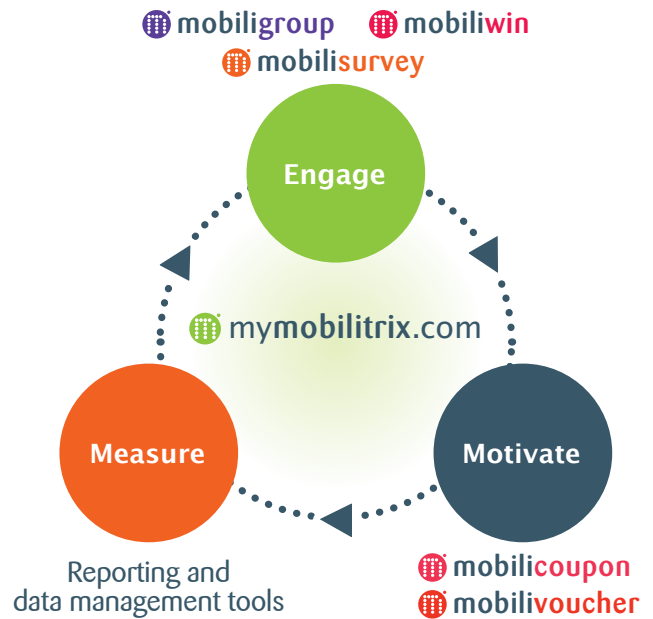


Products

The Mobilitrix range of CRM Loyalty & Reward products are designed to help you achieve your marketing objectives through the intelligent use of mobile marketing.

Our 3-step solution lets you engage with and motivate your consumers, and most importantly, measure results.

Our proprietary campaign management platform, available at www.mymobilitrix.com, enables the effective set-up, management and evaluation of campaigns. Access is password protected and can be customized to individual client's needs, allowing access to basic reporting only, or full campaign administration rights.



Engage	Motivate	Measure
Engage with your consumers using our CRM Loyalty solutions.	Motivate your consumers using our Mobile Reward solutions.	Measure and evaluate your campaigns using the Mobilitrix online dashboard.
Gather valuable information and build loyalty.	Initiate desired behaviour and increase response rates.	Analyse and extract insights for more targeted and more effective marketing.
Combine our CRM Loyalty products with mobile rewards for higher response rates.	Use mobile rewards in conjunction with our mobile CRM Loyalty products for maximum results.	Use our online reporting tool for instant campaign tracking and reporting.
mobilisurvey mobiligroup mobiliwin	mobilivoucher mobilicoupon	Reporting and data management tools





mobilitrix



Engage using our CRM Loyalty products

The Mobilitrix range of mobile CRM Loyalty products enables you to interact with consumers in order to gather valuable information and feedback that in turn can be analysed and reported on.

These products can be used effectively in conjunction with mobile rewards to increase response rates and provide more accurate data:



 mobilisurvey	 mobiligroup	 mobiwin
Generating consumer insights has never been easier. Surveys may be run via USSD, or via HTML, which supports the additional use of images, video and audio files.	Create, manage and communicate with your mobile database. Consumers can join specific interest groups and databases via sms, USSD or by clicking on a web link.	Increase consumer participation using this fast, convenient and highly rewarding product. Competitions can be entered simply by USSD, sending an SMS or by clicking on a web link.

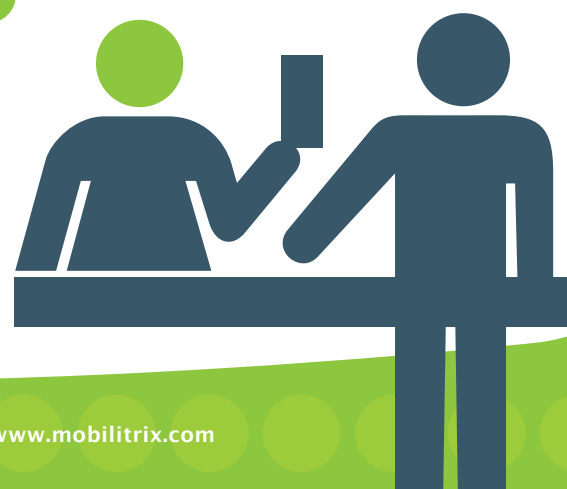
Motivate with our Mobile Reward products

Mobile rewards take the form of mobile vouchers and coupons, which are offered to consumers to initiate desired behaviour, such as trying a new product or increasing response rates to a survey or competition. They are also a great way to say thank you to loyal consumers and encourage ongoing participation with your brand. Rewards can be virtual (e.g. airtime) or retail (e.g. a voucher or coupon for a store).

The strength of mobile rewards lies in its integration with Mobilitrix's other mobile products such as Mobiwin and Mobilisurvey. The mobile rewards incentivise responses to competitions and surveys, thereby maximising interaction with your brand.

These Reward products can be used effectively in conjunction with our mobile CRM Loyalty solutions:

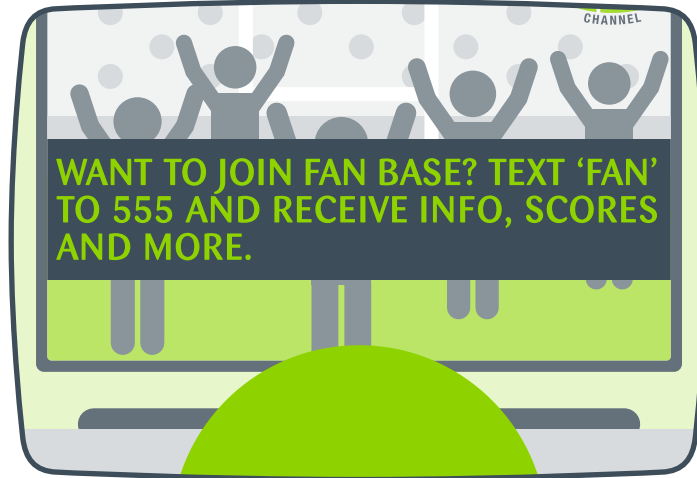
 mobilivoucher	 mobilicoupon
Reward your consumers with a mobile voucher, sent directly to their cell phone via sms or to an e-wallet, for either virtual (via the handset) or retail (in-store) redemption.	Offer easy-to-redeem deals on specific products or sku's (stock keeping units) with a mobile coupon, sent via SMS directly to your consumer's phone.



mobiligroup



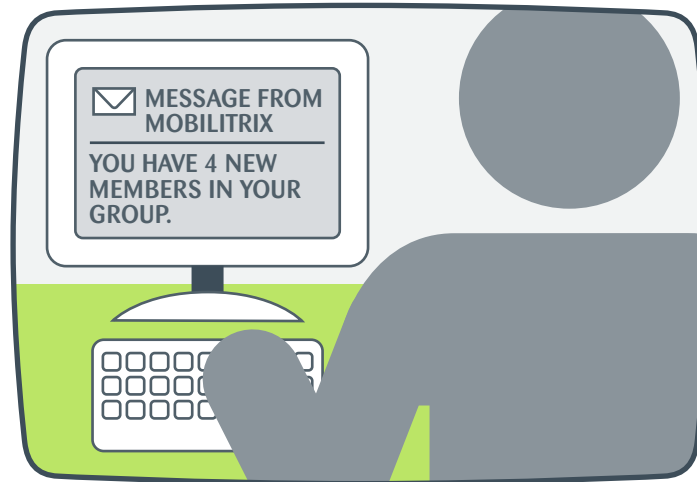
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mobiligroup (cont.)



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