

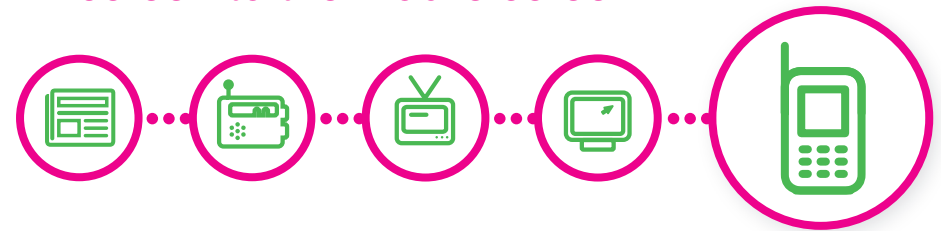
Viewer Interaction. The New Killer App.



The new world for broadcast media is about engaging and interacting with your audience through all sources – from the TV screen to the mobile screen.

It's more critical than ever to keep consumers connected to your content and combat competitors vying for their time and attention. If you're not using the mobile channel, you're missing out on a valuable opportunity to build brand affinity.

Zergo makes it easy to add mobile messaging to your marketing mix. We can help you master the mobile channel with initiatives that entertain and engage consumers, while giving you a new way to monetize the user experience. Smartphone applications have a higher profile, but SMS campaigns have higher reach, with 97% of consumers using text messaging.



Deliver Interactive TV Programming with Polls, Contests and More



Encourage viewers to participate in on-air programming by adding mobile engagement elements. With Mobile Messaging Manager, you can run on-air polls, watch-to-win contests or live text-to-screen feeds, allowing passive viewers to become active participants.

This Just In: Content Alerts Increase Viewership



From breaking news alerts to sports score updates, sending bite-sized pieces of content through SMS is the ideal way to keep viewers informed and coming back for more. You can provide content that mobile consumers want and reach them wherever they are.

Create New Revenue Opportunities



Adding SMS call-outs on air, on your website or in print allows you to build a mobile subscriber opt-in list that can be leveraged in new sponsorship and advertising opportunities. Brand advertisers are willing to pay premium prices to sponsor SMS messages that are typically opened and read instantly.*

*Source: Placecast ShopAlerts Pilot Studies Feb 2010

What you can do with Mobile Messaging Manager:

- TV program reminders
- Text-to-screen live feeds
- Breaking news alerts
- Text-to-win / watch-to-win contests
- Sports score updates
- Distribute show-related content
- On-air polls & trivia
- Drive traffic to mobile site or app
- Off-air surveys
- for premium content & videos

mobile messaging manager **2ergo**

Pricing

- **Setup: Starts at \$3000**
- **Monthly: Starts at \$2000**

Includes unlimited keywords, campaigns and 25,000 messages per month. Shortcode fees and additional messages extra.

Add-on options include mobile landing pages and SMS click-through tracking. Contact 2ergo for pricing.

Instant Feedback

With SMS campaigns through Mobile Messaging Manager, you can track results in real time and get instant feedback on which programs work the best. Learn from viewer responses over time so you know which services get the highest response and at what time of day.

Benefit from Our Experience

2ergo has helped leading media companies like National Geographic Channel, Fox Sports en Español, Fuel TV, Disney and Discovery Channel execute creative and cost-effective SMS campaigns and integrate them with website, TV, print and social networking channels. Plus, our technology platform is able to support large traffic spikes as proven during the Super Bowl and presidential election night.



2ergo is an international provider of mobile marketing and CRM products and services.

2ergo Mobile Messaging Manager enables media companies to easily create, execute and track promotional SMS campaigns that offer value to customers while increasing ROI on marketing initiatives.

Contact 2ergo for a free consultation

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2ergo

mobile marketing solutions for broadcast media