

Mobile Solutions eBulletin

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“Air2Web is an integral part of our mobile delivery capabilities. Mobile commerce is moving beyond just SMS, and Air2Web’s interactive architecture and services allow us to manage critical consumer data back and forth over the mobile channel at scale on a global basis.”

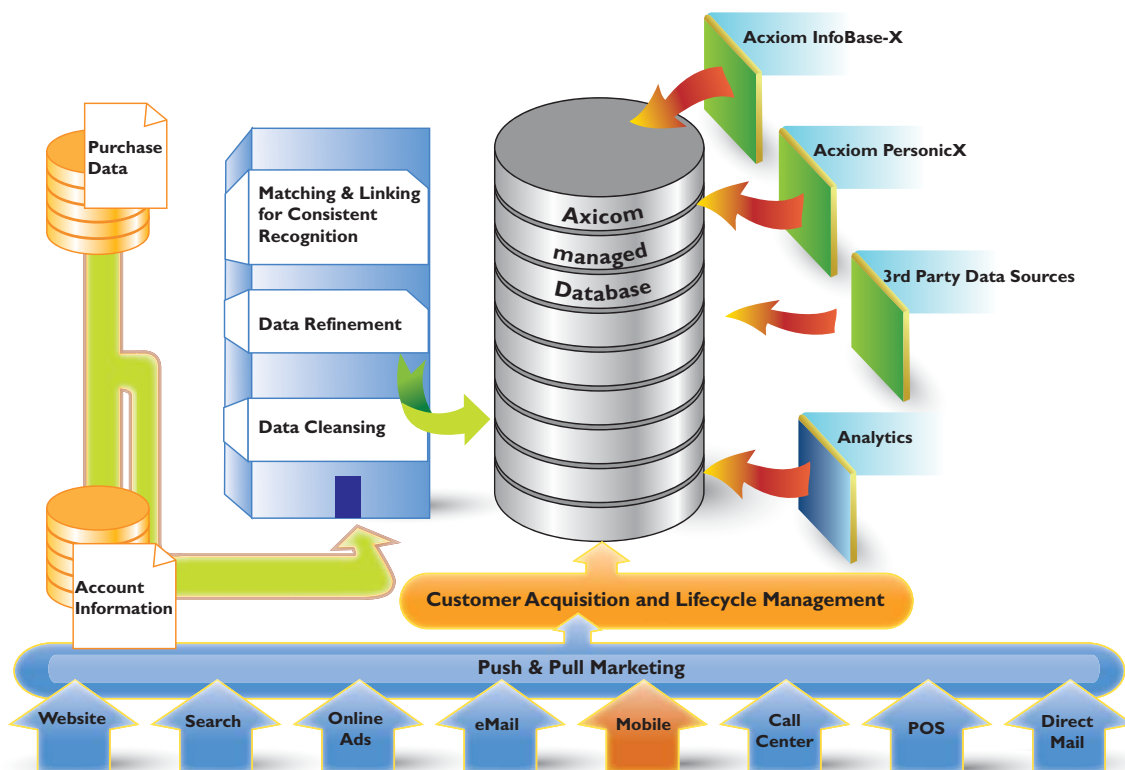
“Over 40 years we’ve developed best consumer data in the world into actionable business intelligence that our clients can then apply to various channels, from direct mail to mobile messaging. Times have changed — few people read their mail like they used to — and we think companies have an enormous opportunity to leverage mobile in how they create and grow customer relationships.” (See figure)

AIR2WEB PARTNER PROFILE

Since 1969, Acxiom has been helping business-to-consumer companies collect and manage consumer data on a large-scale in order to provide business intelligence about how they can best reach the right customers with the right products and services. Acxiom Mobile Products Director, Mike Keene, talks about how Acxiom is working with Air2Web to help companies to break the mobile barrier for better Customer Life Cycle Management (CLM).

Customer Challenges ... and Opportunities

With over 139 million text users in the U.S. alone and more mobile devices in the world than PC's and TV's combined, there is enormous opportunity for B2C companies to make mobile work for them as part of their multi-channel marketing and customer life cycle management (CLM) strategy. Today, subscribers actually read 80% of the text messages they receive, and more than half of mobile data subscribers who see an ad or request respond to it by sending a text-message, clicking on it, or calling a specific number. This high response rate combined with a low cost of delivery — less than a dime — represents a highly effective channel for marketers and CLM professionals. Yet, currently few companies actually leverage all the consumer information available to them to manage CLM over mobile. Acxiom offers a solution.





Acxiom's Answer: Impact X-Mobile™

Impact X-Mobile™ is an integrated set of mobile messaging capabilities, powered by Air2Web and designed to help large B2C companies maximize the mobile channel for CLM. As Keene says, "We advocate a phased approach to planning how companies can use mobile interactivity in customer service, product delivery and of course, marketing. Services such as ready for pick-up alerts, account information or loyalty point balances maintain a dialog with the consumer and offer multiple opportunities for the marketer to maximize the value of that relationship throughout the lifecycle. The advantage Acxiom brings is that "we often manage multichannel marketing programs for our clients so we view mobile as a pretty quick integration point."

Client Results

The bottom line: Impact X-Mobile™ enables companies not only to satisfy customers with the immediacy and relevance of mobile but also to create more loyalty to the brand. Acxiom offers increased response rates and loyalty through the delivery of customer-relevant content, at lower costs when compared to more traditional channels. Keene concludes, "It's a unique commercial value proposition when you can lower costs, raise revenue and improve the customer experience ... all at the same time."