FIELD GUIDE

to

SHORT MESSAGING SERVICE {SMS}

presented by ExactTarget

"Marketers are always on the hunt for new ways to communicate with their consumers. This field guide proves SMS is worth tracking—especially when it comes to connecting with on-the-go subscribers."

—Scott Roth, ExactTarget Director of Product Marketing

(Yes, he loves more than just email. Surprised us too!)

It's true. SMS isn't just for kids anymore. But how can you provide value via SMS when your subscribers could be paying for your messages? We're glad you asked.

And we're glad you decided to pick up a copy of *ExactTarget's Field Guide to SMS.*

You know how some things just can't wait? We do. And your subscribers do, too. From critical alerts to time-sensitive notifications, some messages shouldn't sit in an email inbox (or worse, in an envelope in the mailbox) until it's too late.

That's where Short Messaging Service (SMS) or "text messaging" comes in: at the intersection of "message urgency" and "message portability." Many of your alerts, updates, and even some marketing messages can be sent via SMS to get the attention they deserve. And by letting subscribers choose to receive appropriate messages via SMS, marketers can provide relevant communications when consumers need them most—through a portable medium.

Not sure what possibilities exist for using SMS in your own organization? You're in luck; this Field Guide can help. So take a few moments to put down your cell phone and pull up a comfy Adirondack chair. Settle in with *ExactTarget's Field Guide to SMS,* and you just may be surprised how many SMS species suit your subscribers' needs.

Happy Hunting,

Scott Roth

Scott "Eagle Eyes" Roth
ExactTarget Director of Product Marketing

The Evolution of Short Messaging Service (SMS)

The SMS terrain is not brand new, but many marketers are unfamiliar with it. As you forge through this Field Guide, keep this definition in mind: **SMS or "text messaging" is the standard messaging protocol that allows for text-only messages of no more than 160 characters to be sent between mobile devices.**

Like other digital one-to-one communications, both B2B and B2C marketers have observed the evolution of SMS into a new breed of communication. And so should you.

Listed below are the various species of SMS messages identified in this guide.

Watch Out for These SMS Species

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Scouter Tip: What's in a Name?
Short Message Service, or SMS, isn't just a clever name. It's short. All species are no longer than 160 characters, including spaces and punctuation. Wonder what 160 characters looks like?

(Hint: Try counting the characters in our scouter tip above. OK, that was less like a hint—and more like the answer. But you get the point.)

The New Breeds of SMS

The ExactTarget Field Guide to SMS will help you determine which classification each type of text message belongs to*:

Alert: An opt-in SMS message that provides urgent, relevant information to a mobile subscriber (e.g. Fraud Alert from your bank).

Marketing: An opt-in SMS message that provides subscribers with a call to action for exclusive marketing deals, specials, or promotions. (e.g. Sweepstakes).

Update: An opt-in SMS message that provides convenient and timely—but not urgent—information to on-the-go subscribers (e.g. Daily News Headline).

*All SMS messages must include an process that is similar to what some marketers call a "double opt-in." With SMS, subscribers are required to opt-in, then confirm their opt-in using their mobile handsets.

How to Use This Guide

We've defined characteristics for various species of SMS messages so you can more easily incorporate them into your campaigns. In this guide, you'll find:

- **Wildlife Commentary:** Real-life scenarios depicting situations that could warrant the use of an SMS message.
- **Description:** A detailed explanation of the SMS species and how it behaves.
- **Species Contributions:** Benefits of using a particular type of SMS communication.
- **Diet:** The data required to successfully deliver a relevant SMS message.
- **Habitat:** Where you're likely to discover a particular SMS species.

Given the relatively young evolution of SMS as a communication medium, our Field Guide is not intended to be an exhaustive, definitive authority on text messaging. Instead, it's meant to be an idea-starter and resource to help you find new ways to use this medium in your organization.

Environmentally Friendly Marketing.
Contrary to mediums like direct mail, SMS leaves a minimal footprint on the marketing landscape. In fact, this channel's about as "green" as they come. No wadded up fliers in the trash can. No discarded paper coupons behind the cash register. So band together, marketers. Save the planet. Send an SMS message.

Account Activity Alert

Order: SMS

Family: B2B, B2C

Genus: Alert

Species: Account Activity

Wildlife Commentary:

Dirty laundry has overflowed into the hallway. You've tripped over the kids' toys for the umpteenth time. Oh, and dinner's bubbling over on the stove. Your life is hectic. It's all you can do to steal passing glances at the brightly-colored to-do lists lining the refrigerator. Bills have been hurriedly added to the mosaic—though they tend to disappear beneath kids' artwork until it's too late. **Last month—after unearthing an overdue electric bill—you signed up for a couple of automatic payment programs. Now you get an SMS Account Activity message confirming each automatic withdrawal from your bank account.** Goodbye, late fees!

Defining Characteristics:

Account Activity Alerts let organizations send convenient account updates to clients' mobile phones. Customers can request specific message types—like automatic payment or direct deposit confirmations, overdraft alerts, and more. Account Alert programs are often promoted via corporate websites, on payment envelopes, or through customer service centers.

Species Contributions:
- Provides higher customer satisfaction and piece of mind
- Acts as an incentive for clients to adopt "greener" payment programs
- Gives marketers a more effective communication medium for time-sensitive updates
- Increases traffic on confidential online account websites for more information

Diet:

Account Activity Alerts are driven by subscriber data like account numbers, notification opt-ins, and individual preferences—then blended with the back-end payment or transaction systems.

Habitat:

This species is most commonly found in the financial sector, but sightings have steadily increased in a variety of other industries including utilities. The breed also benefits from symbiotic relationships with other communication channels like email, website, and direct mail.

Appointment Reminder

Order: SMS

Family: B2B, B2C

Genus: Alert

Species: Appointment Reminder

Wildlife Commentary:

For athletes who have suffered a sports injury, physical therapy isn't optional—it's the foundation for a successful recovery and return to the field (or squash court, as the case may be). But sometimes it's tough to remember appointments—especially if sessions are scheduled weeks or months in advance. Missed appointments not only put a patient's health in jeopardy, but require office staff to spend valuable time and effort manually calling and rescheduling missed sessions. Many offices have tried to improve low attendance by manually calling patients with appointment reminders—but this method is costly and inefficient.

Defining Characteristics:

A troubling source of lost revenue, missed appointments are often avoidable with increased client communication. **This species helps organizations automate appointment reminders and to quickly and easily confirm appointments—without using valuable staff time and resources.** When warranted, automated SMS messages can also alert clients of changed appointment times and locations, thus relieving staff of last-minute calls. This species can also be used alongside voice and/or email reminders.

Species Contributions:
- Increases patient and client attendance as scheduled commitments are kept
- Recaptures lost revenue from missed appointments
- Decreases the need for manual staff phone calls and reminders

Diet:

Appointment Reminders feed on data from booking systems, and tight integrations between these platforms enable fully automated SMS messaging capabilities. Pre-defined rules should supplement bookings date and time data so the species knows exactly when to deploy.

Habitat:

This species is often sighted in health, beauty services, and automotive sectors, though it can flourish in any organization that uses pre-scheduled appointments. These messages can convey urgency or act as a common courtesy depending on their environment.

Bidding Update

Order: SMS

Family: B2B, B2C

Genus: Update

Species: Bidding Update

Wildlife Commentary:

It's six years after the Battle of Endor, and the fight for freedom rages on. So begins the *Star Wars Dark Empire* comic book series. You stare at the screen with glee; an auction website has an entire series in mint condition. You need to out-bid everyone else before the auction closes in 7 hours...but, you have an off-site meeting today and won't be near a computer. You click on the link for SMS Bidding Updates and select "outbid alerts" and an "auction close alert." After monitoring your bids throughout the day—and quickly submitting new bids by replying to the SMS alerts—you make the winning offer one minute before the auction closes.

Defining Characteristics:

Bidding Updates extend the power of online auction websites by offering a quick and easy way for interested parties to keep tabs on their favorite items. Bidding Updates typically come in a variety of sub-species like Out-Bid Alerts, Bid Confirmations, Status Updates, and Close Warnings. Some even let recipients re-bid by replying to the SMS alerts with an amount and item number—though subscribers often have to pay a fee for this added convenience.

Species Contributions:
- Communicates time-sensitive and ever-changing bidding opportunities
- Increases the number of bids per item resulting in higher revenue
- Improves sales for online auction websites for overstock disposal

Diet:

Bidding Updates require a balanced data diet from back-end bidding and inventory systems to flourish, as well as subscriber preference information. It's especially important that this data is updated instantaneously so bids are tracked and updates sent in real-time.

Habitat:

This species is picky about its environment, settling only in organizations using online auction websites or bidding systems. Breed enthusiasts often sight this species near voice and email bidding alerts, as they often congregate in the wild.

Confirmation

Order: SMS

Family: B2B, B2C

Genus: Update

Species: Confirmation

Wildlife Commentary:

Mickey Mouse ears, princess tiaras, battle cries of "To Infinity and Beyond!" Yep, you've finally arrived in the world of Disney. Your itinerary is packed, your kids are shell-shocked, and your pocketbook is waiting to be emptied of all its contents. What to do first?

Check your phone. Your *magical* hotel is providing you with text messages that will make your life easier. Dinner specials? On your mobile phone. Magic Kingdom events? Right in the palm of your hand. Reservation confirmation for pool-side hair-braiding at 2:00? It's all there.

Defining Characteristics:

Confirmation text messages provide on-the-go subscribers with valuable—and portable—information. Used for hotel confirmations, dinner reservations, scheduling reminders, and various other mobile initiatives, SMS confirmations keep your subscribers informed, updated, and on schedule.

Species Contributions:
- Eliminates the need for paper-based reservation confirmations (Go Green!)
- Keeps on-the-go subscribers informed of pre-scheduled or promotional events
- Ensures busy subscribers can access travel & entertainment confirmation numbers easily

Diet:

Customer data and back-end system information feed this powerful communications beast. A tight system integration helps automate SMS Confirmations. This species may be fed at time of purchase or booking, closing the purchase loop immediately, or delayed to a time that provides confirmations just before the event—an extra convenience for the subscriber.

Habitat:

Text message confirmations are found primarily in the B2C environment, but don't be surprised to see them in B2B organizations if you register for a webinar. They are often spotted in the retail, travel, and entertainment industries. Businesses have tamed this species to confirm appointments or meetings with distributed teams or sales forces.

Customer Service Relief

Order: SMS
Family: B2B, B2C
Genus: Alert
Species: Customer Service Relief

Wildlife Commentary:

Mother Nature doesn't work on a schedule. When she delivers a storm, she does it in her own sweet time. When she knocks your power out, that time seems to drag on invariably. While the electric company is working diligently on restoring your power, you're anxiously wondering when your air conditioning will be operational again. An SMS from your electric company informing you that power will be restored within the next 15 minutes lets you breathe a sigh of relief.

Defining Characteristics:

Keeping your customers happy is an ongoing challenge. Communicating with your customers effectively and efficiently is a delicate balancing act. Providing superior service to your customers is your number one priority. **When circumstances dictate a necessary, urgent communication to your customers, an SMS is an invaluable weapon in your arsenal.**

Think for a minute about a power outage. No TVs, no land lines, no desktop computer, no radio transmissions (unless you've stocked up on your AA batteries). For an electric company, a mobile message becomes a communication lifeline. SMS provides an urgent and portable means of conveying an important message to your most precious resource—your customers.

Species Contributions:
- Keeps customer expectations in line with your delivery capabilities
- Lowers the call volume to your customer service line
- Eliminates customer anxiety from wondering if necessary actions are being taken

Diet:

Customer Service Relief text messages are fueled by customer service requests and updates. They feed primarily on Content Management System (CMS) data and can integrate efficiently with back-end systems.

Habitat:

Found in both B2B and B2C environments, Customer Service Relief text messages are flexible and typically have a calm, reassuring demeanor. Increase your chances of sighting this creature by first looking in the utilities sector.

Daily News Headline

Order: SMS
Family: B2B, B2C
Genus: Update
Species: Daily News Headline

Wildlife Commentary:

When you're on-the-go, you don't want to be out of the loop. You may be trekking across the Appalachian Trail, but you still want to know what's happening on the campaign trail. Perhaps you can put the celebrity status alerts on hold, but you can't live without the March Madness brackets. Daily News Headlines delivered via SMS keep you in the know and up to date. Because let's face it, simply avoiding brown bears and dodging mosquitoes all the time can get a little tedious.

Defining Characteristics:

One of the most popular SMS opt-ins, Daily News Headlines keep busy subscribers well-informed. In a day with too few hours and too many commitments, a brief synopsis of newsworthy events delivered in a timely and efficient manner—wherever your subscribers might be—is an invaluable customer service offering.

Species Contributions:
- Communicates important world news anytime, anywhere
- Opportunity to drive subscribers back to print or online communications
- Delivers up-to-the-minute press and corporate news updates to subscribers

Diet:

Daily News Headline text messages are fed by subscriber preferences. Interested in world news? Celebrity sightings? Sports heroes? This SMS species is fueled by subscriber preferences that express what type of news recipients deem deliver-worthy.

Habitat:

Found in both the B2B and B2C environment, Daily News Headline messages provide subscribers and industry partners with the breaking news that helps shape their personal and business interactions.

Email Follow-Up

Wildlife Commentary:

When your bookcase runs frighteningly low and you've received an email coupon from your favorite bookstore for 20% off your next purchase, the last thing you want is for that valuable coupon to expire. An SMS to your phone on the expiration date reminds you to make a trip to your nearest literary haven. Simply present your mobile coupon code to the cashier, throw a new bookmark in for good measure, and head home to the comfort of your favorite chair and a good cup of coffee.

Defining Characteristics:

An SMS Email Follow-Up is a timely reminder of a communication that requires action. Whether it's a coupon nearing an expiration date or an event like a webinar that is about to occur, an Email Follow-Up text message provides a valuable, personal, and portable means of driving an important message home and serves as a complement to a previous email engagement.

Species Contributions:
- Drives incremental revenue from 'last chance' responders
- Establishes a marketing approach that encompass multiple channels
- Re-engages subscribers with time-sensitive offers

Diet:

Fed by existing subscriber data, Email Follow-Up text messages are sent as a reminder of information that has already been communicated. If properly fed with back-end data, these messages can be automated and sent at a predetermined time.

Habitat:

Email follow-up text messages can be trained to serve in a variety of industries. While they're most comfortable following up after an email with an offer or coupon code in the retail industry, they can carry up to 160 characters with them and are not picky about the content. And don't be surprised if you spot SMS coupons or offers that don't have an email or direct mail component; the species is becoming more independent every day.

Event Alert

Wildlife Commentary:

The stages are set, the crowds are gathering. Your favorite bluegrass bands are in the evening line-up. On the Appaloosa Stage, the Rodeo Cowboys are scheduled for a 6:00 performance. At 7:30, the Boot Stompers appear on the Pinto Stage. And on the Thoroughbred Stage at 9:30, you're primed to hear the one and only Hillbilly Roy Jacks. Phew!

But at 7:15, you receive an SMS alert telling you that the Boot Stompers have been moved to the Shetland Stage on the far side of the outdoor complex. If you stay for the entire Rodeo Cowboys show, you'll never make it to the Boot Stompers in time to find a seat. The critical SMS stage change alert lets you map out the remainder of your evening so you can have a boot scootin' good time.

Defining Characteristics:

The Event Alert species is bred as a companion for active, on-the-go subscribers. **Providing subscribers with information for location, venue, and time information helps increase customer satisfaction and loyalty.** Gain credibility with your subscribers by keeping them ahead of the game with accurate, updated information.

Species Contributions:
- Improves customer satisfaction by proactively providing the latest information
- Reaches mobile audiences with speed and efficiency
- Conveys time-sensitive information and last-minute changes to event-goers

Diet:

Event Alert messages are fueled by time-sensitive data changes. They are sustained by broad event attendee lists or can be triggered automatically based on specific subscriber preference information like zip code, event genre, or ticket price.

Habitat:

Primarily found in the B2C environment, Event Alert messages make good companions because of their helpful and amenable nature. They are commonly found in the music industry, but also make appearances in the sports and arts arenas.

Fraud Alert

Order: SMS
Family: B2B, B2C
Genus: Alert
Species: Fraud Alert

Wildlife Commentary:

Every few days you hop online, scan through your purchases, and check your credit card balance. So it's no wonder your family cabin vacation (which is notoriously mosquito heavy but internet-free) prompted a visit to your bank's website for an alternative update channel. You opt-in for daily SMS updates to your cell phone. As you're about to hit 'submit,' you see an additional option for SMS Fraud Alerts. You tick the box and haul your suitcase to the car.

As you lounge on the back porch three days later, a cell phone chirp indicates the arrival of a new text message. You set down the latest best-seller and are surprised to find a credit card Fraud Alert from your bank. They've noticed some suspicious activity on your card. You quickly dial the listed hotline, confirm the purchases were fraudulent, and immediately issue a block for your card. The bank then assures you that your replacement card will arrive the next day.

Defining Characteristics:

The Fraud Alert was one of the first mobile species to be identified in the wild, revered for its unique ability to quickly deliver urgent information to on-the-go subscribers. Given the prevalence of identify theft and financial fraud in today's society, more and more banks are adopting this species to decrease costly manual fraud alerts by call center staff.

Species Contributions:
- Higher customer peace of mind as fraudulent activity lessens
- Decreased operational costs as manual phone alerts are automated
- Lower call center, investigation, and case resolution costs

Diet:

Fraud Alerts feed off tight integrations with fraud detection platforms and use pre-defined rules to automatically identify suspicious activity and trigger SMS alerts. Companies avoid coordinating time-sensitive messages through individual mobile operators or providers.

Habitat:

This species is most commonly sighted in the banking industry, though any organization can benefit from this breed's nose for the truth and quick response time.

Inventory Update

Order: SMS
Family: B2B, B2C
Genus: Update
Species: Inventory Alert

Wildlife Commentary:

You can recite virtually every line in the West Wing series, remember every joke, and give an in-depth history of each character's life on the show. (But you're not "obsessed" or anything. No, really, you're not.) When a local retailer announced it was going to offer 50 limited-edition, cast-signed, complete series boxed DVD sets, you had a little trouble containing your excitement. You hit their website for more info and signed up for SMS Inventory Updates. The periodic inventory updates will let you know exactly when the sets arrive—and how much competition you have. After all, why camp out in a parking lot all night if you don't have to?

Defining Characteristics:

Inventory Updates are most commonly used to tell interested subscribers when a new product comes in. These messages convey urgency and tend to focus on limited inventory items. The species can also be used to tell customers when out-of-stock items have been replenished. **Inventory Updates keep subscribers from calling stores or scouring websites for the latest in-stock information.** Bottom-line: the more loyal your subscriber base is to the products you sell, the better they will respond to this breed.

Species Contributions:
- Decrease phone inquires about new products or inventory updates
- Ensure highly-engaged audiences get first dibs for the products they love
- Lower costs occurring when overstocked inventory can't be sold quickly or out-of-stock products push customers to competitors

Diet:

Inventory Updates feed on inventory data almost exclusively, though they enjoy tasting subscriber preference data when applicable (for specific product type, brand, color, or model). This species can also use sophisticated logic to balance message deployment with fluctuating purchase and inventory information to avoid additional stocking issues.

Habitat:

This species most often occupies the B2C environment, especially retail organizations which deal with high inventory turn-over. B2B companies have begun to adopt the species more frequently as they see the cost-saving benefits of efficient inventory management.

perational Alert

Order: SMS
Family: B2C
Genus: Alert
Species: Operational Alert

Wildlife Commentary:

It's been a hot, busy day at the amusement park. The kids are tired, your water bottles are nearly empty, and the sunscreen is wearing off. You need a compelling reason to lure them out of the gift shop before you spend every last dime on tchotchkes that will end up in next summer's garage sale. Like an answered prayer, your mobile phone vibrates. An SMS announces that the shuttle bus to your resort has arrived. You round up the kids, head to the queue, and look forward to air-conditioning and a soft pillow.

Defining Characteristics:

Mobile-based Operational Alerts are typically list-based messages that help keep your subscribers informed of a variety of on-the-go occurrences. Catching a train? Waiting for a bus to arrive? Subscribers can opt-in to specific operational messages that keep them apprised of events that affect their travel, work, or recreational plans.

Species Contributions:

- Provides calendar-like reminders to on-the-go subscribers
- Decreases the need for labor-intensive processes
- Helps companies covey accurate, timely information based on opt-in preferences

Diet:

Operational Alerts feed off subscriber opt-ins. They're also sustained by time-tables, scheduling engines, and on-site meeting or travel coordinators. Initiated by an event, these text messages keep your subscribers in the informational loop.

Habitat:

Operational Alerts are found in both the B2B and B2C environments and thrive in a continually changing terrain. Because of their transient nature, they tend to rely heavily on subscriber opt-in participation.

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pt-In

Order: SMS
Family: B2B, B2C
Genus: Marketing
Species: Opt-In

Wildlife Commentary:

Aioli. Bouillabaisse. Mousseline. The International Chef Conference brings you together with other kindred spirits who are delighted to talk at length about the best London Broil they ever tasted. As you mingle through kitchen appliance vendors, spice dealers, and cooking schools sponsoring the event, you smile happily. These are your people. You make your way over to the booth for FlourTown Bakers, a smaller outfit just outside the city. After grabbing a few brochures, you ask about special discounts. The owner smiles and points to a nearby sign: *"Sign up for FlourTown Baker SMS messages to get the best deals and recipe alerts right to your cell phone. Text SIGNUP to 55555 to join."* You reach for your phone.

Defining Characteristics:

Notoriously more operational than some other SMS species, the Opt-In gets down to business. **Providing a quick and easy way for subscribers to sign up for your SMS program, this species requests that users text a specific word (or set of words) to a short code.** Marketers must confirm SMS subscriptions using double-opt-in—a process which requires subscribers to reply with defined messages when they receive their confirmation text message.

Species Contributions:

- Provides a quick and easy way to grow your opt-in list at events or in advertisements
- Can be promoted in stores, on direct mail fliers, billboards, television, and radio ads
- Short and sweet opt-in directions and execution for subscribers
- Eliminates the need to manually gather and manage opt-in requests

Diet:

The slimmest of all SMS species, Opt-Ins are the starting point for all mobile programs and do not require additional data from CRM or web analytics platforms. The species has been well-bred with a powerful and reliable text messaging strategy and the programs to nourish it on an ongoing basis.

Habitat:

Versatile and easily domesticated, this species is found across many B2C and B2B industries and often settles near print, television, radio, or event advertisements.

Sweepstakes

Order: SMS
Family: B2B, B2C
Genus: Marketing
Species: Sweepstakes

Wildlife Commentary:

"Text BEACH4U Now For a Chance to Win Your Dream Vacation." The message on your TV screen interrupts your favorite Tuesday night reality show with the lure of a much-needed Caribbean getaway. You see yourself on a deserted white sand beach with nothing but ocean spray to pull you from your sun-induced reverie. In the distance, a cabana boy mixes your favorite drink, and the latest bestselling romance novel sits temptingly by your side. Quick! Where's your phone? You quickly text the Sweepstakes entry code and cross your fingers. Maybe today will be your lucky day.

Defining Characteristics:

SMS Sweepstakes have become an integral part of media programming in recent years. **Patrons who opt-in to SMS Sweepstakes may have to agree to pay a fee in addition to standard text messaging fees to secure their chance to participate in the dream.** As a media marketer, SMS Sweepstakes offerings can substantially increase your bottom line.

Species Contributions:
- Engages prospective customers in a friendly competition
- Increases your revenue stream if participants are required to pay a fee to participate
- Keeps participants highly engaged with your brand

Diet:

Mobile-based Sweepstakes are fed by savvy marketers and sustained by customer participation. They may incorporate subscriber preferences (like location, favorite sport, etc.) or be tied to inventory systems if products are being given away.

Habitat:

Sweepstakes text messages are more frequently sighted across retail industries. Initially introduced to mass audiences through television media, they are now commonly sighted in multiple retail sectors, including consumer products, travel, and entertainment. They can also be used to drum up excitement at conferences, trade shows, and other B2B events.

Travel Alert

Order: SMS
Family: B2C
Genus: Alert
Species: Travel Alert

Wildlife Commentary:

You hate being late. But as luck would have it, a malicious sidewalk crack snagged the wheel on your suitcase on the way to the car. By the time you get back with a replacement bag, you're cutting it close. Pulling into the airport parking lot 25 minutes later, you know it's hopeless. Boarding begins in 3 minutes, and you aren't even at the terminal. Your mind runs through the fees for changing your flight. As you pull your phone from your bag to call the airline, an SMS Travel Alert arrives. The flight's delayed by a half hour—you can still make it! Leaping from the car and hailing the nearest shuttle, you arrive at the gate with 10 minutes to spare—and free of cancellation fees.

Defining Characteristics:

This species is bred to reach the highest level of on-the-go subscribers—travelers. **Travel organizations can automatically alert business and pleasure travelers by mobile phone when changes occur in back-end booking systems or manually send SMS Travel Alerts for on-site changes and weather updates.** These messages typically include a hotline number to help affected travelers make new arrangements with a travel agent.

Species Contributions:
- Delivers last-minute destination, schedule, or travel safety information
- Reaches travelers who lack access to traditional communication mediums
- Drives users to confidential online accounts for more information
- Decrease call center volume and quicken conflict resolution

Diet:

Travel Alerts can be fueled by stored booking engine data, customer check-in platforms, or can be deployed manually by on-site staff. This species can also devour traffic reporting systems, hotel reservation systems, and government sites with updated travel safety warnings.

Habitat:

These mobile alerts thrive on an environment of constant change and handle high-stress situations with ease. They are drawn to hotels, planes, cars, trains, buses, and other modes of transportation.

V.I.P. Access

Order: SMS
Family: B2B, B2C
Genus: Alert
Species: VIP Access

Wildlife Commentary:

You've dined at the most exclusive restaurant, you've donned the oversized sunglasses, you've arrived in the black stretch limo. Tonight, you're a VIP. All eyes are on you. You've got the access. You've got the power. You've got the SMS code that will get you backstage. And you don't even have to wear a dorky pass around your neck that would overshadow your sweet outfit. No paper tickets for you to lose either. Rock on.

Defining Characteristics:

VIP Access text messages provide subscribers with a quick and easy way to enjoy limited-access venues or events. By providing an SMS code at a restricted entry, VIP Access subscribers ensure their presence at the latest and greatest must-attend event is guaranteed. Bonus: marketers or event organizers can track code redemption easily with unique SMS VIP codes to ensure subscribers aren't sharing codes, or pulling the old 'pass-back' routine.

Species Contributions:

- Ensures controlled access to limited engagements and events
- Eliminates the hassle of collecting and tracking print tickets or passes
- Provides a streamlined entry solution for an exclusive number of mobile subscribers
- Makes it easy to track code redemption in real-time

Diet:

While some VIP Access SMS programs feed only on the latest fad diet, the standard VIP Access diet is composed primarily of predetermined, preselected subscriber mobile numbers. They can also be sustained by an SMS conversation consisting of a subscriber action or reaction to an advertisement or contest.

Habitat:

VIP Access text messages are often spotted at high-demand engagements such as concerts, sporting events, and invitation-only gatherings. They can also be found in the B2B environment for limited seating conference sessions, invitation-only roundtables, and other special events.

Glossary & Additional Resources

Hungry for More?

Check out these ExactTarget resources for more information about SMS:

- **"Text is Next" Recorded Webinar**—*Coming soon to www.exacttarget.com*
- **Five Easy Things: SMS**—*Ask your Account Representative for details*
- **SMS Whitepaper**—*Download from the Resources portal at www.ExactTarget.com*

SMS Glossary:

Though most of these terms don't appear in the Field Guide, you'll need to be familiar with them if you decide to start using this medium in your organization:

Aggregator: An organization that acts as a middleman between content providers (e.g. ExactTarget) and mobile carriers, providing the messaging traffic to the multiple carriers.

Carrier: A company that provides wireless telecommunication services (e.g. AT&T, Sprint).

Common Short Code Administration (CSCA): An organization that administers common short code registry for a particular country or region.

Keyword: A word or name used to distinguish a targeted message within a short code.

MMS (Multimedia Message Service): The rich media equivalent to SMS which can include images, video, and sound.

MO (Mobile Originated): A message type that originates from the subscriber's phone.

MT (Mobile Terminated): A message type that terminates at the subscriber's phone.

Short Code (Common Short Code [CSC]): A five- or six-digit number to which text messages can be sent from a mobile phone. Short codes can be classified as random or vanity.

SMS (Short Message Service): The communications protocol for text messaging. An SMS message has a maximum of 160 characters, including spaces and punctuation.

WAP (Wireless Application Protocol): An open international standard principally used to enable access to the internet from a mobile phone, smart phone, or PDA.