



Use Cases

Complete Mobile Marketing

Promote

Acquire new customers
Engage customers with brands
Promote products and services

applications

management tools

core platform

Service

Extend Customer Relationships,
Build Brand Loyalty,
Lower Costs

campaign management,
web integration, store locator,
HTTP/S API

campaign reporting,
monitoring, analytics, dev tools,
API Doc

99.99% Uptime

CLICKWIDGET

Click widget integrates mobile campaigns with web-sites, email, and banner ads. It enhances participation since it targets specific mobile marketing campaigns.

Flash embed

Drives mobile awareness

Embed into Email Marketing

Tracking

Cross-channel marketing

CLICKWIDGET

The screenshot shows a food website interface. At the top, there is a navigation menu with 'Food' selected, and links for 'Web', 'Images', 'Video', 'News', 'Local', and 'More'. Below this is a search bar with a 'SEARCH' button and a 'Sign In' button. A secondary navigation bar includes 'MAIN', 'RECIPES', 'COOKING WITH TYLER FLORENCE', 'DRINKS', 'MY COOKBOOKS', 'PLAY WITH YOUR FOOD', 'GRILLING', and 'Send Us Feedback'. The main content area features three recipe cards: 'Guilty Pleasures' (chocolate cake), 'Restaurant Row' (chicken dish), and 'Dinner Tonight' (broccoli). A 'YOUR HEALTH MATTERS' section is also visible. A 'COUPON' overlay is active, showing a 'Mobile Number:' field, a 'SEND NOW' button, and a 'CANCEL' button. The overlay is positioned over the 'Dinner Tonight' card and the 'COUPON' section.

Hover Over *Example*

Works well with email marketing as well...

STORE LOCATE

- ➔ Simplistic interface for uploading store locations (Excel file)
- ➔ Takes minutes to get started
- ➔ Runs on Moonshado's shared short-code
- ➔ Users can also text in street, city, or state information to get back store locations
- ➔ We can grow this application to include product search, service query, contact lookup, etc..

HTTP/S API

- ➡ We provide a HTTP/S API for companies who would like to customize message interactivity.
- ➡ Send Message,
- ➡ Received Message,
- ➡ Delivery and Notification status reports
- ➡ Cloud based architecture, allows us to scale instantly

MOBILE MARKETING

Moonshado's Mobile Marketing use cases are a set of mobile solutions that are simple, effective and affordable. They include market-proven campaigns that marketers and brands can have running within weeks!

Planned support for:

- Media Tracker
- Gift Card
- Dynamic Alerts
- Contest
- Brand Asset Download
- Contact Capture

Support for:

- Promotions
- Coupons
- Voting
- Surveys
- Store Locator
- Alerts