

**Maximizing Your Business's...
Return on Mobile (ROM)
Mobile Communication Management**

There are now more than 4.1 billion mobile phones active in the world today. Mobile is one of the most popular communication platforms in the world, and with its use steadily increasing, it is the natural next medium through which businesses and their customers will communicate with each other.

In the corporate world, we've known for a long time that relationships matter. And studies show that most of your customers are now carrying a mobile device, ready and willing to connect via this medium; yet, the majority of businesses have ignored mobile communication altogether. Direct Intelligence will work with your company to enter and thrive in this arena, create more effective marketing campaigns, increase sales and loyalty, and maximize the lifetime value of your customers.

Direct Intelligence brings the latest mobile services and communications to you at an affordable price. We will work with you to send personalized and relevant applications and messages to your customers, strengthening these relationships and giving end-users one-click mobile access to your brand. As with all of our services, we will also track and monitor use to ensure effective communications, collect data, and generate reports (on opt-ins, user activity, adoption, page/content popularity, viral metrics, and opt-outs).

Direct Intelligence will identify and implement the optimal mobile strategy for your business, helping you to engage your customers on a new level.

More on Direct Intelligence's ROM:

Mobile

- Create a unique mobile application that can be used on virtually any mobile device and can be consistently updated
- Feature tell-a-friend and ability to take action via cell phone
- Utilize texts, pictures, and video to engage audience
- Create, monitor, manage, and maximize mobile use for advertising, fundraising, education or advocacy purposes
- Do robust tracking, auditing, analytics and reporting

*Direct Intelligence knows no two businesses are the same. We are dedicated to making marketing decisions based on real data and closely calculated return on investment. We do not offer a one-size fits all strategy for your mobile needs, but we promise to be as cost-effective as possible to maximize your returns. **To contact Direct Intelligence, call 888.505.8836 or email info@direct-intelligence.net.**