



O₂

Mobile Interactive Services

The Mobile Interactive Services team offers network connectivity across Europe and a total environment for effective mobile campaigns.

Mobile Interactive Services team

Making SMS marketing work for you

It delivers:

- A new source of revenue
- An opportunity to interact with customers
- A powerful and compelling format that can out perform other media

We offer:

- The ability to target customers across all mobile networks
- A web-based campaign tool
- A range of partner or O₂ applications
- All the support and backup you need

Plug into our expertise and knowledge



The benefits

SMS marketing can help you enter new markets, develop existing ones and generate revenue. It offers:

- interactivity
- accountability
- personalisation
- new revenue streams
- reach to a mass market
- speed to market
- the ability to be used tactically
- a highly targeted solution

It also delivers greater cost effectiveness and responsiveness than most traditional media.



The Mobile Interactive Services team

What do we offer?

The Mobile Interactive Services team is a new division of O₂ Online, designed to bring you all the tools you need to deliver your own SMS marketing campaigns.

It enables you to capitalise on our vast resources and technology. Our high investment in Research and Development for example, enables us to offer the kind of future-proof technology that is so vital to businesses today.

We have an in-depth understanding of not only your customers, but of your business sector, as our experience across multiple channels has given us an invaluable insight.

As a large company, we also have impressive human resources, including leading experts in SMS marketing.



Summary:

- Team expertise
- A total environment for SMS marketing
- Cross-network connectivity
- Access to all UK networks
- Access to mobile users across Europe

The Mobile Interactive Services team comprises a wide range of expertise. We can offer:

- Mobile Marketer – a web tool to launch mobile campaigns
- CRM campaigns
- content delivery
- bespoke SMS campaigns
- connectivity

Mobile Marketer

Provides a 'total environment' for SMS campaigns, with user-friendly tools for planning, building, costing and measuring the results.

It's easy to run, which means with training you can set up your own campaigns quickly.

We can offer support, from initial training and advice to fully structured sales, commercial and technical support.

Premier Platform Services

Offers cross-network connectivity. This allows you to:

- Access mobile users on all UK networks (O₂, Vodafone, Orange, T-Mobile) and across all of O₂'s European territories.
- Its sophisticated billing engine enables you to attach different price points depending on message content or your revenue requirements.



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The O₂ service promise

How we deliver it



Maintenance/Operations

- Service level agreements with other networks
- Single point billing
- Around-the-clock support

Consultancy

- Offer tailored campaigns to meet your needs
- Source appropriate applications
- Deliver O₂'s service requirements

Account Management

- A dedicated point of contact
- Proven data and marketing expertise
- Solutions delivered against specific requirements

Killer facts about the future of text

- Over 1.5 billion text messages were sent in the UK in October 2002, an average of **50 million every day**.
- 16-24 year olds already send **at least 2 messages a day**, and a growing number of adults are using text at least once a week.
- **16 billion text messages** will be sent in the UK in 2002.
- 20% of European marketers have already used SMS campaigns. By the end of next year it is expected that **56% of European marketers** will be regular users, devoting 7-15% of their budgets to the medium.
- O₂ achieved market leadership in SMS at the end of the last financial year, with **3.4 billion messages** sent in the UK, and 1.1 billion sent in Germany.

Mobile marketing is a very exciting new medium. It not only offers opportunities for revenue, but it can help you build loyalty and generate valuable databases.



Mobile Marketer

What it offers

Mobile Marketer provides a total environment for mobile campaigns. Working in conjunction with Premier Platform Services, which provides the cross-network connectivity, it gives you all the user-friendly tools you need to plan, build, deliver and measure your own campaigns.



The Mobile Marketer platform has four principle elements:

Account Manager

Provides an easy method for the administrator to add new users (and administer existing ones) and manage the connectivity.

Campaign Planner

Enables you to access multiple permission-based inventories, and create a target 'set' by filtering profiles.

Campaign Director

Provides templates for quick campaign design, e.g. Voting and Quizzes.

Campaign Reporter

Provides powerful real-time monitoring and reporting for all your campaigns.

These tools are user-friendly, so you can get started, after initial training. Data flow to the server is encrypted to maintain security, and an online help tool is available should you require it.

Summary:

- Manage your own user groups
- Determine your target by filtering on audience profile
- Design and schedule campaigns using templates
- Test before launching
- Monitor and report on campaigns in 'real-time'



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Mobile Marketer – How it works

Campaign Planner – targeting your campaign

The Campaign Planner allows you to plan a campaign by searching across multiple permission-based contact inventories and creating a target set.

Refining your selection

First, you select an inventory database from those that are resident on your own system and/or any public opt-in databases available to you. These can be imported into Mobile Marketer for use in campaigns using CSV files. You can then filter your inventory using a number of criteria:

Demographic

By Gender, Age, Income, Social Grade, Marital Status, Homeowner or Name.

Geographic

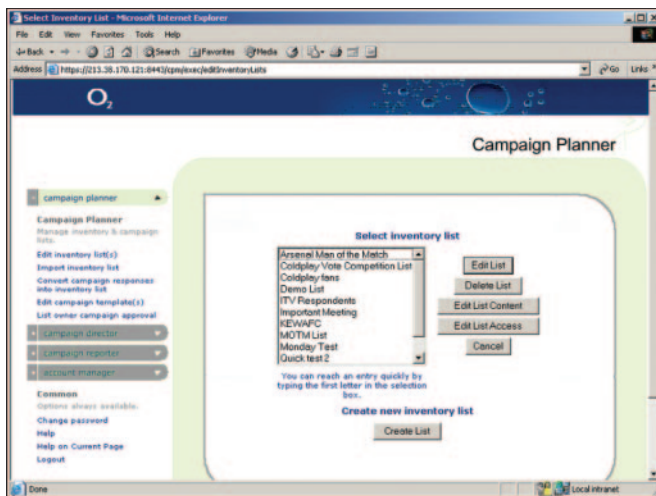
By specified radius of a selected postcode (e.g. within range of a supermarket), by city, or by ITV region.

Historiographic

By behavioural characteristics noted during previous campaigns e.g. Responsiveness, Time to respond, and 'Collision detection' (which avoids too many campaigns occurring at once).

Preventing overuse

Automatic monitoring of frequency and recency of campaigns ensures that inventory numbers are not overloaded with multiple campaigns. This keeps churn to a minimum.



Summary:

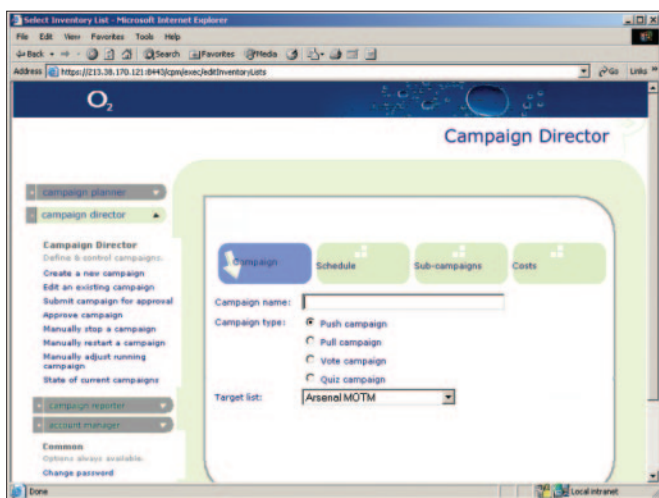
- Create and manage your own inventories
- Filter by demographic, geographic and/or historiographic criteria
- Manage frequency and recency to prevent churn



Campaign Director – creating your campaign

The Campaign Director allows you to create a variety of scenarios, using the Voting, Quiz, Push and Pull campaign templates. You can try your campaign out on an internal test group so you can see how it will appear to consumers before scheduling.

Your campaigns can be interconnected and 'daisy chained' to create multi-pathed 'super campaigns': For example, a Vote or Quiz campaign can be linked to a message offering the recipient the opportunity to opt-in to Alerts, allowing you to increase your revenue, build customer loyalty, add value, gather data and/or cross sell.



Summary:

- Create Push and Pull campaigns using templates
- Create your own Votes, Polls and Quizzes
- Test your campaigns before launching

The Push-initiated campaign template:

Sends a simple message to each contact on your database. In this template, you set up a message which you push to a database of opt-in customers. There's a calendar tool to set the launch date and time to the nearest minute.

The Pull-initiated campaign template:

Relies on an external promotion (e.g. posters) to attract inbound messages.

Pull campaigns are ideal for gathering feedback to build a database and offer a separate mechanism for participation in campaigns. A text-to-win competition is one example, where the consumer simply sends a text message for a chance to win a prize.

The Voting template

This can be Push or Pull initiated. It allows you to create a mechanism for sending and running a Vote, quickly and easily.

Opinion Polls can be set-up using the Voting template, whereby voters can be sent a message containing relevant result statistics, e.g. the number or percentage of votes their choice has received so far, or the name of the current leader.

The Quiz template

This can be Push or Pull initiated, with a two-way mechanism that allows for a number of rounds of multiple choice questions, plus an optional tie-breaker. It features a wide range of variables which can be customised to suit your needs.

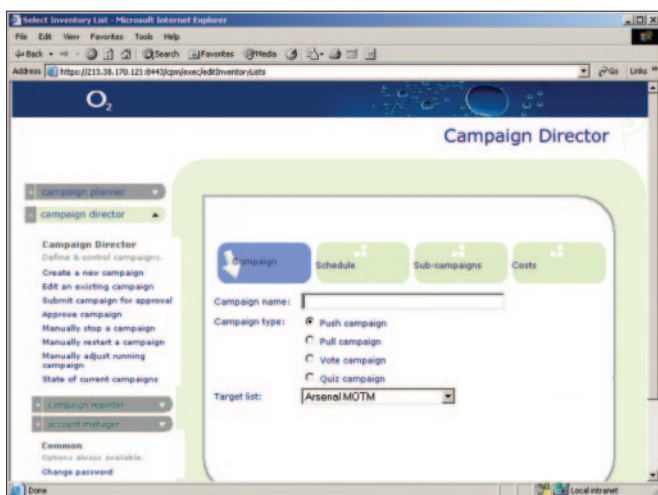
Testing and submitting your campaign

Campaign Director has a built-in test mechanism, which allows you to send your message to an internal test group, before submitting it for scheduling.

When you are ready to submit, a number of checks are made by the system, in order to protect against conflict of cross network number resources during the campaign period.

Campaign Reporter – monitoring and measuring your campaign

Campaign Reporter provides a powerful monitoring and reporting interface. It provides a real-time perspective on the progress of each campaign and includes self-generated reports in PDF, HTML and/or Excel spreadsheet format.



Summary:

- View a snapshot of your campaign(s)
- Monitor incoming messages in real-time
- Combine the most useful statistics and graphs
- Export raw data for analysis
- Obtain reports in user-friendly formats

The Live statistics reporter: a snapshot of the campaign

Allows you to view:

- Transmitted/active/future campaigns
- Total number of outbound/inbound messages
- Traffic profile over the period of a campaign
- Most/least popular day of the week

Breakdown by geography*

- Total number of undeliverable messages
- Messages not sent due to blacklist/expiry of validity period/classed as invalid
- Response rate (Push campaigns)
- Time to respond (Push campaigns)

* Only available in the UK

Live mapping tool:

Enables you to monitor the location of incoming messages in real time.

Messages are visualised as glowing lights on a country map. This positional information represents the home address of the contacts and not their actual position at the time that the message is sent.

(NB This feature requires that the contact list contains postcode information.)

Data export:

Exports raw data for analysis in external business intelligence tools.

This summarises the actual content of the messages that were sent in response to a campaign. The raw data can be downloaded for analysis using business software such as Microsoft Excel.

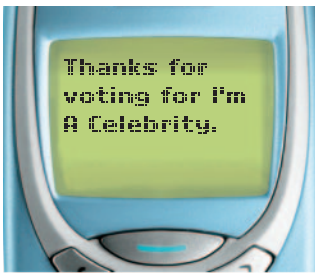
Mobile Marketer Applications

Voting

The Voting application, offers opinion polls, awards ceremonies, and 'viewers choice' voting (such as Man of the Match).

It enables you to generate revenue by charging your customer to participate, whilst offering them an opportunity to get involved – something they obviously enjoy and appreciate.

As 'Big Brother' and ITV's 'Popstars: The Rivals' demonstrate, voting can successfully raise the profile of a brand, and create a talking point. 6.6 million texts were processed during the latest Big Brother series.



Summary:

- Increase interactivity with your customers
- Generate revenue
- Create a talking point
- Build your brand

The Voting template

The Voting template is available in Campaign Director: one of the four principle elements of Mobile Marketer. Here's an example of how it works:

You are conducting a music vote with two categories: 'Best Solo Artist' and 'Best Group', so you instruct the Campaign Director to customise for 2 categories.



The Campaign Director then prompts you to type in acceptable keywords for category one (Best Solo Artist). You type in 'SOLO', 'ARTIST' and 'BSA'.



The Campaign Director then requests the number of options in category 1. You can enter as many as you like.



The Campaign Director then asks you the acceptable keywords for each option. You enter 'ROBBIE' and '1', 'KYLIE' and '2' and 'WILL' and '3'. (E.g. votes for Robbie could be accepted as 'SOLO', 'ROBBIE' or 'BSA 1'.) Repeat this process for category 2.



After voting, the mobile user gets a confirmation message: e.g. 'THX 4 PARTICIPATING. U VOTED 4 ROBBIE ALONG WITH 38% OF ALL THE VOTES RECEIVED SO FAR'.



Case studies

Granada ITV – Popstars: The Rivals

Capitalising on the success of Popstars, Popstars: The Rivals makes full use of its interactive website and SMS marketing to maximise ratings and publicity.

The objective was to raise the profile of the programme, create an interactive experience for users and a database of participants for future campaigns.

The O₂ Solution:

To provide a comprehensive suite of services for the show, taking television to a new dimension. As well as SMS voting and gossip alerts, O₂ provided competitions, channel promotion, opinion polls, celebrity voicemail and audio shots. The plan consisted of 3 month campaign which included:

Vote

- SMS vote on live show for 8 weeks with a '60 minute' voting window

Gossip Alerts

- Opt-in for the latest premium gossip alerts
- Free opt-in alerts for Boys and Girls record label

Competition

- A compelling viral competition

O₂ Channel promotion

- Retail – FREE in-store opinion poll voting
- SMS broadcast messages to pre/post pay and online customers
- Portal pages with links to Granada and the interactive services
- Email to online customer base

The Results:

- 200,000 SMS votes received per hour
- Up to 34% of total votes were received via SMS

"Popstars: The Rivals delivered engaging viewer services on the ITV1 and ITV2 programming, through the widest array of text services that we have deployed across our shows to date. We were impressed with the range of services that O₂ were able to offer us, and with the enthusiasm with which their teams embraced the project."

Jane Crossley, Mobile & PRTS Development Manager
Granada Sports and Interactive



Granada ITV – 'I'm a Celebrity, Get Me Out of Here!'

Granada is the largest and most successful commercial TV company in the UK, and one of Europe's largest programme producers. 'I'm a Celebrity, Get Me Out of Here!' was hugely successful, both in terms of viewing ratings and raising money for charity.

The O₂ Solution:

An easy-to-use text voting mechanism, able to handle large volumes of votes in a short window (1 hour peak during programmes). The cross-network number was promoted heavily throughout the programme, accelerating the SMS response rate.

The Results:

- Approx. 35% of the voting audience voted via text
- 1 million text votes were handled over 15 days



Mobile Marketer Applications

Quizzes and Competitions

Quizzes and Competitions offer a simple way to encourage interaction with your customers. This promotes involvement and helps to build brand loyalty whilst generating revenue.

Mobile Marketer can handle a simple or complex quiz, based on rounds of multiple choice questions. The results can be collated swiftly, which means participants don't lose interest.



Summary:

- Encourage interactivity
- Build a rapport with customers
- Increase brand loyalty
- Generate revenue

The Quiz template

The Quiz template is available in Campaign Director: one of the four principle elements of Mobile Marketer. It enables you to customise a wide range of variables, for example:



Invitation message

The message that opens the Quiz in a Push campaign can be bypassed so that the initial Push message is the first round of the Quiz.



Mode of play

There are two modes of game-play: 'Instant death' and 'Best of set'. In 'Instant death', the participant is knocked out as soon as they give a wrong answer. In 'Best of set', game play continues until all rounds have been completed, regardless of success or failure.



Number of rounds

The number of questions that a participant will be asked before the (optional) tie-breaker.



Number of choices

These can be set per round. Each question in any round must have the same number of answers.



Right/Wrong answers

Multiple keywords can be specified to cater for spelling variations etc.



Optional Tie-breaker

Can also be conditional on the score.



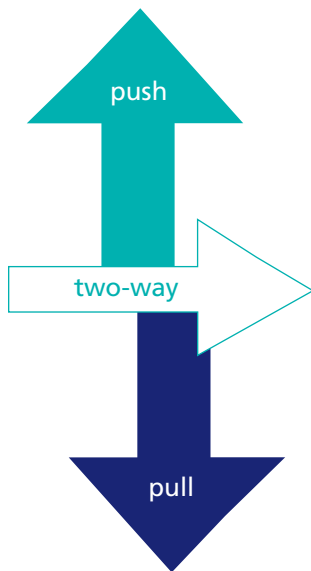
Closing message

This is sent at the end of the Quiz. You can choose to include an indicator of rank, e.g. 'YOU SCORED 9/10. THAT PLACES YOU IN THE TOP 5%'.



Text Campaign Options

Push and Pull campaigns



Push campaigns

Push campaigns enable you to reach a mass audience cost effectively and simultaneously via text. One-way push campaigns are ideal for promotional messages to 'opt-in' consumers and for premium subscriber services, such as horoscopes.

Two-way push campaigns anticipate a response, and enable you to build a dialogue with your customers.

Pull campaigns

Pull campaigns encourage people to opt-in to receive a message (e.g. by responding to a cross network number on product packaging). One-way pull campaigns are ideal for gathering feedback or providing a response mechanism to an advertising message or promotion.

Premium & Standard options

For both push and pull campaigns, you have the option of using premium and/or non-premium content, depending on your marketing objectives.

Standard

Standard rate campaigns use straightforward SMS text messages. They enable you to build a dialogue, develop your brand and foster a relationship with each of your customers on a one-to-one basis.

Standard campaigns are useful to start off with as they're cheaper to use and help to draw your customer in. Once you know they're interested, Premium campaigns come into their own, providing opportunities for revenue.

Premium*

Premium rate campaigns enable you to offer your customers high quality content that has an associated premium charge. This includes Ringtones, Logos and content services, plus interactive services such as Voting and Quizzes. This simply appears as a charge on the customer's phone bill.

You set the tariff: 20p, 25p, 50p, £1.00 or £1.50.

**Client would receive a revenue share of the tariff set.*

Summary:

Standard

- Builds awareness
- Creates a CRM database
- Develops customer relationships

Premium

- Generates revenue



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Case studies

Emap/mixmag

EMAP publishes Mixmag, the world's biggest selling clubbing magazine. Like any magazine they have a high churn rate, so they were keen to pursue any methods of retaining customers, building loyalty and offering added value.

Mixmag has a very young readership who see their mobile phones as crucial to their social lives. As they are already very heavy users of text and information services, SMS marketing is a logical medium to choose. And because it's so quick and responsive, it's ideal for time sensitive information such as hot gossip and tips on who's where and when.

The objective:

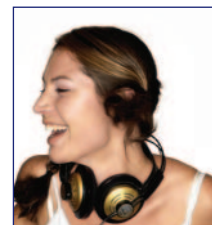
To build loyalty by offering a useful information service to Mixmag readers and capture their details for future CRM activity.

The O₂ solution:

O₂ Online and Emap enabled Mixmag to deliver unique interactive mobile content to clubbers visiting Ibiza in summer 2002. They gave them the lowdown on where to go on the island, as well as details on which DJs would be playing.

The plan:

To offer regular text alerts across the entire Ibiza season in future years.



Premier Platform Services

What it offers

Premier Platform Services is the platform through which we offer connectivity across all networks in O₂ European territories. O₂ is the only network to have its own cross-network platform, so no other operator can offer you this single point of contact, and the associated benefit of reduced time to market.

It allows any third party company to plug into our expertise and technology via an interface, giving you instant access to SMS functionality, without the need to maintain a dedicated connection to each operator.

We have the ability to handle all types of messages – text, logos, ringtones and multi-media messages at stress-tested capacities. This enables you to reach a receptive audience of users who have 'opted-in', to build a database of contacts.

Finally, multi-tariff billing means we can offer a wide range of options at competitive prices.



Summary:

- A single point of contact for all your text services
- Reduced time to market
- Access to a receptive audience
- A wide range of options
- Competitive prices

Sound business benefits:

Simplicity

You'll be dealing with just one company not each of the networks individually.

An easier life

We'll organise and manage the cross network number, offer access to Mobile Marketer and partner applications, and provide you with all the support you need in any area of mobile marketing.

Reduced time to market

You get immediate access to all mobile users across all networks.

Increased profit

Connections cost money. We can deliver low cost, high connectivity to maximise your profitability.

Servicing

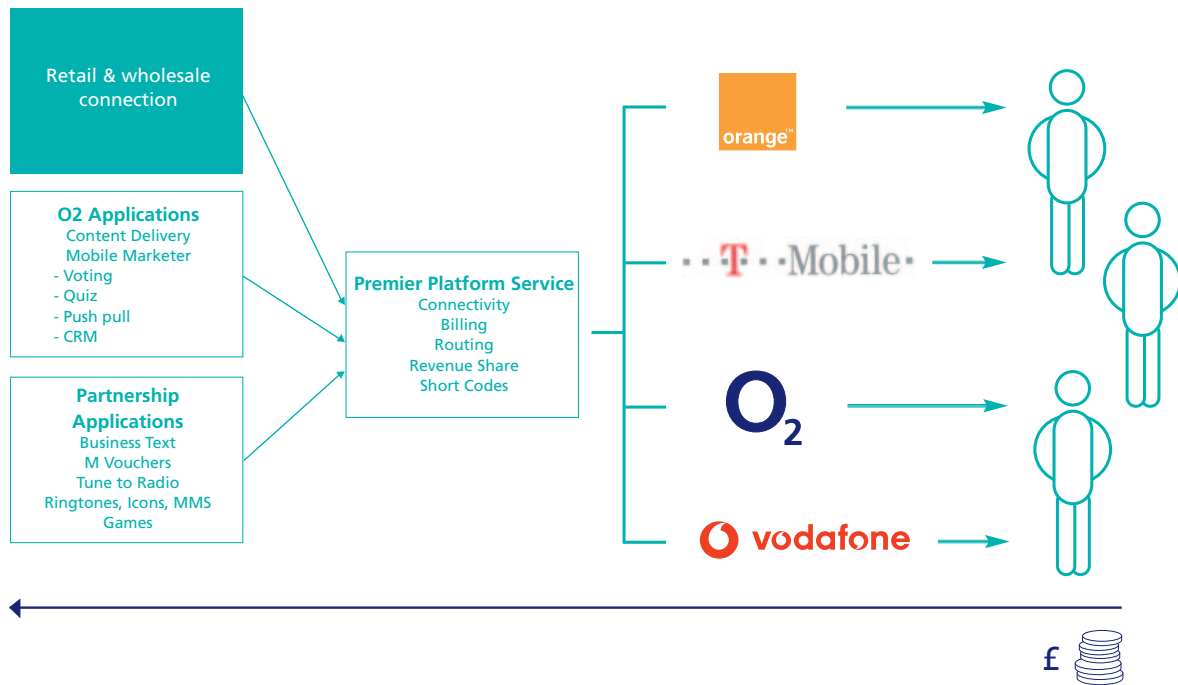
Achieving reasonable margins at mid-level is increasingly difficult. Because of the huge volumes already present on the network, we can service those businesses where low margin is critical.



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Premier Platform Services

How it works



Partner Programme

Our affiliate Partner Programme allows any third party company to plug into O₂'s expertise and technology.

O₂ are experts in developing and delivering data services, whilst you are experts in marketing and building consumer relationships. By pooling our individual strengths, we can develop the SMS market to the benefit of everyone.

Service levels

We offer support and advice from a complete team of experts at every level, whenever you need them.

We'll work with you to find the right level of service. There are a choice of three agreement levels.

Gold

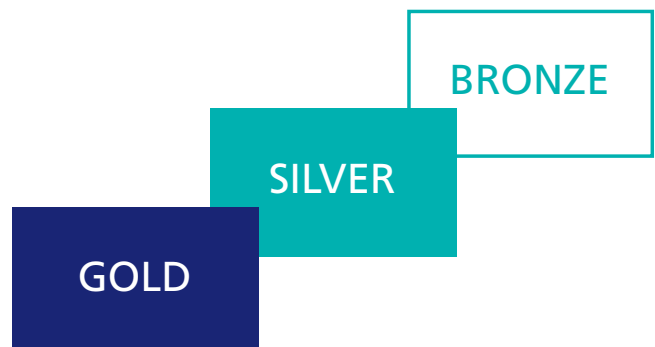
All the benefits of silver, plus access to key technical and commercial resources for meetings business proposals and development work; Networking opportunities through access to O₂ seminars and preferential rates for bulk SMS.

Silver

All the benefits of bronze, plus jointly announced affiliation with O₂, the use of the O₂ logo on all materials.

Bronze

An SLA to cover platform end-to-end performance and escalation procedures for performance breaches.



Applications

Business Text

Business Text is a quick and easy way to broadcast text messages from any Internet-enabled PC, using Excel or Access.

It is easy to use (just seven registration fields to complete) and the simple interface is suitable for communicating with audiences of 1 to 100,000 (average: 350 a month).



Business Text is ideal for simple internal and external messages, for example:

Internal

Information about schedule changes and business news Alerts, e.g. product launches, contract wins, changes to meeting times and venues, and messages to disparate work forces.

External

Circulating new contact details, promotional/time sensitive offers, loyalty messages and alerts when products come into stock.

With no set-up costs, production work or ongoing subscriptions, Business Text offers the chance to 'dip your toe in the water' with SMS marketing.

You only pay for the messages you send, and real-time receipting is part of the package. Plus new customers get 20 free messages to try out the service before buying.

Case study

The Ellen MacArthur Sailing Team teamed up with O₂ to text sailing fans with real-time positional updates. The messages were sent direct from the Offshore Challenges computer system.

Summary:

- Reach 1 – 100,000 people
- Avoid set-up costs and subscriptions
- 'Dip your toe in the water'

Offshore Challenges

"The user-friendly Business Text service provided by O₂ has given us a new dimension to communicate the positions of our teams from the middle of the North Atlantic to the mobile phones of our accredited media and sponsor partners, relying on deadlines and performance. We see this as an extremely powerful and vital tool and look forward to building our relationship with O₂ in the future."

Mike Gumm, Sales and Marketing, Offshore Challenges

Offshore
Challenges

O₂

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Berkshire SL1 4DX. Registered in England: No 1743099.

