

Neustar® Promote Services

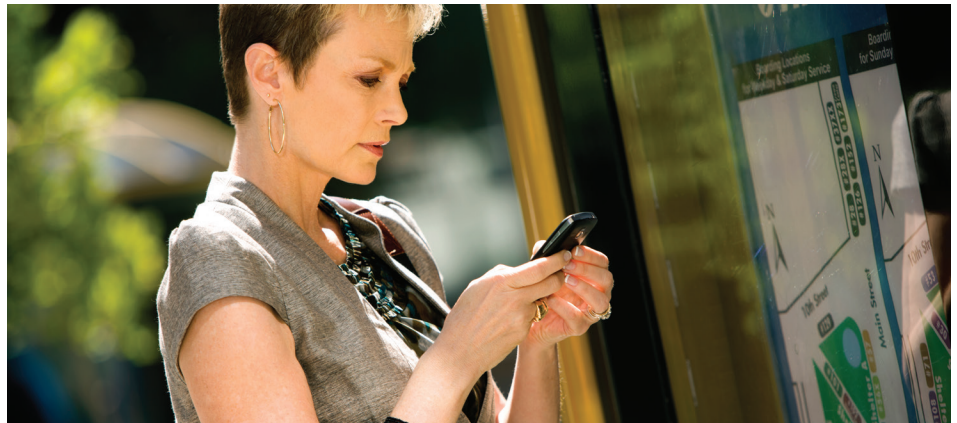
Common Short Codes: 7 Tips for Winning Campaigns

LEARN THE BEST WAYS TO:

- Get subscribers
 - Get permission
 - Get creative
 - Get results
-

FACT:

Americans send text messages over 5 billion times a day.



“To enter our contest, text WIN to 12345 now!”

Thanks to common short codes, those five- or six-digit numbers that power text campaigns, it's easy for your audience to respond to your marketing message. Whether you're a radio or TV station, store or restaurant, brand or non-profit, short codes let mobile consumers reach you instantly.

Before you launch a mobile campaign, check out these best practices. They'll help you foster a two-way conversation with your audience.

- 1. Use short codes to complement your other marketing tactics.** Mobile works best in tandem with print, radio, television, online and out of home advertising. With any of these tactics, add your common short code in the call to action.
- 2. Clearly indicate if the service is a subscription.** It's a major must to do this on all advertising and promotions. Be clear and (1) your audience will know exactly what's expected and (2) you'll instill greater trust.
- 3. Disclose other important information like...** Subscription terms, billing intervals, all material terms and conditions of your program and (last but not least) pricing.
- 4. Don't hide your opt-out message.** Remember, your service isn't "free" when the subscriber pays premium fees with any reasonable level of participation.

- 5. ALWAYS gain permission by having an opt-in procedure.** It's vital to respect a subscriber's right to privacy. Plus each message you send costs money. Why waste it on people who may not be interested? Why risk complaints and erosion of your brand?
- 6. Avoid purchasing lists of numbers.** Always have customers opt-in and subscribe to receive content. For applications that require payment, create a double opt-in process for subscribers to ensure they're willing participants.
- 7. Experiment with different applications and campaigns.** In using short codes to reach your business goals and objectives, try more than one type of campaign – promotional, informational or marketing. Send text alerts, include links to product videos or offer coupons. For more examples, go to www.usshortcodes.com.

Bonus tip: Know your mobile partners.

After purchasing a common short code (www.usshortcodes.com) you'll probably need some help as you build your mobile campaign. Get to know application providers and connection aggregators, who can help reach your customers via wireless carrier networks.

Application Providers

Each message addressed to an active short code is routed to an application. Application providers specialize in software development and hosting for mobile messaging applications and can advise you on the best techniques for maximizing participation and campaign results.

Connection Aggregators

To use your active short code, you'll need connectivity to the networks of participating wireless carriers, so any message addressed to your CSC can reach your application. Connection aggregators have authorized connections to multiple wireless networks. Note: a connection aggregator may serve as the application provider or vice versa.

Wireless Carriers

Referred to by many names (wireless carriers, mobile operators, wireless networks or wireless service providers), these are the companies from which your customers purchase their mobile phone service. In order for a CSC application to work on a participating wireless carrier network, the CSC must be set up and tested to route from that network to the application. This message routing is done either through a connectivity aggregator or to the application provider directly, depending upon what network connectivity is in place.

Learn More

Call **+1.866.623.2272**

Visit **www.usshortcodes.com**

About Neustar

Neustar, Inc., (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, entertainment, advertising and marketing industries throughout the world. Neustar applies its advanced, secure technologies in routing, addressing and authentication to its customers' data to help them identify new revenue opportunities and network efficiencies, and institute cybersecurity and fraud protection measures. More information is available at www.neustar.biz.