

## Grow your SMS marketing list rapidly with SmartJoin.

SmartJoin is CodeBroker's innovative SMS marketing list sign-up solution designed to help retailers and brands build text message marketing lists, loyalty program membership, and email lists rapidly and at scale.

SmartJoin is part of CodeBroker's Mobile Engagement Platform, and can also be added to your existing text marketing solution, to accelerate your existing SMS marketing list sign-up capabilities.

90% SMS marketing list sign-up completion rate

50% increase in SMS subscriber list sign-ups

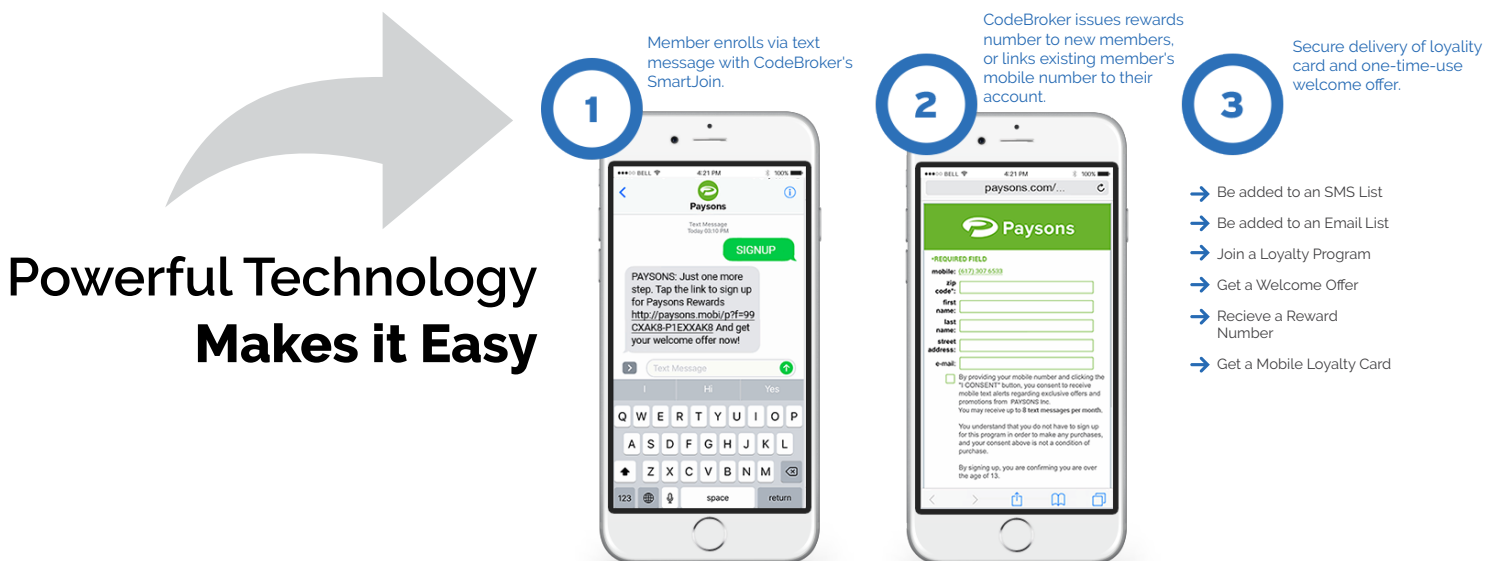
25,000 daily SMS list sign-ups

## Build High-Quality SMS Lists with Demographics

With SmartJoin, marketers are quickly growing their SMS marketing lists with an emphasis, not only on quantity, but list quality. The key is SmartJoin's unique ability to shorten the opt-in process when collecting demographic information. Once an opt-in request is sent by a consumer, a text is returned with a link to a sign-up page, which has the consumer's number pre-populated. This page can collect name and address – and even other info.

The information gathered during sign-up can be uploaded to a CRM system to give marketers more data on each subscriber, resulting in a higher quality list that is far superior to a mere phone number.

And with SmartJoin, retailers are achieving a 90% SMS list sign-up completion rate.



## Customizable Forms for Every Use Case

Great text message marketing begins with getting consumers to sign up – in large numbers and with accurate information. Data captured on the SmartJoin form is completely customizable to meet your precise list capture requirements. Tailor the sign-up form to collect any information – from just a mobile phone number to a complete CRM record – with minimal IT involvement.

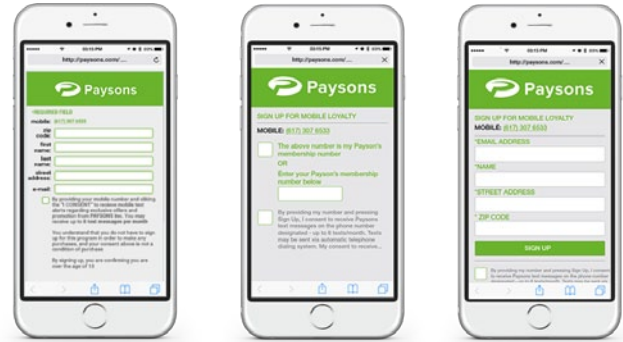
### Automatically Attribute Sign-Ups to Stores

Use SmartJoin's *Assign Origin* feature to automatically know the store in which a customer signs up. This lets you give credit to the store that drove the sign-up, making it an effective tool for incentivizing stores to promote more sign-ups.

### Unprecedented Security for 'Single-Use' Mobile Coupons

SmartJoin automatically populates the SMS marketing list sign-up form with the consumer's mobile phone number, and recognizes that consumer if he or she tries to sign up multiple times in an attempt to get multiple welcome offers.

This means that even if the consumer unsubscribes and then re-subscribes, SmartJoin recognizes the phone number, and the corresponding CRM or loyalty record. This guarantees that consumers receive and redeem a welcome offer only once, and receive only one loyalty number – and ensures that marketers do not end up having multiple records for the same individual. With SmartJoin, you never have duplicate sign-ups.



### Assign a Favorite Store

With SmartJoin's *Favorite Store Assignment*, you can assign customers to a favorite store automatically using zip code, GPS or other store identifier, giving you the ability to send localized messages for events and offers to drive higher engagement.

And, best of all, you can use *Assign Origin* and *Favorite Store* together, so you can give credit to the store that completed the sign-up and send localized messaging based upon where the customer lives or works. All of this happens transparently, without the customer having to enter any data and it makes managing your call-to-action signs easy!

### SMS List Sign-Up Innovation

- Works with any web-enabled mobile phone.
- Build SMS and email lists.
- Acquire loyalty program members.
- Issue a rewards number and/or a digital loyalty card.
- Connect sign-ups to existing CRM and loyalty program records.
- Collect demographic information.
- Automatically attribute sign-ups to originating physical location.
- Deliver mobile welcome offers and coupons.
- Customize forms to your brand.
- Solid presentation of TCPA terms and associated end-user actions.
- Eliminate Risk of Duplicate Records.

**Contact CodeBroker** today to learn how SmartJoin can help you build high-quality SMS marketing lists rapidly and at scale.

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