

# Mobile Coupons and Mobile Rewards Message Campaigns

ABBREVIATED BUSINESS NAME  (20 character maximum)

## 'SET AND FORGET' MESSAGES

It's time to set up your 'Set and Forget' messages. Each program includes various pre-set messages that are automatically sent to your customers based upon their visits, spending and shopping habits. Complete the simple forms below and your program will practically run itself! We populate the first two lines with your abbreviated business name and the phone number. The next 126 characters are for your message.

**WELCOME MESSAGE\*** MESSAGE EXAMPLE: Thanks for joining! You will soon begin to receive special offers and account updates.

A	B	B	R	E	V.	B	U	S	I	N	E	S	S	N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	<b>Begin Message Here ▶</b>			

Check here to use example.

## MESSAGE OF THE WEEK #1 INFORMATION\*

DAY OF WEEK TO SEND (CIRCLE ONE DAY)                      MON    TUES    WED    THURS    FRI    SAT    SUN  
 SEND MESSAGE AT THIS TIME (Between the hours of 9am - 9pm)                      AM                      PM

### MESSAGE EXAMPLES

MOBILE COUPONS: Taco Tuesday is tonight! Enjoy our delicious tacos for just \$.99. Take out or eat in ok. Bring friends! Show msg to redeem.  
 MOBILE REWARDS: Taco Tuesday is tonight! We've loaded two free tacos on your account. Take out or eat in ok. Bring friends! Swipe to redeem.

LOAD VALUE:                      POINTS / \$ DOLLARS

A	B	B	R	E	V.	B	U	S	I	N	E	S	S	N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	<b>Begin Message Here ▶</b>			

## MESSAGE OF THE WEEK #2 INFORMATION\*

DAY OF WEEK TO SEND (CIRCLE ONE DAY)                      MON    TUES    WED    THURS    FRI    SAT    SUN  
 SEND MESSAGE AT THIS TIME (Between the hours of 9am - 9pm)                      AM                      PM

### MESSAGE EXAMPLES

MOBILE COUPONS: The weekend is almost here! Stop by for our fabulous Family Deal. \$14.95 feeds four. Show msg to redeem.  
 MOBILE REWARDS: Wknd is almost here! Try our Family Deal @ \$14.95. Feeds 4. We loaded a FREE liter of Coke on your account. Swipe to redeem.

LOAD VALUE:                      POINTS / \$ DOLLARS

A	B	B	R	E	V.	B	U	S	I	N	E	S	S	N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	<b>Begin Message Here ▶</b>			

\* This campaign is sent to all registered customers.

# Mobile Coupons and Mobile Rewards Message Campaigns

ABBREVIATED BUSINESS NAME

**MESSAGE OF THE WEEK #3 INFORMATION\***

DAY OF WEEK TO SEND (CIRCLE ONE DAY)                      MON    TUES    WED    THURS    FRI    SAT    SUN  
 SEND MESSAGE AT THIS TIME (Between the hours of 9am - 9pm)                      AM                      PM

**MESSAGE EXAMPLES**

MOBILE COUPONS: Hungry? Get 20% off any order today. Show this msg to redeem.  
 MOBILE REWARDS: Hungry? We've loaded \$5 on your account. Swipe to redeem.

LOAD VALUE:                      POINTS / \$ DOLLARS

A	B	B	R	E	V.	B	U	S	I	N	E	S	S	N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	Begin Message Here ▶			

**MESSAGE OF THE WEEK #4 INFORMATION\***

DAY OF WEEK TO SEND (CIRCLE ONE DAY)                      MON    TUES    WED    THURS    FRI    SAT    SUN  
 SEND MESSAGE AT THIS TIME (Between the hours of 9am - 9pm)                      AM                      PM

**MESSAGE EXAMPLES**

MOBILE COUPONS: Buy any lunch item, get second one 1/2 off. Show this msg to redeem.  
 MOBILE REWARDS: Remember you get points for every purchase! You can check your Rewards balance from this phone! Simply 'reply' BAL.

LOAD VALUE:                      POINTS / \$ DOLLARS

A	B	B	R	E	V.	B	U	S	I	N	E	S	S	N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	Begin Message Here ▶			

**REFER A FRIEND**

This campaign is sent to all registered customers. It will be sent to customers who have not received this coupon in the last 180 days.

MESSAGES

**Message 1**

Abbreviated Business Name: Would your friends like to get deals from us too? Just forward the next message to them. Thanks for your support!

**Message 2**

I get great deals sent to my phone from (Abbreviated Business Name) . It's easy and fun. Sign up by texting (xxxxx) to 56687.

\* This campaign is sent to all registered customers.



# Mobile Rewards Message Campaigns

ABBREVIATED BUSINESS NAME 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

  
(20 character maximum)

**'REWARD REACHED' MESSAGE INFORMATION:** FOR MOBILE REWARDS CUSTOMERS ONLY: This campaign is sent to all registered members who have reached your program's reward level. (See Spending Rewards and Visit Rewards Sections on Page 2 of the Merchant Application and Agreement) It may be sent multiple times per month dependent upon consumers' spending behavior.

MESSAGE EXAMPLE: Congratulations! You've reached 100 points and we loaded your account with \$10. Redeem on your next visit! Thx for your business!

A	B	B	R	E	V.		B	U	S	I	N	E	S	S		N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	Begin Message Here ▶					

**'HALF WAY THERE' MESSAGE INFORMATION:** FOR MOBILE REWARDS CUSTOMERS ONLY: This campaign is sent to all registered members who have reached the half way point for your program's reward level. (See Spending Rewards and Visit Rewards Sections on Page 2 of the Merchant Application and Agreement) It may be sent multiple time per month dependent upon consumers' spending behavior.

MESSAGE EXAMPLE: You're close to earning your reward! To help you earn points, come in & get 20% off. Show this msg to redeem.  
Exp: MM/DD/YY

A	B	B	R	E	V.		B	U	S	I	N	E	S	S		N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	Begin Message Here ▶					

**'ACTIVE CUSTOMER' MESSAGE INFORMATION:** FOR MOBILE REWARDS CUSTOMERS ONLY: This campaign is sent to all registered members who have been to a particular location (X) times within an (X) week period. It may be sent multiple times per month dependent upon consumers' spending behavior.

MESSAGE EXAMPLE: Thanks for being a loyal customer! We loaded \$XX on your account to use on any item.

A	B	B	R	E	V.		B	U	S	I	N	E	S	S		N	A	M	E
(	0	0	0	)	-	5	5	5	-	1	2	2	3	Begin Message Here ▶					