



Smarter Conversations

Making Texting Safe for Brands

TJ Thinakaran / Co-Founder and COO

But First.



Email, Push, SMS, Voice

One Notification Overrides Them All



Phone Usage

Connection and Conversation

Mobile App Time Spent Grows 69% Year-Over-Year

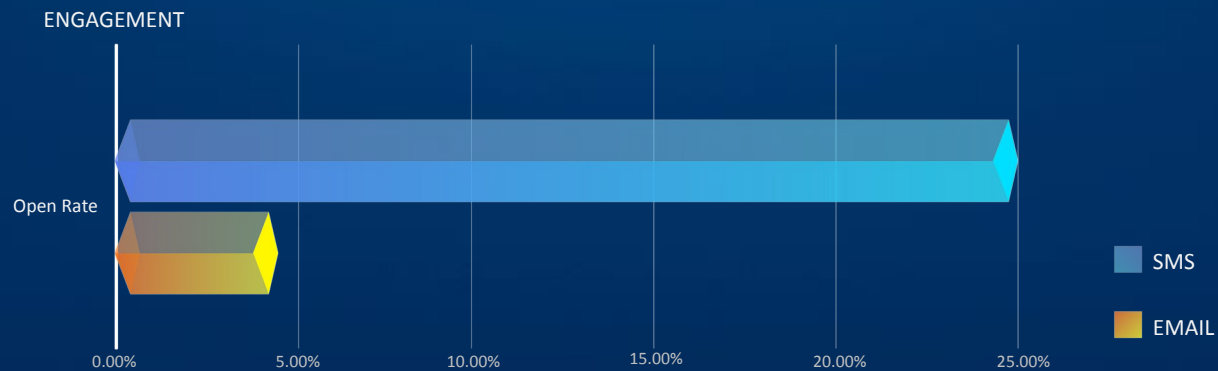


Source: Flurry Analytics, 2015-2016 Year-over-Year Time Spent Growth

SMS

The Most Powerful Form of Engagement

6X More Engagement Than Email



Source: Flurry Analytics, 2015-2016 Year-over-Year Time Spent Growth

Sending a Message Requires Answering Three Questions

INTENT

Why?

CONTENT

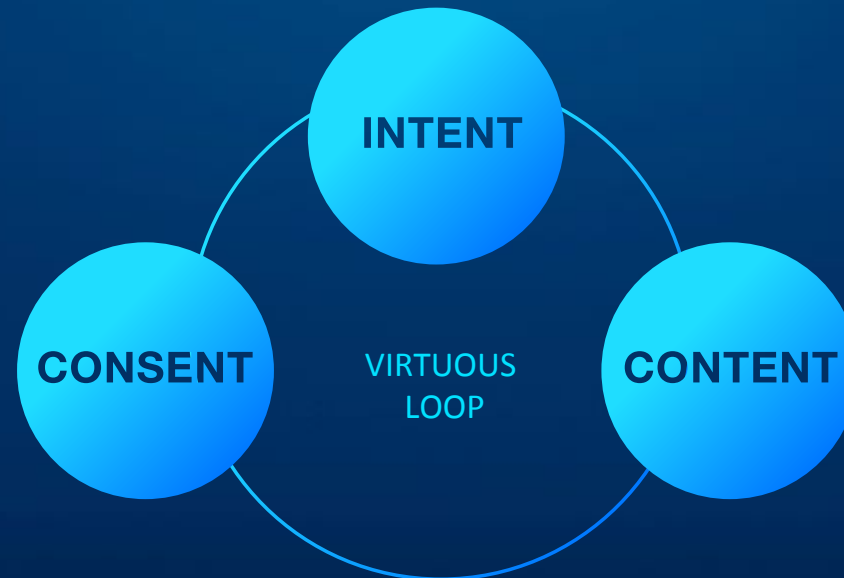
What?

CONSENT

How?

Sending a Wanted Message Is Starting a Conversation

A Result of a Virtuous Cycle



How Does the Virtuous Loop Work in a Regulated World?



SMS|800

Powered by  SOMOS

ctia™
Everything Wireless

cwta
acts

M³AAWG
MESSAGING MALWARE MOBILE
ANTI-ABUSE WORKING GROUP

The Easy Answer

ASK
YOUR LAWYER



Conversational Texting Is the Classic Goldilocks Problem

The Key Is to Get the Message Frequency Just Right



TOO HOT



TOO COLD



JUST RIGHT

Rules of the Road



**THE CUSTOMER
CONTROLS THE
LEVEL OF CONSENT**

**ALWAYS HONOR
CUSTOMERS'
REQUESTS TO OPT OUT**

The Virtuous Loop

INTENT



The Virtuous Loop

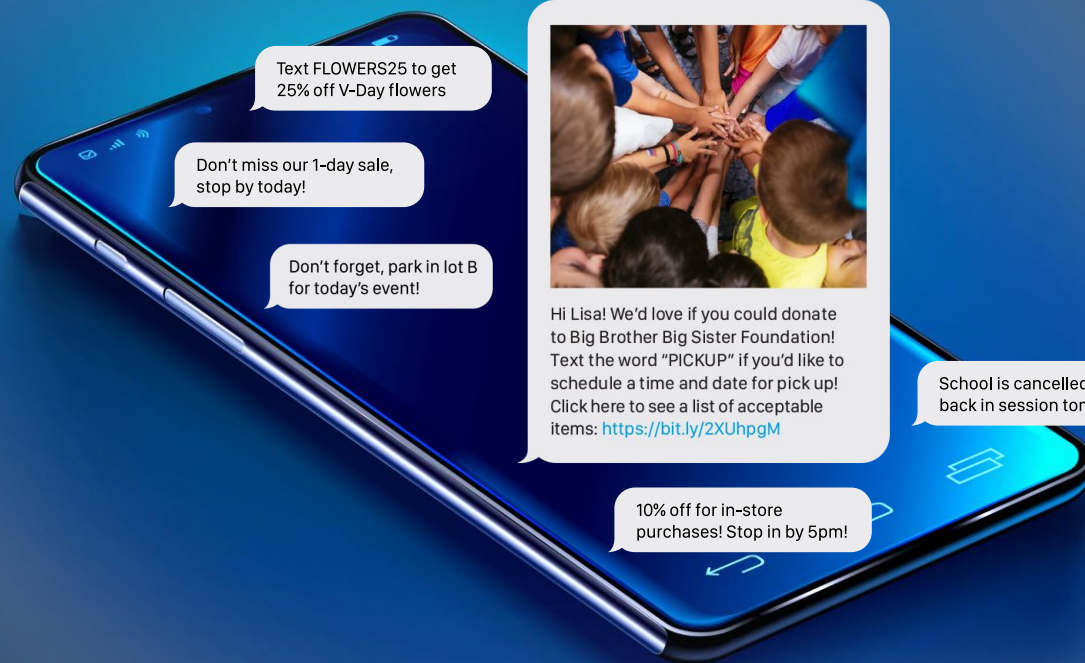
CONTENT

SHORT

RELEVANT

TIMELY

ACTIONABLE

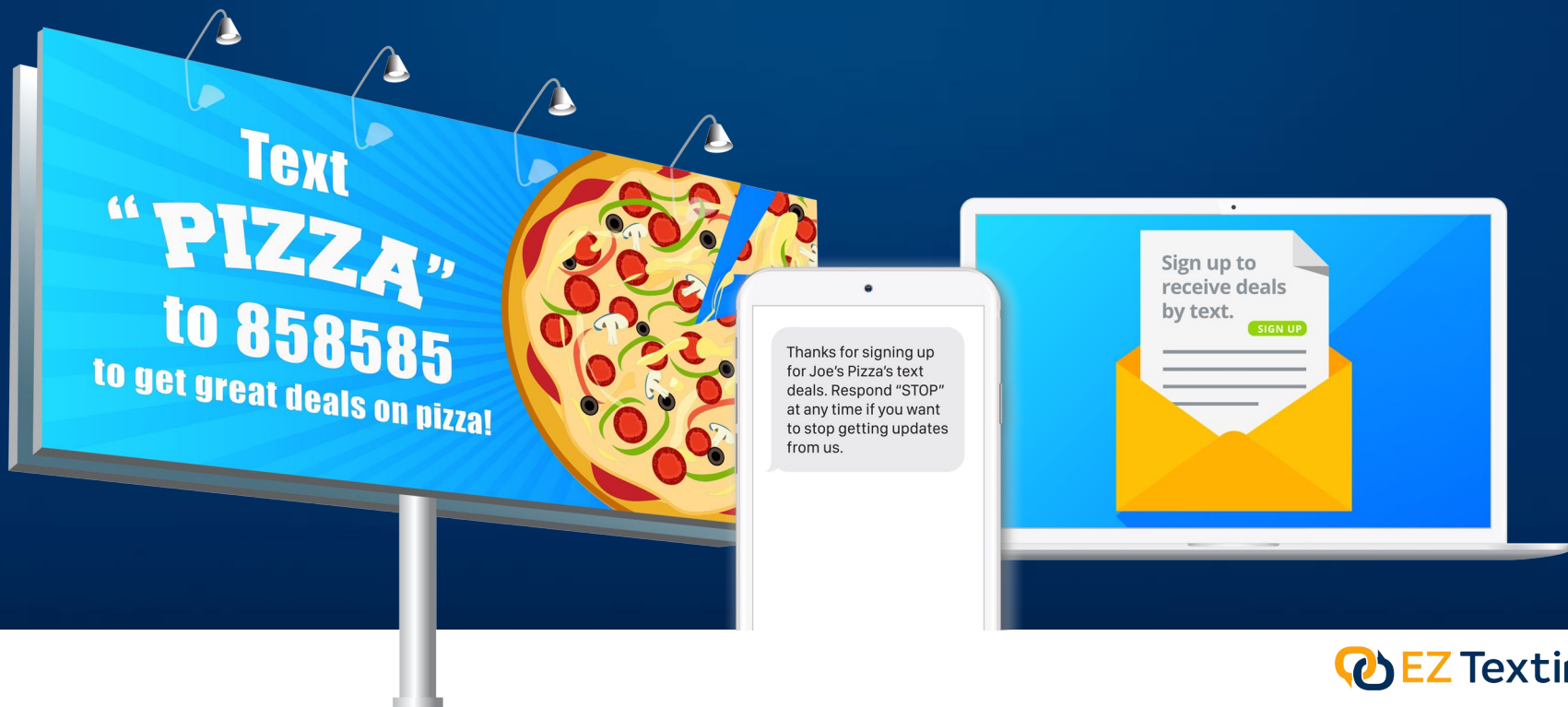


The Virtuous Loop

CONSENT



Ways to Get Consent



The Golden Rule of Text Messaging



When in doubt...
OPT THEM OUT

Smarter Conversations Are Wanted Conversations

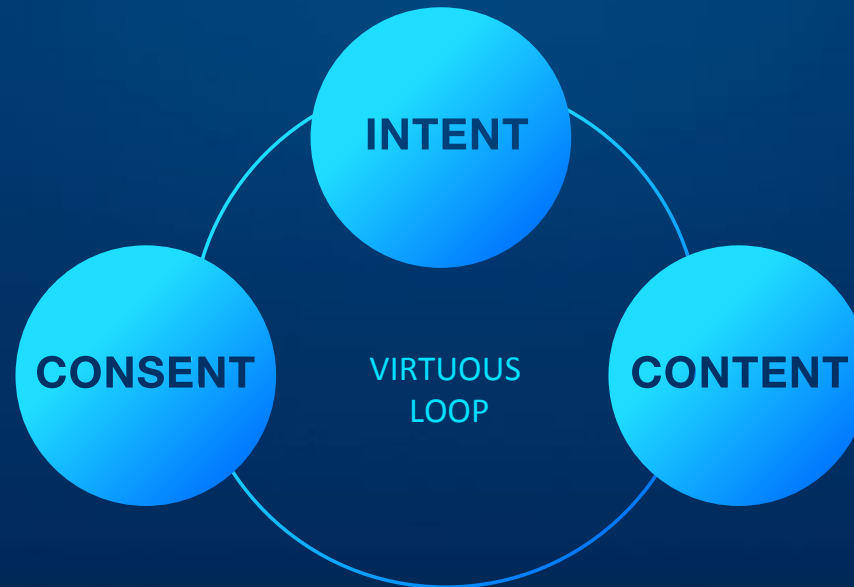
GOOD
FOR THE CONSUMER



GOOD
FOR THE BRAND



And Are the Result of a Virtuous Cycle



The Golden Rule of Text Messaging



When in doubt...
OPT THEM OUT



Thank You.

Text **MOBILE** to **858585**
to get a copy of
this presentation.

*I promise not to text you unless you text me or
unless there is a new update to this presentation.*

Texts cost money, for you and for me. But you knew that already.