

Mobile Marketing

A-Z Glossary Terms



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Mobile Marketing A to Z Glossary Terms

If you are new to mobile marketing there are a lot of new terms to become familiar with. To make things a little easier we have compiled the A-Z of Mobile Marketing – a comprehensive glossary of Mobile Marketing terms with clear explanations and links for further reading.

B

Bulk SMS

The term used to describe sending a single SMS/text to many recipients at once. [Bulk SMS](#) is facilitated by using Text Messaging Software such as [Involve Mobile's Text Messaging Software](#). Bulk SMS covers both Low Priority and High Priority messages. It is also sometimes used by businesses seeking to purchase large numbers of SMS and text messages at once.

Broadcast Messaging

Delivering information to many recipients simultaneously –this can be in the form of text messages via SMS, email or recorded voice messages. Find out more about [providers of Broadcast Messaging](#).

C

Common Short Code Administration

The organization that administers the common short code registry that is delegated by the FCC. The [Common Short Codes Association](#) (CSCA) administers Short Codes in the US. See "S" for short code.

Customer Relationship Marketing, also known as Relationship Marketing

Marketing focused on building long term relationships between an organisation and its customers rather than simply transaction based relationships. Relationship marketing is focused on capturing customer share rather than market share.

D

Dedicated short code

Refers to a business or organization having exclusive use of a common short code for their mobile marketing purposes. This may include running one or several mobile marketing services at once. Dedicated short codes can be either a random short code or a vanity short code. All dedicated short codes are leased on a 3,6 or 12 month basis from the [US Shortcode authority](#). There is no ownership of short codes granted to businesses. See “S” for short code.

Digital Marketing, also known as emarketing

The management and execution of marketing, using electronic media, including the internet, e-mail, wireless media including mobile, and may include other interactive channels such as interactive TV.

Digital Marketing Agency

An agency that provides digital marketing services including the creation, management and execution of marketing using electronic media including the internet, e-mail, wireless media including mobile, and other interactive channels such as interactive TV.

E

eCRM – Electronic Customer Relationship Management

[eCRM](#) refers to a management system of capturing customer information that includes interactive and behavioural information as well as demographic details. It is primarily focused on the extra information that digital marketing channels are able to provide. For example, storing SMS and text message history or email open rates with a customer profile. An eCRM system typically stores personalised customer behavior giving businesses valuable data and insights into what information and channels that customers prefer. Users are then able to tailor mobile marketing message and emails on a personalized basis, delivering sale opportunities.

eCRM Companies - Electronic Customer Relationship Management Companies

Companies that provide eCRM or digital Customer Relationship Management systems or services which involves capturing and managing customer relationships using the internet, mobile and other digital channels.

I

Interactive Marketing

Marketing with a collaborative focus between the business and its customers with the aim to build close relationships. [Interactive marketing](#) is generally facilitated via internet and mobile technologies.

Interactive Customer Relationship Management (iCRM) Companies

Companies providing Interactive CRM services which involves the integration of communication channels including mobile messaging, email and voice. ICRM can help identify profitable customer segments and sales opportunities through its database approach.

Interactive Marketing Company

A company that provides interactive marketing services. Interactive Marketing is marketing with a collaborative focus between the business and its customers with the aim to build close relationships. Interactive marketing is facilitated via internet technologies.

M

Mobile campaign, mobile marketing campaigns

A marketing, advertising or public relations campaign executed using mobile device technologies including SMS, MMS and WAP Push. Mobile campaigns allow organizations to reach their target audience in a timely, efficient and personalized manner which also allows for direct user interaction. Find out more about [Mobile Campaigns with Involve Mobile](#)

Mobile Database

A database of customers that have or are willing to communicate with a business for mobile marketing or other purposes. The [mobile database](#) may have been created from customers sending in an SMS / text message, signing up via a website or mobile website or from an offline list that the business has determined is suitable for mobile marketing. Businesses typically use a mobile database to send out bulk SMS or text alerts for mobile marketing purposes such as sale offers and mobile coupons. It is important to recognize Opt-in, Opt-out and spam requirements when managing a mobile database. InvolveMobile makes it easy for you to manage your valuable data and requirements.

Mobile Marketing, also known as Cell Phone Marketing

Marketing that uses mobile device technologies including SMS, MMS and WAP Push to deliver marketing messages to consumers. Mobile Marketing allows to organizations to reach their target audience in a timely, efficient and personalized manner which also allows for direct user interaction. Learn more about Mobile Marketing with the Mobile Marketing Association's (MMA) [2009 Mobile Advertising Overview](#) or find out more about [Mobile Marketing services](#) offered by InvolveMobile.

Mobile Marketing Companies, also known as Cell Phone Marketing Companies or Wireless Marketing Companies

Companies providing mobile or cell phone marketing services, sometimes referred to as text message companies or text message providers. Mobile Marketing uses mobile device technologies including SMS, MMS and WAP Push to deliver marketing messages to consumers. Mobile Marketing allows to organizations to reach their target audience in a timely, efficient and personalized manner which also allows for direct user interaction. Find out more about [Mobile Marketing Companies](#).

Mobile coupon, also known as Text for Coupon

A sales coupon or discount coupon which is sent via text/SMS to a consumer to use in a retail store and will typically include an offer to be redeemed, such as 2 for 1, 20-50% off, 1 free item with purchase. Mobile coupons are very popular and can be a great way to attract new customers to try your products and services. Customers can receive mobile coupons in a variety of ways, see below for examples. Many large companies including [Starbucks](#) use mobile coupons to foster customer loyalty and increase sales. Find out more about using [Mobile Coupons](#).

Some examples of how mobile coupons work:

- Customer may text to the businesses short code to receive a mobile coupon. This might be from print, radio, TV, outdoor or in-store advertising.
- Customer may register to receive regular mobile coupons online, instore or by sending in a text message.
- Customer is registered to receive a weekly discount mobile coupon via text message

Mobile CRM – Mobile Customer relationship management

Managing customer relationships over mobile devices and communications such as SMS / text message, MMS, WAP and downloadable applications (eg: iphone). A mobile CRM system like InvolveMobile will track and store all information to the central profile for a customer, identifying sales opportunities and profitable segments.

Mobile CRM Companies – Mobile Customer relationship management Companies

Companies that provide Mobile Customer relationship management technologies and services which involves managing customer relationships over mobile devices and mobile communications.

Mobile Opt in

When a mobile user subscribes to a program via initiating contact with a text message service provider or mobile campaign generally and by doing so is agreeing to be sent bulk SMS or text message alerts. This contact is in the form of a text message sent to the service provider and is usually prompted by a marketing message on a range of media including outdoor and event advertising, internet, print and TV. Sometimes there is a double opt-in process required whereby text message service providers are required to send back the response “Please text back YES to confirm you would like to opt-in for further communication”. Once a mobile user has opted-in, the business may send unsolicited mobile marketing text messages until they opt-out.

Mobile Opt Out

When a mobile or cell phone user unsubscribes from a mobile marketing program that they had previously opted-in to. If opting out via text message, the standard word that mobile marketing companies use is STOP. Other generally acceptable terms are QUIT, END, CANCEL , UNSUBSCRIBE. Once a consumer has opt-ed out it is vitally important that the business previously sending mobile marketing messages recognizes the opt-out request and ceases to send any more SMS messages until that person goes through a mobile opt-in again. Companies are now being held legally responsible and are being fined for sending messages which are classified as SPAM. Involve Mobile will make the management of all mobile marketing requirements simple and easy.

Mobile Registration, also known as Text Registration

This is the ability for consumers to sign up via SMS Text message or through a website or mobile WAP site to a mobile service or other offering. Consumers may text in to a Short Code to register their mobile or cell phone for alerts, to join a text club or enter their details on a website to receive mobile SMS coupons. When consumers’ text in to a short code through their cell phone, the mobile number is automatically transmitted to the account in InvolveMobile and if registration is part of the service offering, the cell phone number will automatically go into the database. [Mobile registration](#) is user for many different types of services including sms event reminders, text message confirmation, mobile contests and more.

P

Premium SMS

Premium SMS or PSMS is the process of charging consumers a certain amount (at a premium to the cost of a normal text message) for sending or receiving a text message. The charge will appear on the consumers' cell phone bill with their wireless carrier. This charge may be for mobile content which is consumed on the phone, such as ringtone, wallpaper, horoscopes, weather alerts or it could be a charge for a completely offline transaction, such as a text message charity donation. Premium SMS can be used for one off transactions or for a subscription text message opt-in service. Obviously the universal nature of cell phones makes it a handy billing system. Each premium SMS transaction incurs wireless carrier charges and commissions, which can often be quite expensive.

R

Random Short Code

A random Common Short Code (CSC) assigned by the administration body (the [Common Short Codes Association - CSCA - in the US](#)) to the company leasing the short code. A random short code is still a dedicated short code, but you have no control over the numbers that you receive, outside of selecting whether you would like to use a 5 or 6 digit short code.

S

Short Code, also known as Common Short Code (CSC), SMS Short Code or Mobile Short Code

A short numeric number (usually 5-6 digits) used for sending and receiving SMS within the US. Short Codes are used by companies to send and receive marketing text messages, provide premium content, and otherwise interact with customers e.g. mobile alerts, interactive voting, ordering content such as ring tones. Find out more about Short Codes with the Mobile Marketing Association's [Short Code Primer](#)

Shared Short Code

A short code that is used by more than one business to run multiple marketing campaigns concurrently through the use of different keywords for each campaign. Shared short codes are typically used because of the high cost associated with leasing dedicated short codes. InvolveMobile is able to provide a cost effective mobile marketing solution using share short codes through its proprietary intelligent technology which instantly recognizes which account or business a text message belongs to.

Short Code Program

A mobile marketing campaign that utilizes an SMS short code as the primary means for customers to opt in or subscribe. Find out more about [Short Code Programs with Involve Mobile](#)

SMS Alerts, also known as Text Message Alerts or Bulk SMS

Messages containing timely information sent to mobile users who have opted in to receive these alerts. Alerts may include news, special offers or event information. Find out more about using [SMS Alerts](#).

SMS Gateway

An SMS gateway is the technology service offering single and bulk SMS transit used to deliver and receive text messages to customers and from customers who are on different wireless carriers. SMS gateway services are provided by Text Messaging, SMS or Mobile Marketing Software/Service providers. InvolveMobile contains a powerful [SMS Gateway](#) that delivers connectivity to nearly all wireless carriers within the US and simplifies the process of mobile marketing for your business.

SMS Marketing, also known as Text Advertising or Text Message Marketing

Mobile Marketing that uses SMS or text messages to deliver its marketing messages i.e. via text message only. Find out more about Involve Mobile's [SMS Marketing services](#)

SMS Companies, also known as Text Messaging Companies

Companies that provide text/SMS services such as text/SMS marketing. Text/SMS Marketing uses text/SMS to deliver marketing messages to the consumer in a timely, efficient and personalized manner which also allows for direct user interaction.

SMS Service Providers, also known as Text Message Service Providers

InvolveMobile is the leading example of [SMS Service Providers](#) or Text Message Service Providers. These are service companies which provide professional SMS text messaging software and an integrated SMS Gateway that allow business to transact and interact with consumers via their cell phones. They typically provide a common short code and cheap SMS text messaging which gives businesses a ROI from text messaging activities. There are no other companies that can provide as many features as InvolveMobile for the same low price text messaging.

SMS Spam, also known as Text Message Spam

If you have a mobile phone database or cell phone database and you have not received a text message opt-in from those numbers or have otherwise received their agreement to receive text messages (such as through a signup form in a retail shop or because they are already a customer of yours for whom you have a legal opt-in) – then any SMS messages you send to that cell phone list can be considered Text Message Spam. [SMS Spam](#) damages your brand, angers consumers and wireless carriers and leaves you

open to being fined by the FCC. There is increasingly new regulations and laws on SMS Spam and you should ensure you have a legal sms opt-in from anyone you send text messages to.

SMS Trivia

A game of trivia conducted via SMS. Mobile users text their answers to trivia questions to a short code provided by a service provider. Find out more about [running SMS Trivia](#).

SMS to TV

An interaction between mobile users and a TV broadcaster which involves mobile users interacting with a television show – either through [Text Voting](#) or [Text to Screen](#).

T

Text Games, also known as Text Based Games

A video game that uses text characters instead of vector or bitmapped graphics. Often used on mobile devices due to their ability to be played on a wide range of cell/mobile phones.

Text Messaging software, also known as mobile marketing software

Text messaging software is software used by organizations to send marketing messages via SMS to customers cell or mobile phone. The software allows an organization to send bulk SMS to customers cell phones from a computer in an easy and efficient manner. Find out more about [InvolveMobile's Text Messaging Software](#).

Text Message Club, also known as Mobile Club

A club where members opt in or subscribe to receive ongoing content such as alerts via SMS.

Text to Screen, also known as Text 2 Screen

A technology allowing mobile users to send text messages to be displayed on screen. Text to screen is often used at an event where mobile users will be prompted to send their messages to a short code to be displayed on screen. Find out more about using [Text to Screen](#).

Text to Win, also known as Text 2 Win

A text based competition whereby mobile users enter a contest or sweepstakes by texting to a specific short code for a chance to win prizes. Find out more about [running a Text to Win campaign](#).

Text Sweepstakes, also known as SMS or Mobile Sweepstakes

A text based game of chance whereby mobile users enter the sweepstakes by texting to a specific short code for a chance to win prizes. Find out more about [running a Text Sweepstakes](#).

Text Contests, also known as SMS or Mobile Contests

A text based game of skill whereby mobile users enter the contest by texting to a specific short code for a chance to win prizes. Find out more about [running a Text Contest](#).

Text Voting, also known as SMS Polling

A method of opinion polling conducted via SMS. Text voting is often used for decision making on reality television shows e.g. American Idol whereby viewers vote for their favorite contestant via text to a short code displayed on screen. Find out more about [administering Text Voting](#).

U

US Short Codes

Short codes for use in the US. The [Common Short Codes Association \(CSCA\)](#) administers Short Codes in the US.

V

Vanity short code

A Common Short Code (CSC) specifically requested by the applicant. A vanity short code may spell out a content providers name or associated word making it brand specific and easy for consumers to remember.

About InvolveMobile:

Since 2001, InvolveMobile has powered successful mobile marketing campaigns through a cost-efficient SaaS digital platform that enables valuable data management and a single customer view across all channels. InvolveMobile is a database solution including shared short code which touches consumers via SMS, web, and ultimately email, and voice. The InvolveMobile platform operates off-deck and is fully carrier agnostic. For more info, please visit <http://www.involvemobile.com>

