



XGATE Interactive Mobile Marketing

Single & Multi-Round Trivia
Information & Subscription Services
Code Match – Instant Win / Prize Pool
Coupon Generator
Voting / Polling

“Xgate enables brands/agencies, content providers, and media companies to easily create and manage their mobile marketing campaigns, adding interactivity to TV, radio, print, Web/WAP, outdoor, in-store or an on-pack promotion.”

Single & Multi-Round SMS Trivia

Xgate runs two types of SMS trivia games: single-round and multi-round modes.

- > Single-round trivia prompts participants to answer a question, and is typically used in promotions where consumers view a question on TV, magazine and product package and text in an answer.
- > Multi-round trivia builds up challenges and encourages repeated competition. Participants advance through multiple rounds of questions, often competing against one another and accruing points toward winning one or multiple prizes.

+ Features

- > Opt-in/Opt-out Keyword Management
- > .txt/.csv upload of questions with preview functionality
- > Allocation of points for different/correct answers
- > MT responses can be customized to include the answer given by the participant, points awarded/deducted for a particular answer, and total points thus far

Information & Subscription Services

Xgate provides “Pull services” like information-on-Demand, and “Alert services” via SMS subscription based services. Subscribers opt in to receive these services.

- > An information-on-demand (IOD) is a pull service in which the subscriber requests a piece of content to be sent immediately. The service is configured so messages are delivered based on a “trigger,” either via a short code request, WAP, or via the Web.
- > “Alerts services” enable mobile services such as horoscopes, news, weather, traffic, and sports updates. An initial message thanks the subscriber for opting in, and subsequent messages provide the requested mobile updates. Set scheduled messages for sending at any time on a daily or weekly basis.



Info & Subscription Services (Cont'd)

+ Features

- > Flexible programming of the interface means that subscribers can easily opt in and out of services and capability to include a "double opt-in"
- > The ability to set a time and date broadcast schedule, or send on-demand
- > Pre-and post-service messages can be added before the service start, as well as after completion
- > Content sources can be originated from a URL, delivering real-time info so as the Web site updates, the updated info can be sent out to subscribers
- > Comprehensive reporting provides the ability to view all messages by day, hour, or in total—both sent and pending—and to edit pending messages

Code Match – Instant Win / Prize Pool

Entries received via SMS are instantly validated, and an SMS is returned to the participant's handset for instant prize win notification, or thank you message.

For "Code Match – Prize Pool", prizewinners are randomly determined for each tier of prizes at the conclusion of the competition.

+ Features

- > Responses can be set to require participants to claim prize or provide proof-of-purchase on Web site, POS, etc.
- > To prevent fraudulent use, codes are validated based on redemption rules
- > Support for multiple prize tiers, including specifying prize-winning probability per tier
- > Prizes can be topped up during the campaign

Coupon Generator

Mobile coupons generated by the Coupon Generator are typically used for:

- > Prize eligibility/ Reward eligibility
- > Discounts
- > Prizewinner authentication /Proof of purchase

+ Features:

- > Pre-generate codes, import codes from a third-party or generate them in real-time in response to a valid entry
- > Issue codes and return one for each valid entry, or based on likelihood (e.g., XX% of all valid entrants)
- > Enable third parties to create, authenticate, or delete coupons before and during the campaign

Voting / Polling

The Xgate voting engine receives inbound SMS, enabling users to influence an outcome by texting in their vote on a certain topic. Voting can also be used for opinion polling in which participants express their opinions by sending an SMS. Most commonly, voting and polling applications are promoted via mainstream media such as radio, print, and television.

+ Features

Xgate's voting and polling are designed to be flexible, and to capture as many votes as possible by:

- > Intelligent Keyword Recognition: When setting up a vote, comma-separated match words can be made to ensure a high number of inbound messages correspond to the correct answer.
- > Wildcard inputs: Example, *PETER or PETER*. Any combination of letters and/or words before or after the wildcard symbol would be accepted.
- > Replacement input: P\$T\$. Any letter sent by the subscriber at the place of the \$ will be accepted. Example: PETE and PEETER, would be accepted as valid votes for vote option PETER.
- > Responses sent to voters can be customized to automatically include live vote results.

Example: "You have voted for <\$votedescription>. The results are <\$voterresults.>" The application automatically inserts the vote description and vote results into the response: "You have voted for PETER. The results are 21% PETER, 20% JOHN, 56% MARY.

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