

WORLDWIDE MOBILE SOLUTIONS

Our worldwide marketing solutions provide the vertical lift in your DM campaign results by targeting the industry's most responsive opt in wireless database. Available segmentation includes age, gender, city, state, zip, wireless service provider and as many as one hundred fifty (150) additional behavioral and demographic criteria. We can dynamically deliver both standard text (SMS) and multi-media (MMS) messages, as well as provide detailed reporting for immediate campaign analysis.

SMS (Short Message Service) - Text only- 160 character max including spaces – no video - no audio- no images

WAP Push - This is the same as a SMS message (160 characters includes paces) except there is a WAP link (Wireless Application Protocol) that re-directs the consumer to a mobile web page. There the consumer can download and or watch a video, audio, download content such as a coupon, wallpaper, ringtones or even an application such as a calendar or a game.

PUSH CAMPAIGNS

The majority of the campaigns we do are PUSH Campaigns

Our Opt-in list (mobile subscribers) is sent a text message - max size 160 characters including spaces

The call to action of this message can be to drive traffic to a web site, drive foot traffic to a "brick-n-mortar" store to redeem a coupon, or prompt the consumer to dial into a call center with one "click to call"

PULL CAMPAIGNS

This type of campaign is when the consumer texts in a "key-word" to a Short Code (i.e.88202) to opt-in to receive additional information from a particular advertiser.

Most commonly used for voting or polling consumers. This is the way in which most large brands (i.e. CocaCola) build their own Mobile Marketing Database.

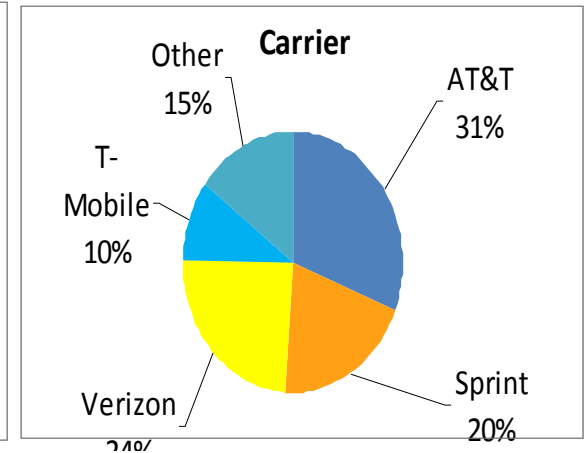
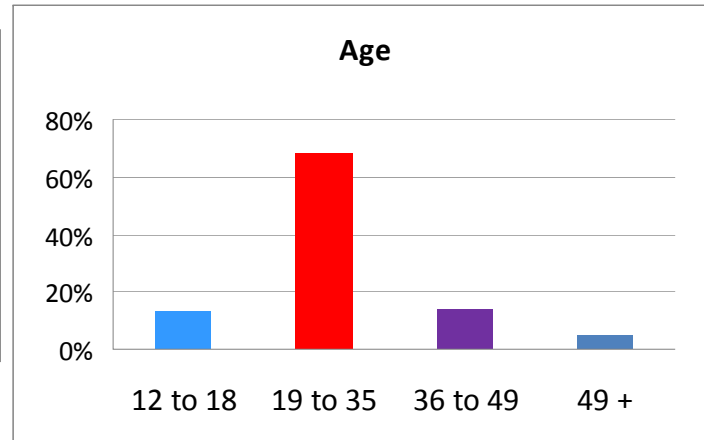
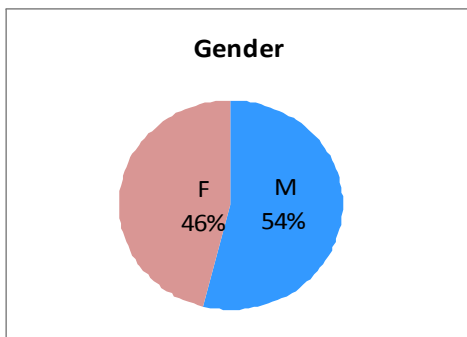
Available Quantity: 47.4 million US Mobile Subscribers & 6.7 million International Mobile Subscribers

STRATEGIC LIST SERVICES, INC

Strategic List Services, Inc.
Tel: (888) 848-1215
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Segmentation:

The mobile database can be segmented by age, gender, city, state, zip and wireless service provider on all records. As many as 150 demographic attributes on a significant portion of our database (see sample listing on next page). Knowing these attributes allows us to market to those consumers that specifically meet your target market.



Viral Marketing

The recipient of your email message can forward and share with like-interested friends, family, neighbors and co-workers. We can create email templates that best express your brand and message and increase response rates.

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Sample of Available Data Selects

Marital Status

Married / Single

Divorced / Separated

Widowed

Presence of Children

Age 0-18 Inquire about specific age (s)

Grandchildren / Empty Nesters

Single Moms

Home

Own Home / Rent Home/Apartment

Live With Parents / Equity Homeowners

Recent Movers

Length of Residence

Under 1 Year / 1-5 Years

6 Years and Longer

Ethnic

African American

Asian American

Hispanics

Cooking/Dining

Gourmet Cooking / Home Cooking

Pleasure Cooking /Wines

Buying Behavior

Subscribe To Cable TV

High Speed Internet Access

Luxury Car Buyers

Outdoor Sports & Recreation

Bicycling / Boating/Sailing / Bowling

Camping/Hiking / Fishing / Golf

Horseback Riding / Hunting/Shooting

Motorcycling / NASCAR Enthusiast

Participate In Team Sports

Power boating / Running/Jogging

Sailing / Scuba Diving / Snow Skiing

Soccer / Tennis / Watching Sports on TV

Water-Skiing/Water Sports

Pets

Household Pets (non specific)

Own a Cat

Own a Dog

Healthy Choices

Dieting/Weight Control /Healthy/Low Fat Cooking

Health/Natural Foods/ Physical Fitness Exercise

Self Improvement / Vegetarian

Music Preferences

Alternative Music / Classical / Country

Easy Listening / Light Sounds

Gospel / Jazz / Latin / Metal

Pop/Dance / R&B / Rap / Rock (hard & soft)

Leisure Activities & Hobbies

Automotive Work / Books

Crafts/Needlecrafts / Cultural/Art Events

Fine Arts Antiques / Gambling / Photography

Sweepstakes / Watching Sports / Wine

Travel

Cruises

Foreign Travel

Recreation Vehicles

US Travel

International Travel

Vacation Packages

Hi-Tech/Entertainment

Audio/Video Equipment

Cable TV / Cellular Phone

Computer/Electronic Games

Computer Hardware / Computer Software

DVD's / Internet / Long-Distance Telephone

Satellite Dish / CD's

Home & Family

Home Decorations/Furnishing

Do It Yourself Projects

Online Activates

Pay Bills

Shop for Insurance

Shop for Mortgage/Loans

Shop for Vehicles

Surf the Net

Purchase Books or Music

Purchase Clothes

Purchase Hardware/Software

Make Travel Arrangements

Trade Stocks/Bonds

Job Searching

Case Studies

Brand: Foot Locker

Goals:

- Increase sales at brick and mortar locations in NYC
- Create buzz around the Foot Locker's brand
- Test the effectiveness of mobile marketing as an acquisition channel

Solution:

Foot Locker utilized a mobile marketing solution to communicate with its target audience

The campaign focused on a 35,000 consumers, ages 18 – 35 years old in NYC. Each consumer was sent the following text message: *Get ready for the holidays at Foot Locker! Bring this 2 any store & get \$15 OFF ANY \$50+ purchase. Keycode 1414 valid 12/21/08 thru 1/06/09*

Result:

In three days, 225 consumers redeemed the coupon at their local Foot Locker store. The total net sales generated from the mobile campaign were \$18,490.11, resulting in a very high ROI. Foot Locker is currently planning to rollout to every major city in the US

Brand: Bally Total Fitness (BTF)

Goals:

- Increase brand awareness for (BTF) in the LA DMA
- Reach the "on-the-go" individual interested in fitness
- Generate leads for non BTF members looking to take advantage of a free week of gym membership

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Solution

BTF utilized a mobile marketing solution to communicate with its target audience

The campaign focused on 100,000 consumers, ages 18 – 35 years old in LA. Each consumer was sent the following text message: *Look & feel great this holiday season! Reply to this msg w/your zip code & get a FREE 7 Day Pass to Bally Total Fitness. C U at the gym.* FMG built a back end system that would send the consumer an auto responder with the club location closest to the zip code that the consumer replied with.

Result

In five days, 600+ leads were generated. BTF is currently rolling out this mobile program to their other 250 locations in the US. Additionally, BTF is now testing mobile marketing capabilities to a Hispanic audience.

For Additional Information

Contact:

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