



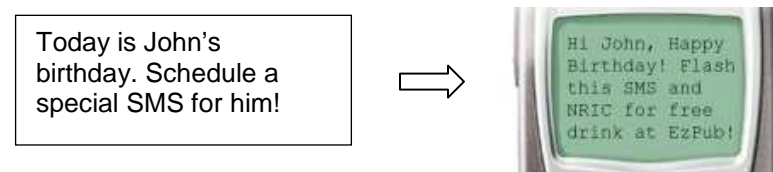
## Drive your Sales & User's Loyalty with SMS / WAP Push Marketing Today!

And YES! At affordable prices too (from just **3 cents per SMS**)!

### Why SMS / WAP Push Campaigns?

- Immediate Response - Drive Sales!
- No messy logistics to handle - Save costs!
- Personal Touch improving User's Loyalty!
- Grow your Clients' Base via interesting SMS / WAP Push Campaigns!
- Understand your Clients via SMS Q&A!

### Example: 1-way SMS Marketing (Outgoing)



### Example: 1-way SMS Marketing (Incoming)

Incoming keyword (walnut)



#### CONFIDENTIALITY NOTICE

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### Example: 2-way SMS Marketing (Outgoing & Incoming)

Dedicated Phone Number



Who are some of your clients?



#### Proximity: Tiger Beer St James Power Station Promotion

Members of Tiger FC received an SMS offer for a 1 for 1 entry to St James Power Station with free Tiger Beer!



#### M2B Game World: Johnnie Walker Black Fusion

This is a 2-way system where users will reply 1 to get their Special Invitation to Black Fusion event!

YES! I am interested! What are your rates?

	Normal SMS to Singapore	Branded SMS to Singapore
Differences	Recipient will see a normal 8 digit Singapore mobile number	Recipient will see a brand as the sender, e.g. TIGER
Maximum Speed	80 SMS per minute	200 SMS per minute
Prices in Singapore Dollars (Pre Paid) - 6 months expiry		
100,000 SMS & above	3 cents per SMS	4 cents per SMS
10,000 SMS & above	4 cents per SMS	5 cents per SMS
1,000 SMS & above	5 cents per SMS	6 cents per SMS
Pay Per Use	6 cents per SMS	7 cents per SMS
Setup Fee	No setup fees!	No setup fees!

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<p><b>Shared Phone Number</b></p> <p>Multiple phone numbers which can be used for sending Incoming messages can be received using incoming keywords Keywords are based on first come first serve basis</p>	<p><b>\$15 monthly for receiving SMS</b> (for each incoming keyword, e.g. <b>WIN S795xxxxZ</b>)</p>
<p><b>Dedicated Phone Number</b></p> <p>Your very own 8 digit phone number Unlimited incoming keywords and SMS handling!</p>	<p><b>\$360 yearly for receiving SMS</b></p> <p>No setup fees!</p>

\* There is a charge for 1 cent per incoming SMS capped at \$250 per month. This charge is waived if the number of outgoing SMS you send is more than incoming SMS.

Who should I contact?

Just drop us an email at [tactical@tacticalabs.com](mailto:tactical@tacticalabs.com) or call us at (65) 3110 5858 today! Take control of your SMS Campaigns today!

\* Prices are valid as of 15<sup>th</sup> Dec 2011

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