

Text Messaging from Wessan Interactive allows you to quickly and cost-effectively interact with your target audience – anywhere, at anytime.

Text Messaging has become a worldwide trend. Individuals from all walks of life are doing it making it a preferred method of communication.

At Wessan, we provide businesses the opportunity to connect to this growing, mobile audience through our Text Messaging solution.

High Deliverability

With Wessan, your Text Messaging program will have an extremely high percent of deliverability. This is because over 94% of all text messages are read and your marketing message viewed by virtually all of your campaign recipients.

Targeted Audience

Because your audience has opted-in to receive your offers and/or message, they will have an active interest in your business, service or product. This results in a high participation level to your text marketing program.

Cost Effective

For just pennies per contact, Wessan's Text Messaging is simply one of the most inexpensive ways to communicate resulting in a 30-50% reduction in traditional contact costs.

Text Messaging Common Applications:

- Coupons
- Voting
- Contests
- Games
- Sweepstakes
- Product Promotions
- Service Information
- Lead Generation
- Data Capture
- Database Creation
- Surveys
- Research
- Reminders
- Notifications
- Alerts

INNOVATIVE
POWERFUL
EXPERIENCED

The Text Messaging Revolution:

- 86% of Americans in the 13+ age group own a mobile device.
- 12% of households, run by 18-34 year olds in the US, do not have a landline and rely exclusively on their cell phones!
- In 2007 over \$1 billion was spent on mobile advertising worldwide and the overall market is poised for exponential growth for the next several years.

Call 800-468-7800 or visit wessan.com for more information.

