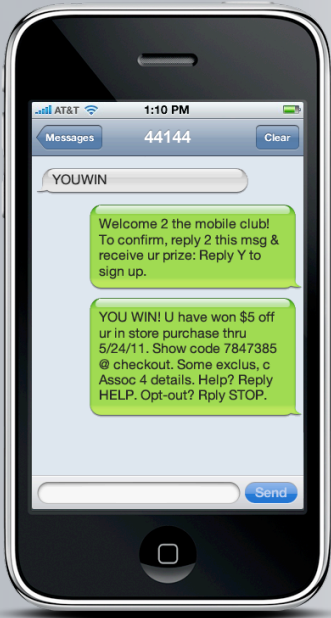


Interested in an easily deployed solution that helps you acquire mass amounts of customers quickly? Need the ability to seamlessly add and sync these customers to your CRM for future targeting?

Look no further than **Msgme Instant Win**. Here's how it works:

1 Call-to-action Engages Consumer

Triggered through any (or all) of the following channels:



2 Easy Opt-In

Consumer signs up to receive future updates; brand can request additional targeting metadata.

3 Prize Selection

Behind the scenes, Msgme automatically updates subscriber profile and selects correct prize according to odds designated by brand running the campaign.

4 Instant Win!

Consumer receives notification of instant win award and redemption instructions, leaving them extremely excited.



5 CRM

Brand can now stay in touch with consumer using variety of mobile and social communication channels in order to maximize customer lifetime value.



Why it Works

FOR THE BRAND

- ✓ Excellent tool for building or scaling a mobile database
- ✓ Rich customer insights integrated into CRM system
- ✓ Viral brand equity and goodwill

FOR THE CONSUMER

- ✓ Positive brand impression
- ✓ Instant prize receipt with effortless redemption process
- ✓ Fun and engaging shopping or commerce experience