways. Delivering engaging mobile campaigns based on real-time data provides the opportunity to achieve relevant, contextual and targeted communications that build strong, relationship-driven experiences.

**Syniverse White Label Cross-Channel Engagement** offers you a cross-channel communications solution to capitalize on the mobile value to your subscribers, as well as a white-label solution to your enterprise customers. The solution utilizes a range of customized programs that deliver relevant real-time content directly to mobile devices across preferred channels.

Our cloud-based solution also makes it easy for you and your enterprise customers to deliver any type of mobile campaign. This can include everything from standard templates for quick deployment to customized templates for new campaigns to be distributed by text messaging, multimedia messaging, the mobile Internet, social media, mobile app push notification, and email.

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*We make mobile work*





## Benefits

- Realize higher ROI by targeting audiences in a meaningful, relevant way.
- Enable your white-labeled resellers to create targeted campaigns that can be national, regional or local.
- Improve business efficiency by delivering multiple campaign types through a single interface.
- Update campaigns in real time to deliver interactive, personalized communications to audiences using the ideal channel.
- Monetize value-added services in a cost-efficient way.
- Differentiate through proven mobile strategies that acknowledge individual preferences and thresholds.
- Leverage existing investment and deploy additional mobile communication channels.
- Enhance operational agility, extend business processes, improve employee interaction, and customer engagement.

## Features

Syniverse White Label Cross-Channel Engagement offers a number of features and a suite of customizable applications in a cross-channel platform. The solution offers these key capabilities:

- Cloud-based solution with flexible, rapid deployment models, API integration and GUI-based tools.
- Templates that provide the capability to easily design and deploy campaigns, and easily fine-tune or reuse previous campaigns.
- Ability to upload customer data and opt-in information (long code, short code and Web data) against multiple data sources, including CSV files, Web interface and API sources.
- Option to utilize extensive Syniverse Professional Services for our mobile expertise and resources to smoothly integrate, manage and deploy mobile campaigns.
- Ability to access our reporting tools and dashboard to monitor campaign effectiveness and export data to proprietary applications.
- **Communication Channels**
  - Text messaging and multimedia messaging - Include links to internal communications, mobile commerce applications, mobile surveys, QR codes, and live customer support services.
  - Social media - Utilize profile preferences to reach your customers on social media sites, such as Facebook and Twitter.
  - Push notification - Send appointment reminders, shipping notifications, account updates and other personalized messages through mobile apps.
  - Mobile Internet - Drive traffic to your site by providing a Web page link to customers in a text message.
  - Email and email-to-mobile communications - Forward email alerts by text messaging or push notification for faster responses.
  - Segmentation tools: Flexible and easy-to-use segmentation engine to deliver hyperpersonalized messages to your customers
  - Business Intelligence Analytics: Support real-time business decisions using behavioral data and usage patterns

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- **Value-Added Services**

- Rich media - Deliver audio and video to create personal and emotional experiences that drive higher engagement and conversion rates.
- Mobile identity service - Use mobile number validation to improve message routing, database accuracy, regulatory compliance and fraud prevention.
- Enterprise mobile messaging - Improve communications, increase cross-sell and upsell opportunities, and provide proactive, self-care.

## Related Products

**Enterprise Mobile Messaging** - Delivers, collects, and intelligently and securely routes A2P messages between mobile devices and enterprise applications.

**White Label Enterprise Messaging Service** - Enables service providers to offer their enterprise customers business-to-employee communications and collaboration through existing enterprise applications, Internet and mobile IP applications that are secure and regulatory-compliant with policy enforcement and archiving ability.

**Professional Services** - Provides strategy consulting, technical integration support, managed services, and the development of campaign strategy and success analytics.

## Uses

- Scratch to win - Surprise your customers with a gift or coupon.
- QR Codes - Incorporate point-of-sale, out-of-home, and other information to easily enroll users in mobile campaigns.
- Mobile coupons - Target customers with a call to action to take advantage of mobile offers.
- M2M communication - Automate notifications from M2M-enabled devices – such as out-of-service, service-needed, and measurements-requiring-attention notices – when needed.
- Contests and games - Increase awareness and participation with challenges and rewards.
- Communication alerts - Inform customers and employees of urgent and high-importance notifications and updates.
- Location - Use geolocation and beacon capabilities to determine presence and indoor proximity.
- Surveys - Design and send text-messaging-based polls that collect real-time, actionable feedback.
- Mobile Wallet - Deliver and update location-based offers, loyalty rewards, vouchers, tickets and other brand-ed content.





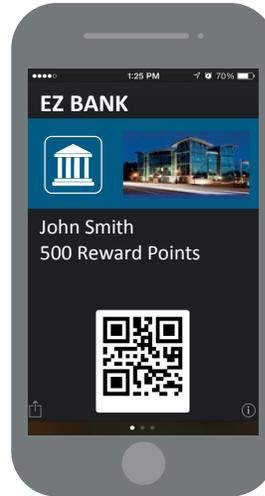
 Gaming



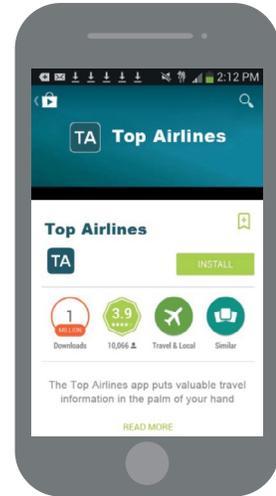
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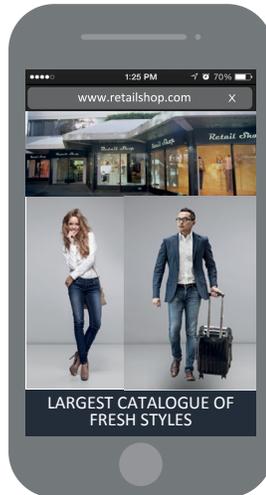
 Mobile Wallet



 App



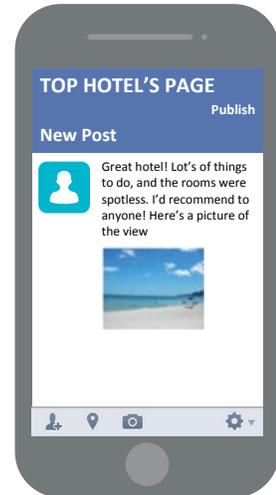
 Coupons



 Web



 Pictures



 Social Media

**Get Started Today!**

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us today](#) for more information or visit [www.syniverse.com](http://www.syniverse.com) to learn more.

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