

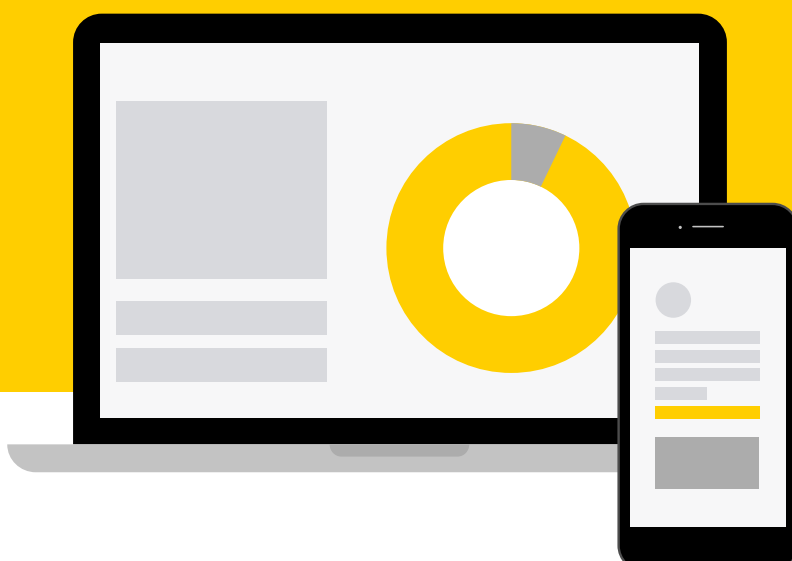
# Sending Short Links Through Mass SMS Messaging

## The Issue:

The client does not have the ability to **measure the opening or conversion rates** of their mail campaigns. It is impossible to obtain relevant information about the opening, reading, and interaction with any messages the client sends.

## The Yellow Push Solution:

In partnership with **Identidad Tech**, we propose the creation of an effective, high-impact, and measurable promotional system, with the goal of optimizing communication and boosting sales.



## GENERAL OPERATION

**1**  
Generate links



**2**  
Send mass SMS messages



**3**  
Monitor link opening



With these three steps, mail campaigns with personalized Short Links will be sent to your current and prospective clients

## ADVANTAGES OF SMS-SHORT LINKS SERVICES

SMS + Short Links: Combining an effective channel with a tool capable of measuring actual opening rates.



**1** Tracking

Using conversion rates, effective tracking is possible. A company can optimize its campaigns by retargeting interested clients.

**2** Opt-In

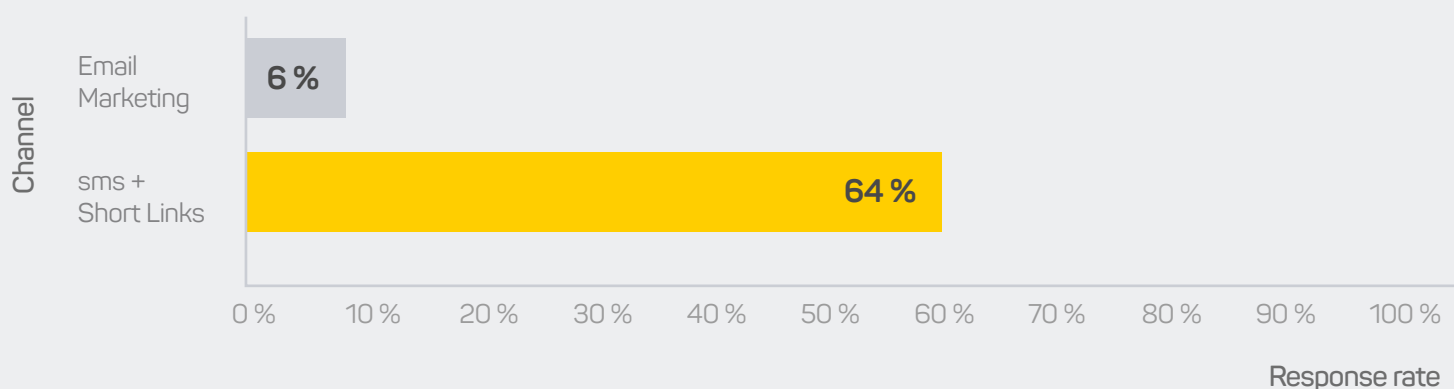
Update the database, obtain higher levels of access to clients, and perfect client profiles.

**3** Personalize Your Messages

Encourage customer loyalty by utilizing variable information and personalized content.

## COMPARING RESPONSE RATES

February 2019 Client Campaign by channel



## COMPARING DIGITAL CHANNELS

### E-mail Marketing



**6%**  
Conversion Rate

\*Based on promotional message metrics

### Sent Short Links SMS



**98%**  
Conversion Rate  
Average success rate\*

\*Based on promotional message metrics