



Saasmob's **Smart Campaign** solution allows companies to virally run a text, media, poll, survey or mobile web-based campaign by enabling users to spread by posting it to their profiles on social networks like Facebook and Twitter, forwarding it via SMS to any phone or forwarding via Email. This helps companies to adapt to constantly changing user preferences and get a feel for how users are responding rapidly thus giving them tremendous speed to market, generate additional revenue if run as an advertising campaign and cut costs by eliminating the need for print based media.

Highlights

- Increase speed of interaction with your customers on their ubiquitous device
- Track, Poll your customers for better understanding of their tastes/preferences
- Generate increased awareness through Viral, Social, Mobile, Campaigns
- Setup /Run your campaign online or on mobile device in minutes

The solutions enables you to:

- Create your campaign - Simple text, Media, Poll, Survey or Mobile webpage. URL is masked so that campaign appears to come from your domain.
- Fund it on need basis - Start with Pre set Funding and increase it at will
- Distribute it as a banner or virally through Social Media, SMS, Email etc.
- Get View/Click reports by Channel

Here are the key features of **Saasmob's** Smart Inspection solution:

Campaign creation: You can easily create your own campaign via a web-browser or your mobile device. You can choose the type of campaign (Simple text, Media, Poll, Survey or Mobile webpage), enter Details of the Campaign, add optional rewards (For Poll/Surveys) and select one or more distribution channels like SMS and Facebook Etc.

On the Go Campaign Funding: The administrator can enter funding amount (>\$10) for an item and pay. Funds are automatically debited when users view/click an item. Email notification sent on low balance and the administrator can add more funds on low balance.

Custom Channel Distribution: A javascript can be grabbed to embed campaign as a banner on any website. Alternatively we can push to a seed list of phones, emails (Additional charges apply) that can also be captured as leads for future campaigns and can be saved as AddressBook. Recipients can in turn share the campaign through their Facebook, Twitter profiles or via sms, email.

Reporting: You can get your campaign results based on individual channels like Facebook, SMS etc. This gives companies a lot of control and they can effectively use their funding on the channel that works the best for them.

All of the above functionality is available in the SAAS model, so no costly deployments, no debugging to figure out what went wrong, just create your campaign and make it viral in 5 minutes.

Why Saasmob

- Lower Total Cost of Ownership (upto 80% less)
- Software-as-a-Service model for lower upfront investment, quicker deployment
- Broadest device support