



The Mobile and Email Marketing Solution for Retailers & Brands

Engage your customers with smart and dynamic targeted marketing – anytime, anywhere, and through any digital medium.



What our clients say

“Adding mobile messaging to our B2B partner’s services, makes their awards and notifications much more timelier, targeted, and more actionable than ever before. We are excited to bring mobile messaging functionality to our clients.”



What the Experts Say

“92% of US consumers now have access to wireless broadband connectivity.” - [Internet World Stats](#)

“Smart phones will outsell personal computers by 2012.” - [Morgan Stanley](#)

“Mobile marketing will grow 40% CAGR over the next five years. Ads can be highly targeted and naturally paired with rich mobile content.” - [ABI Research](#)

“Mobile offers sent by SMS / MMS convert 10 to 20 times higher than email or direct mail.” - [Forrester](#)



wConnect™ from Transaction Wireless enables retailers and brands to seamlessly manage mobile, email, and Facebook marketing campaigns to their customers, via a single, comprehensive application that unifies all delivery formats for optimal consumer viewing and brand message experience.

wConnect is a multi-channel digital marketing solution. When incorporated with your gift card programs and systems, wConnect delivers even more powerful results by targeting user behavior and card usage (card purchase, receipt, redemption, top up, balance check etc) for ultra-relevant customer engagement.

Through an easy-to-use online management portal, retailers and brands have full line-of-sight tracking and access to a dynamic campaign management engine that includes the ability to upload text, audio, images, and video content for enhanced promotions, loyalty campaigns, couponing, and sales notifications. wConnect delivers targeted content independent of the wireless carrier or email service provider – guaranteeing delivery accuracy, optimum mobile and email presentation, and the ideal customized experience for every consumer.

As your marketing needs grow, wConnect can grow with you. Its comprehensive capabilities support fully custom mobile short codes (domestic and international) with the peace-of-mind of MMA Tier-1 certification, assuring mobile messaging best practice and compliance.



Easy to implement mobile, email, and Facebook marketing, managed through a single online portal.

features include:

Powerful Keyword & Mobile Campaign Management

Send targeted mobile messages based on customizable and brand relevant keywords which can be tied to marketing campaigns (via SmartTag™ Feature). Launch your mobile marketing campaigns immediately through our easy to use online management portal with zero integration required.

SmartTag™

Take control of the digital conversation with your customers by leveraging the built-in target marketing engine. Monetize and enhance marketing activities with relevant customer messaging and call-to-action that can easily incorporate gift card usage (card purchase, receipt, top-up, balance check, etc), loyalty programs, user location, and other unique demographics.

SmartDisplay™

Automatically format digital gift card content for any Internet browser, mobile device, and email client, and provide optimal consumer viewing and brand message experience.

Flexible Implementation Options

Take advantage of our turn-key solutions and mobilize your existing marketing programs by seamlessly integrating with our robust web service APIs. You can easily mix-and-match a hybrid, customized solution as well.

Powerful Campaign Management Portal

Streamline the management of your email and mobile marketing programs through one unified portal. Create marketing campaigns to completely define the consumer engagement that differentiates your brand. Includes an easy to use dynamic WYSIWYG editor with the ability to upload text, audio, image, and video content for promotional offers such as coupons, sale notifications, loyalty offers, and more.

SmartMessage™

Gather real-time status and complete monitoring of mobile and email click-through for all marketing campaigns and interactions.

International Scalability

Go global with our international distribution system which supports multiple languages and foreign currencies.



Cost effective, high impact digital marketing

Seamlessly add mobile notifications to your marketing mix and significantly improve impact and sales conversions. Deliver campaigns to any device via SMS, MMS, WAP, SMS with URL, and email.



Target your audience

Tie custom and brand relevant keywords to gift card activity or other specific campaigns. Launch and manage multiple target marketing campaigns at one time, with line of sight and ROI visibility.



Influence the customer experience

Powerful campaign manager uploads text, audio, images, and video for customized messaging and branding, enhanced promotions, loyalty programs, and sales notifications.



Bringing Digital Life to Stored Value™

Contact Information

10180 Telesis Court, Suite 240
San Diego, CA 92121, USA
888-522-8520 Office
info@transactionwireless.com
www.transactionwireless.com



Transaction Wireless uses best practices for privacy & content protection and is in compliance with the MMA and PCI industry standards. Facebook is a registered trademark of Facebook, Inc.

