

Mobile 365 Powers Mobile Gateway for Responsys

Integrated Email and Mobile Platform will Change How Marketers Create Multi-channel Campaigns

[BACK TO PRESS RELEASES](#)

London, UK, 10.02.2006 - Mobile 365, the global leader in mobile messaging and data services, today announced it will collaborate with Responsys—the company behind marketing campaigns for salesforce.com, Ford, and Lufthansa—to launch "Mobile Gateway," a dedicated SMS and WAP messaging platform that enables its customers to deliver relevant, personalised messages via mobile devices.

Based on Responsys' Interact technology, recognized by both Jupiter and Forrester as a market leader and powered by Mobile 365, the Responsys Mobile Gateway now enables organisations to choreograph tightly-focused messages across email and mobile channels.

Campaigns are delivered using a single intuitive user interface, simplifying the creation of complex, multi-channel campaigns. Customer intelligence, behaviour, and preferences are collated to create individualised messages, which can be delivered at the correct stage of the customer's lifecycle and to the right channel. According to Jupiter Research, relevance-based campaigns—which use this data—have been proven to increase net profits for an organisation by an average of 18 times. By expanding to an integrated mobile channel, organisations can now target customers via their preferred method of communication while retaining all customer data in one place.

"In today's media market, the mobile handset is a critical channel, especially because it delivers messages directly to a consumer's pocket," said Howard Stevens, VP Sales, EMEA, Mobile 365. "Mobilising an email message can ensure that customers are instantly engaged with a brand by responding to organisations through their preferred method of communication."

Using Mobile 365's unparalleled mobile connectivity, the Gateway also tracks the delivery status of each message. Corresponding customer responses are monitored and fed back into a single database which drives triggered dialogues across email, SMS, WAP push, and print on demand. Live reports and comparisons enable marketers to perform cross-channel analysis of each individual campaign.

"The success of the Interact platform for email marketing to date has proven that customers respond far better to communications that are relevant to their individual needs. This next stage of creating multi-channel campaigns drives marketing returns even further," said Andrew Burford, VP EMEA at Responsys. "Marketers know that messages are reaching the right person—at the right time—using the right method of communication for each individual message. And now it can be done easily from a single system without complex system or data integration."

About Mobile 365

Delivering two billion messages per month, Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services, including SMS, MMS, and WAP. With reach to more than 500 mobile operators around the world, Mobile 365 is at the forefront of mobile interoperability messaging and the distribution of premium content and value-added services. Headquartered outside of Washington, D.C., Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Johannesburg, Kuala Lumpur, London, Madrid, Mexico City, Milan, New Delhi, Paris, San Francisco, Shanghai, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, Cingular Wireless, T-Mobile, Telcel, Telefonica, O2, China Mobile, China Unicom, Hutchison, and Airtel. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Yahoo!, and Dunkin' Donuts. For more information, visit: www.mobile365.com.

About Responsys

Responsys is a premier provider of on-demand email and lifecycle marketing solutions. The company provides an easy-to-use solution for planning and executing timely and relevant permission-based campaigns delivered at precise moments in the customer's lifecycle, allowing companies to drive the highest value to their customers and greatest profitability to their organisation. Responsys is trusted by market category leaders such as: Avery Dennison, Avis Europe, CDW, Continental Airlines, Intrawest Corporation, Lands' End, Office Depot and PETCO. Responsys, the world's largest private and profitable email service provider, is based in Redwood City, California, with offices in London, New York, Chicago, and Portland, Oregon. Responsys®, Responsys Interact®, Individualised Lifecycle Marketing® and Engage at Every Stage™ are trademarks of Responsys Inc. All other trademarks and registered trademarks are the properties of their respective owners. www.responsys.com