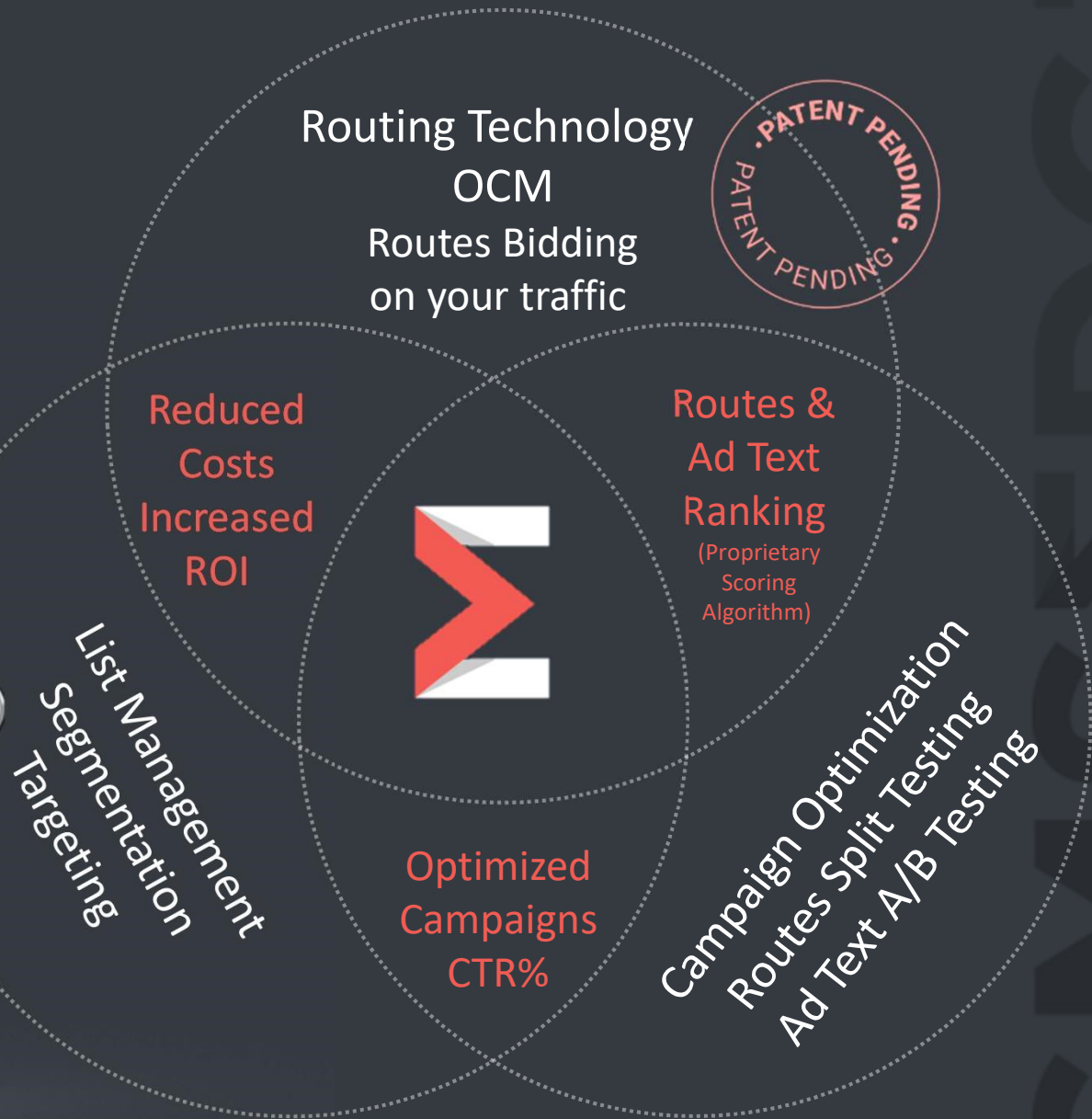


# SMSEDGE

SMS MARKETING PLATFORM



# OUR EDGE | Smart Bulk SMS Marketing Platform



# ROUTING TECHNOLOGY | *More Than Worldwide Coverage*

Each Country – Many Routes, varying in performance.

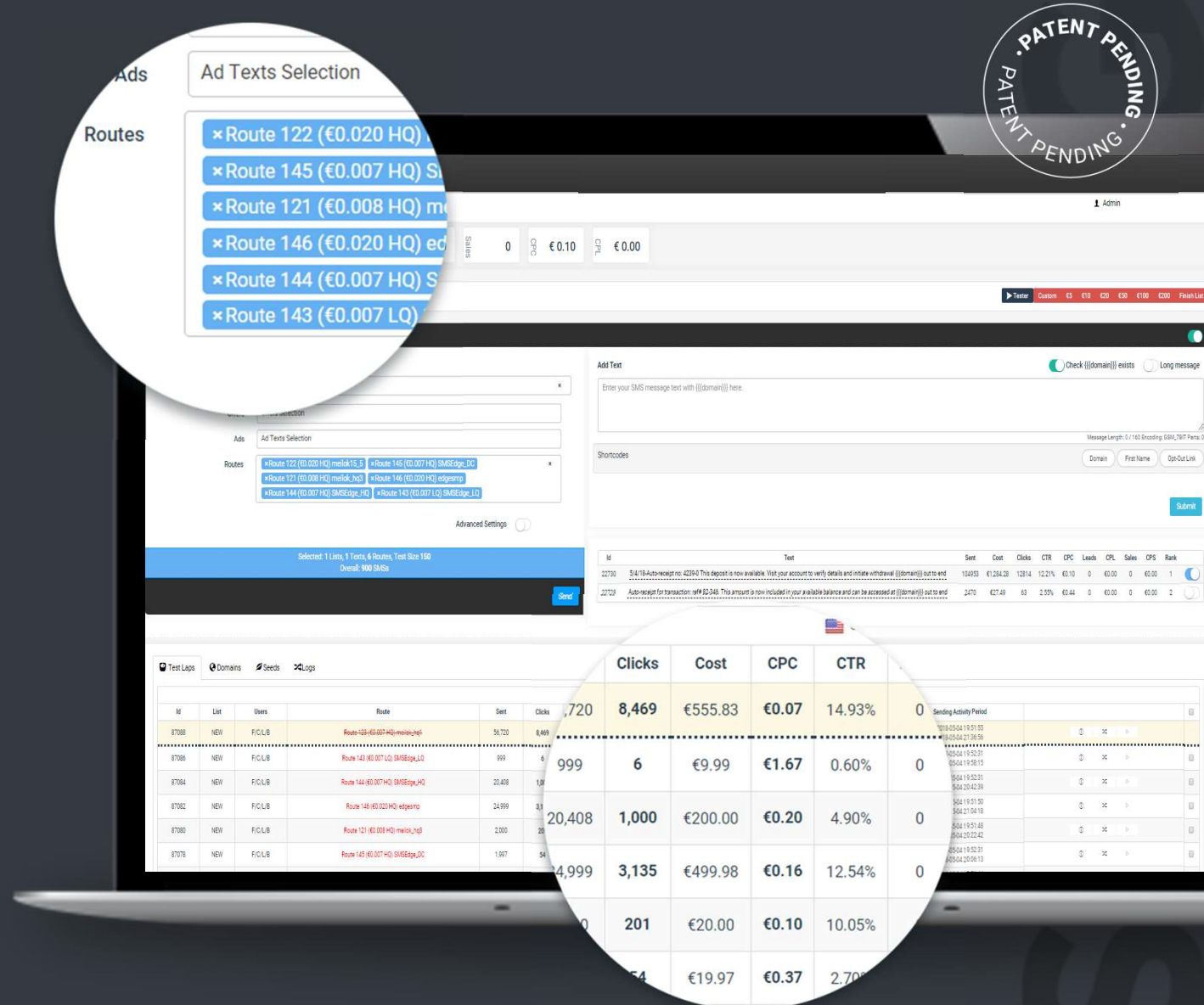
Our proprietary scoring algorithm & cutting edge technology split tests routes, ads, offers, lists & over 10 various parameters

Actions:

**Best Performing Route Per Specific Campaign**

Results:

**Highest Delivery  
Better Campaign  
Performance**



# LIST MANAGEMENT | *It's All About The Numbers*

Clean landlines, malformed & duplicate numbers

Validate active mobile numbers - HLR

Segment by Clickers, Sign Ups & Sales

Actions:

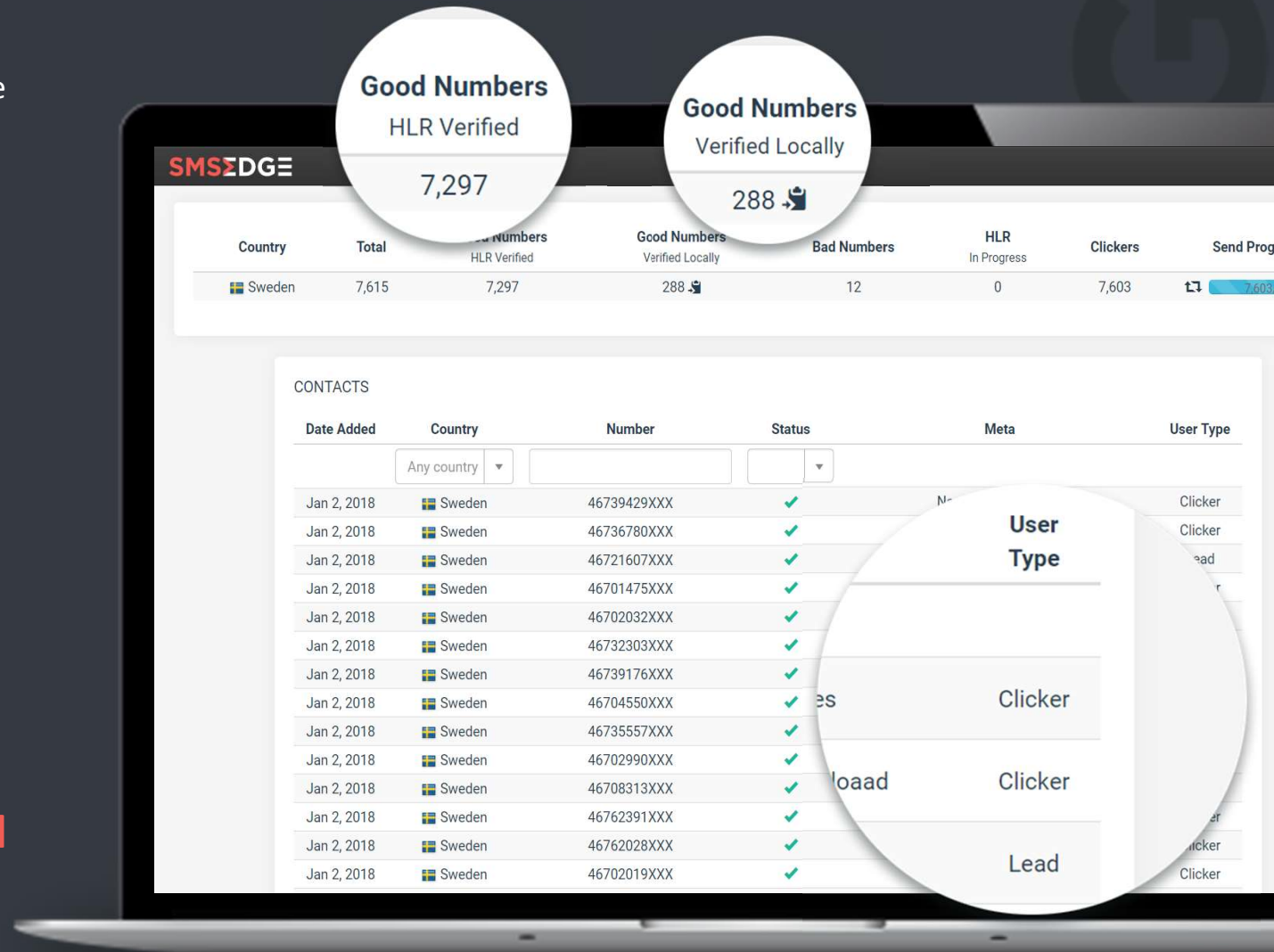
**Send Targeted & Personalized Campaigns**

Results:

**Send only to valid users**

**Pay only for what you send**

**Reduce Costs**





# CAMPAIGN OPTIMIZATION | CTR – The 3 Magic Words

Send smart performance oriented campaigns instead of blasting and hoping for the best

Send a test – small amount of users from your selected list

Ad text - A/B Testing & Ranking

Routes – Split Testing – CTR Oriented

Actions:

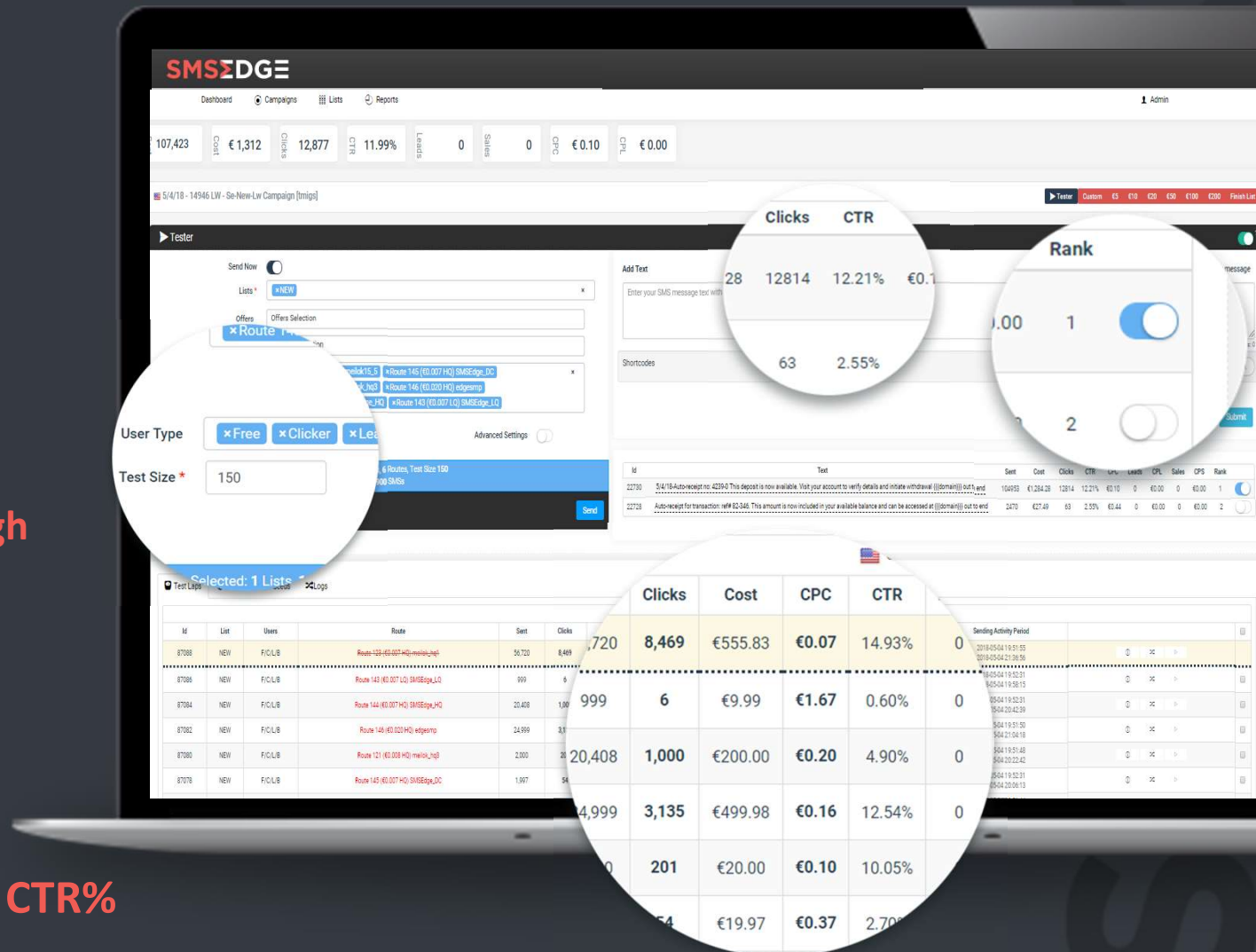
Finish campaign sending with best performing ad text though Route with the highest CTR

Results:

Increase ROI

Higher user engagement

Optimized Performances – CTR%



# STEP-BY-STEP | Reinventing SMS Marketing



1

List Management  
Validation  
& Segmentation

Valid Numbers

Segmentation

Clicks | Leads | Sales



Real-Time Optimization  
Ad Text | Landing Page (LP)  
Split & A/B Testing

LP 1

Text 1

CTR 8%

LP 2

Text 2

CTR 3%

LP 3

Text 3

CTR 15%



OCM - Routes  
Bidding  
& Ranking

Country A

Route 1

CTR 5%

Country A

Route 2

CTR 20%

Country A

Route 3

CTR 3%

Finish SMS Campaign Send

3

Reduce costs by  
15% up to 50%



Increase Effectiveness  
by 500%



Significantly  
Increase ROI

# END-TO-END | SaaS Solution

## MARKETERS

### Fast & Easy

Intuitive & Self-Served  
Get started in less than 5 mins

### List Management

Clean, validate & segment your lists for optimized performance

### Real-Time Reporting

Accurately track your clicks, leads & sales

### Campaign Optimization

Split test routes, ad texts and various parameters

### Mobile Marketing Experts

Latest SMS marketing strategies

### Reduce Costs

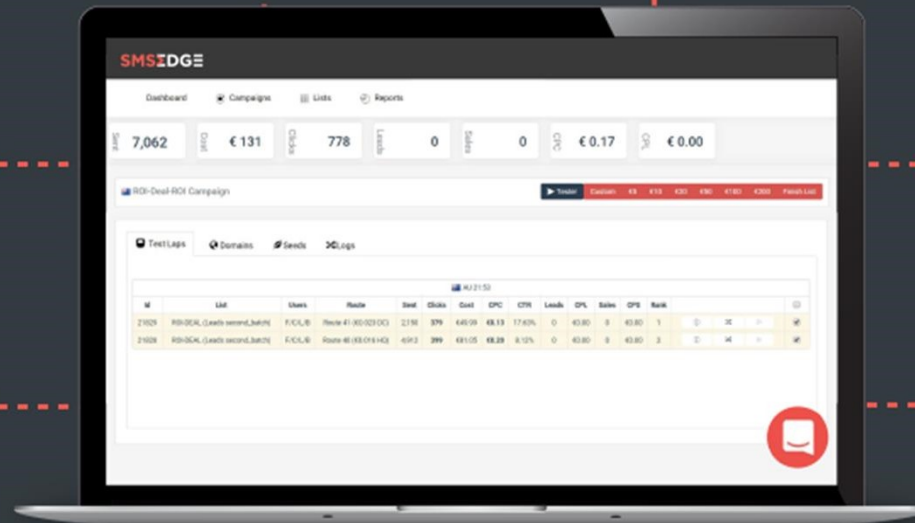
No set-up fees  
Pay only for what you send

### Highest Delivery

Proprietary scoring algorithm selects best performing routes & ads

### Increase ROI

Better campaign performance guaranteed



## COMMUNICATION PROVIDERS

# Real-Time Reports | *Fully Transparent*

Cost-effectiveness and reliable reporting are key decision makers, which can make or break your campaigns. At SMSEdge we focus on developing and integrating state-of-the-art technology to increase ROI, reduce costs, optimize campaigns and provide real-time, fully transparent, accurate trackable results.

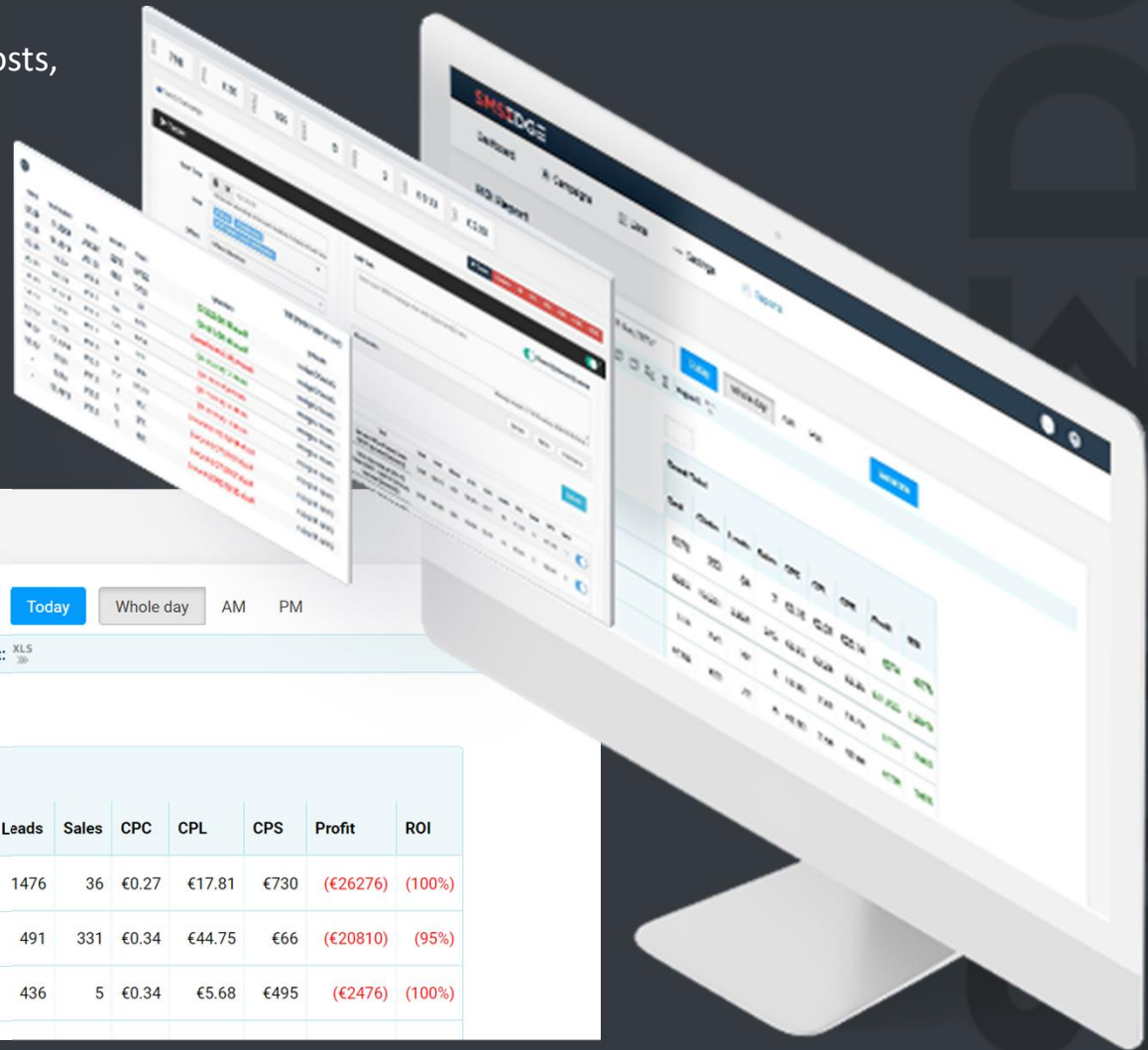
Accurately Track your Clicks,  
Leads & Sales

ROI Report

01-Apr-2018 to 20180507 Today Whole day AM PM

Rows: Columns: Export: XLS

		Grand Total								
Country	Link	List	Cost	Clicks	Leads	Sales	CPC	CPL	CPS	Profit
> Australia			€26281	95964	1476	36	€0.27	€17.81	€730	(€26276) (100%)
> Sweden			€21974	64758	491	331	€0.34	€44.75	€66	(€20810) (95%)
> Austria			€2475	7217	436	5	€0.34	€5.68	€495	(€2476) (100%)



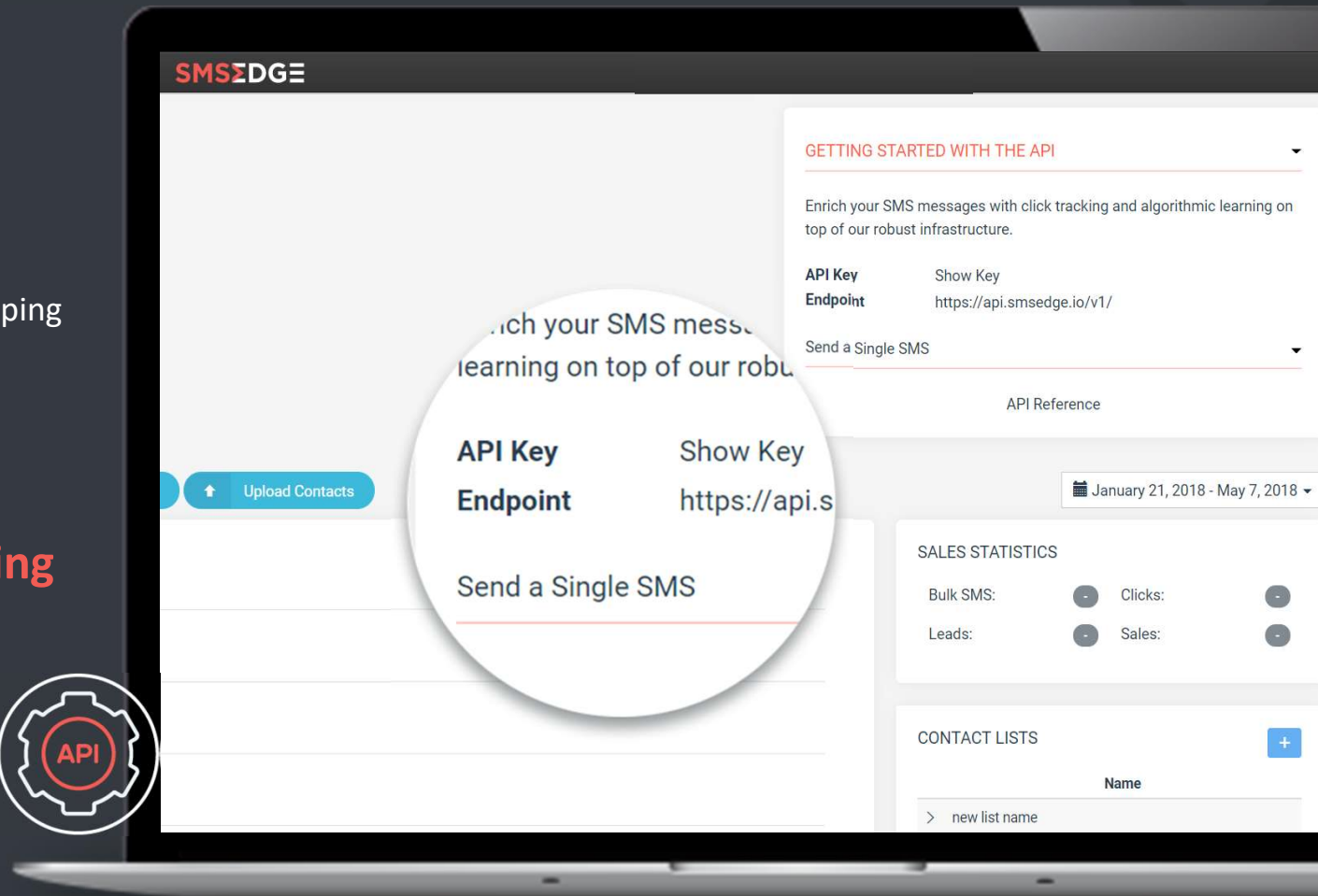


# API | *Integration & Documentation*

Fully supported API enables you to leverage your application on-top of our platform.

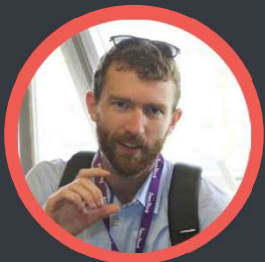
Our advanced API integration provides you with a simple way to add powerful SMS capabilities to your application, leaving you with the freedom of developing your business your way.

**Accelerate your SMS Marketing with Click Tracking & Algorithmic Learning**

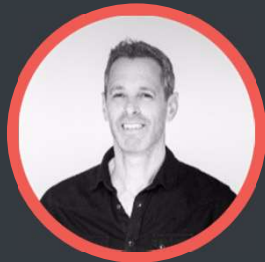


## THE TEAM | *SMS Marketing Gurus*

We are a tech-savvy and innovative team, with years of marketing experience. We have harnessed all of our SMS marketing experience to develop an end-to-end SaaS solution, enabling you to send highly optimized SMS campaigns.



Slaine Willey,  
CEO



Neri Ashuach,  
COO



Ronen Livne,  
Business Development



Naor Omry,  
VP Customer Success



Ela Spector,  
Head of Marcom



Dmitry Rabinov,  
Development Lead

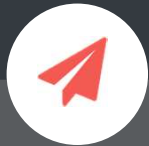


Simon Mor,  
Integrations Lead



## TALK TO US | *How Can We Help?*

We aim to make SMS Marketing as simple and intuitive as possible by providing an all-in-one platform and help our customers reach their target audience, meet their marketing goals and manage successful SMS marketing campaigns.



Smart Bulk  
Marketing SMS



API Integration  
& Documentation



Providers, Carriers  
& Aggregators

Let's discuss your SMS marketing needs;



Phone:

+442081232113



Skype:

hello@smsedge.io



Email:

hello@smsedge.io