

Results Oriented Mobile Engagement Solution

To reach optimal engagement with your customers, you need ongoing, personal, and relevant conversations that create meaningful interactions. To do this, you must master the art of both multi-channel marketing and cross-channel campaigns. Mobile marketing – SMS and MMS – provides the opportunity to do both. Nearly 275 million Americans have a text-enabled mobile phone and 5 billion text messages are sent every day in the United States. It's estimated that the average user receives 10 mobile marketing messages per day, which have an incredible 97% average open rate.

Listrak's mobile messaging is a stand-alone solution designed to engage your subscribers who prefer the portability and immediacy of their mobile devices. We provide all of the essential components you need for successful mobile engagement campaigns including strategy, tactics, creative, technology, measurement, and support.

Engage your audience while expanding your revenue stream

Elements of our Mobile Messaging Solution

- Strategic acquisition and management of mobile numbers – including sweepstakes, offers, and other motivational opportunities for users to opt-in
- Development of promotional, triggered, behavioral, and nurturing mobile campaigns to monetize messages and increase the lifetime value of your users
- Cross-channel campaign creation to reach optimal engagement with your audience
- Results tracking – including delivery, queued, bounced, unsubscribes, and click-through rates – to track the efficacy of your campaigns
- Best practices for mobile messaging – including opt-in and subscription management, deployment scheduling, types of campaigns, and evolving trends

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.