



# Interactive Mediums

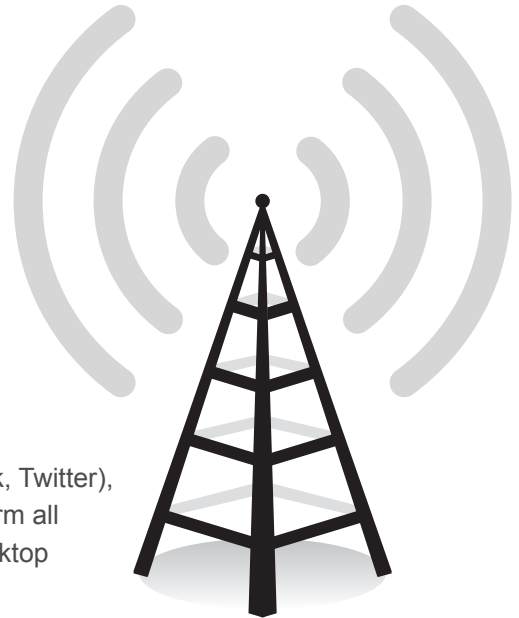
## How Mobile Drives Revenue for Radio Stations

*Radio stations can leverage Mobile Customer Engagement to create more compelling advertising products that drive revenue.*

### Introduction

Among the earliest adopters of mobile marketing techniques, radio stations have come to rely on SMS text messaging as a means of engaging listeners in on-demand song requests, polls, contests and segment suggestions – even serving simple text ads within these messages as part of station advertising packages. By bringing an otherwise disconnected, homogenous audience into direct contact with a deejay, mobile marketing has helped broadcasters maintain their status as viable advertising supported businesses.

Yet with the advent of more sophisticated mobile devices (e.g. smartphones like the iPhone) and social networks (e.g. Facebook, Twitter), radio audiences are more distracted than ever, now able to perform all manner of tasks “on the go” that formerly were the domain of desktop computers. Advertisers have taken notice.



This new environment begs for solutions that help radio stations maintain their relevancy with audiences and in so doing, ensure advertisers remain attracted to the medium. Likewise, radio needs to take a lesson from the online world, and begin understanding the attributes of the audience as a means of creating more personalized and higher value advertising offerings.

Interactive Mediums offers a platform perfectly suited to these tasks, covering all current text message requirements but also going above and beyond these to empowering true Mobile Customer Engagement.

### The Dimensions of Mobile Customer Engagement

#### Think Local...

The ease by which any new technology enabled service is brought into “production” within a group of radio stations is just as important as the leapfrog value offered by Mobile Customer Engagement.

To that end, Interactive Mediums offers a platform which accounts for all currently in demand, core text messaging capabilities employed in the day to day operations of today’s radio stations, including first generation text message advertising.



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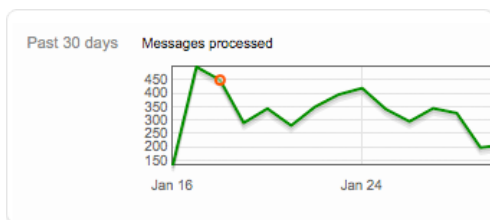
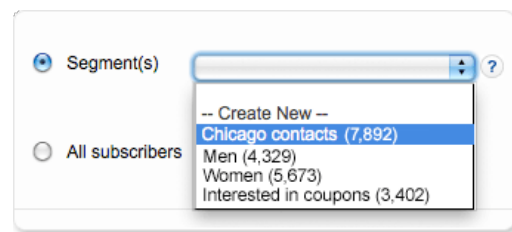
### Features:

- **Intuitive and customizable user interface.** Expose only those features and capabilities necessary for the task at hand. For example, deejays can easily setup instant polls and review real time results while management oversees activity and metrics for advertising messages served within text messages.
- **Enterprise grade technology foundation.** The same platform available to radio stations powers text and other mobile marketing programs for some of the largest retailers and brands. Scalability and reliability are never an issue.
- **Complete documentation.** Our online Resource Center addresses many common questions and tasks.
- **Helpful and ready support staff.** For cases where an issue isn't covered by our Resource Center, a team of mobile marketing experts stand ready to answer any customer questions and concerns.

### Act Global...

With Mobile Customer Engagement, radio stations now have the opportunity to move past simple text message advertising to transforming their listeners into dollars.

No longer restricted to appending short phrases to text messages and measuring bulk metrics such as sent/received as a way of pricing ad space, both station ad salespeople and corporate management can better segment their audience and track results in ways that will compel advertisers to spend more, and more often.



### Oversight and Intelligence

Analysis and reporting is offered at the local radio station level as well as in aggregate for corporate oversight. Metrics around text messaging (sent, received) as well as the performance of advertising are tracked, including not just impressions but actual click throughs – ad messages can be “live” link calls to action that point to advertiser websites and landing pages.



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### Personalization

One to one marketing is a best practice long established in traditional consumer facing businesses like retailers. Mobile Customer Engagement brings such capabilities to radio stations to empower higher value advertising programs.

- Match up advertisers with the most relevant audience members using data collected in the course of text message interactions – and charge more for this segmentation.

**CUSTOM ATTRIBUTES**

[Add data attribute](#)

| Name                      | Description |
|---------------------------|-------------|
| <a href="#">Full name</a> | Full name   |
| <a href="#">Sports</a>    | Sports      |
| <a href="#">Hockey</a>    | Hockey      |

**Ads**

The system will randomly pick from the ads below when the :

| Description (click to edit ad) | Ad Message        |
|--------------------------------|-------------------|
| <a href="#">Mo's discount</a>  | Get 20% off at Mc |

### Next Generation Ad Server

Serving inactive text message advertisements to a faceless base of listeners is a thing of the past with our Mobile Customer Engagement platform. Ads that call listeners to action and which can be tracked offer radio stations a higher value product which can drive greater revenue.

- Configurable: In a single user interface set parameters around ad tagging, monetary value per impression, then later be able to view impressions versus click through actions (e.g. a listener responds X for a coupon or clicks on a URL embedded in message, and is directed to a web page – all managed and hosted by our platform).
- Assign value to additional actions beyond "blind impressions" such as "click through actions," which present the opportunity to offer premium priced ad packages.

#### Example 1:

Embedded within an initial advertising message listeners may be incented to reply "Y" to receive to receive a coupon or other offer.

#### Example 2:

Embedded within the initial advertising message listeners may click through a tiny URL (long URL shortened automatically by our platform) then be directed to a web page hosted by our platform.



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*Example 3:*

Custom metrics such as the number of email addresses obtained as part of a data collection-enabled sweepstakes promotion.

- **Ad Inventory Management:** Be able to sell and fulfill unused text message ad inventory at the corporate level to maximize ad revenue but also offer regional or national ad packages for advertisers with needs beyond the local level.

### **Build and Leverage Your Mobile Customer Data Asset**

Our Mobile Customer Engagement platform captures all data from listener interactions which can be used for oversight, segmentation and targeting.

- **SMS data collection** – Data about what messages were sent and received is recorded, as well as any information stations wish to collect about their listeners to direct more targeted advertising – attributes such as age, zip code, sex, marital status and others.
- **Web form data collection** – Information submitted via web form managed by our platform allows listeners to opt into programs, including registering for contests and submitting responses to polls, and also capture demographic and other data to round out listener profiles for richer audience understanding.
- **Data appending** – Stations can append data from existing or third party CRM systems to listener profiles to address segmentation needs.
- **Social media data** – “One to many” deployment allows messages to be sent in one action to a station’s Twitter account, and track follower behavior, including the number of times a message is forwarded. Keyword search answers questions such as, “What are people saying about our stations, format, deejays, etc.?” Use this insight to alter or develop new programming.