Mobile network operators, retailers and brands are being challenged to rethink smarter business strategy built on trust, relevancy, consumer permission and privacy.

LinqUs Smart Message Solution offers them the possibility to successfully engage with their digital savvy consumers and develop new revenue streams from their qualified opt-in mobile data base.
From awareness to engagement - Empower & monetize your mobile marketing campaigns with Smart Message

The SMS text message channel has long been the performance benchmark for mobile marketing messaging campaigns with an open rate of 98% compared to 22% for emails.

Taking SMS to another level, Gemalto has created a smarter solution. **Smart Message is an interactive permission-based mobile channel** enabling mobile network operators to engage long-term with their customers and successfully monetize their opt-in database to brands, retailers and banks, by sending the right message to the right person, at the right place and the right moment.

Boost your conversation rate with Smart Message

SMS
CTR*~1%

smartMessage
CTR*~10%

*CTR: Click-Through-Rate

What is the secret of such a higher response rate above 10%?

**Smart Message:**
- Reaches 95% of all handsets
- Is always seen as it sits on the idle screen until the end-user interacts with it
- Is intuitive: 1-Click access to the next screen
- Offers an enhanced multiple screen user-experience

Furthermore, Smart Message ensures a response rate above 10% by respecting the **Permission Marketing GOLDEN RULES:**
- Easy Opt-in/opt-out
- Relevancy
- Privacy
- Contextual

**Benefits for MNOS:**
- **Customer privacy respect**
- **Engaging:** create long lasting customer relationship and develop your ARPU
- **Contextual:** Real-time event & location based services
- **Better reach:** Compatible with 95% of handsets
- **High visibility:** sits on the idle screen until the end-user interacts
- **Superior ROI:** 2 to 10 times more efficient than SMS
- **Higher user base value** thanks to optimized and deeper qualification
- **Rich opt-in database monetization:** Gemalto helps you sell your inventory to media and brands
- **Best practices:** from our MCS

**Benefits for brands and partners:**
- **Enriched marketing mix** with a full range of interactive mobile campaigns: opt-in, qualification, contextual or lead generation
- Improve brand image by providing enhanced user experience
- Increased relevance and interactivity

**Benefits for end users:**
- **Friendly and interactive user-experience:** 1-click-to-action, customized screens, multiple screens
- Permission and privacy control
- Present on idle screen, not polluting the inbox
- Relevant: The right message, to the right person, at the right moment, in the right place