

Reach American SMS / Mobile Messaging Masterfile



Reach tech-savvy and innovative mobile subscribers who have made their mobile phones a primary source of data, communication and entertainment.

Segments	Price
Mobile	\$150.00 /M
Matching Email	\$100.00 /M
Matching Postal	\$100.00 /M

Description

Mobile Marketing sends a brief SMS message to consumers on their mobile phones, where they can be reached at almost any time. The mobile phone numbers available for SMS campaigns are 100% opt-in and the SMS/Mobile Marketing Database is sourced through online and offline surveys, lifestyle questionnaires, ring tone downloads, wallpaper downloads, and online sweepstakes promotions.

The speed to market is a driving force behind the power of Mobile Marketing; over 75% of text messages are read within an hour of receipt. Our SMPP technology allows for increased speed and deliverability. By integrating Mobile Marketing into traditional advertising, marketers can remain on the cutting edge and keep their marketing efforts relevant as well as innovative in today's technology-driven marketplace.

Available consumer targeting criteria includes:

Age	Carrier (Email Only)	Charitable Donors
Ethnicity	Gender	Hi-Tech
Homeowner/Renter	Income	Length of Residence
Lifestyle Interests	Marital Status	Occupation
Pet Owners	Phone Type (Email Only)	Presence of Children

Contact Us For More Information

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ID Number	273329
Universe	32,660,659
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	09/23/2009
Counts through	01/18/2013
Selects	
Age	No charge
Ethnicity	No charge
Gender	No charge
Homeowner	No charge
Income	No charge
Lifestyle Interest	No charge
Length of Residence	No charge
Marital Status	No charge
Occupation	No charge
Presence of Children	No charge
Renter	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Carrier (Email Only)	No charge
Phone Type (Email Only)	No charge
Charitable Donors	No charge
Hi-Tech	No charge
Pet Owners	No charge
Geography	Domestic (US)
Addressing	
SMS Set-up	No charge
A/B SPLIT	250.00 /F
EMAIL	50.00 /F
NTH NAME	No charge

> Targeted, Effective Results!
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