



MAKING *BEHAVIORAL*  
DATA ACTIONABLE



# *Fanplayr Smart SMS*

*Reach your customers where they are*

## Why SMS?

79%

*Smartphone users make their shopping decisions based on SMS marketing*

+98%

*SMS average open rate*

42%

*Response rates for SMS marketing messages*

*Source: Industry Statistics on SMS Marketing*

# Overview

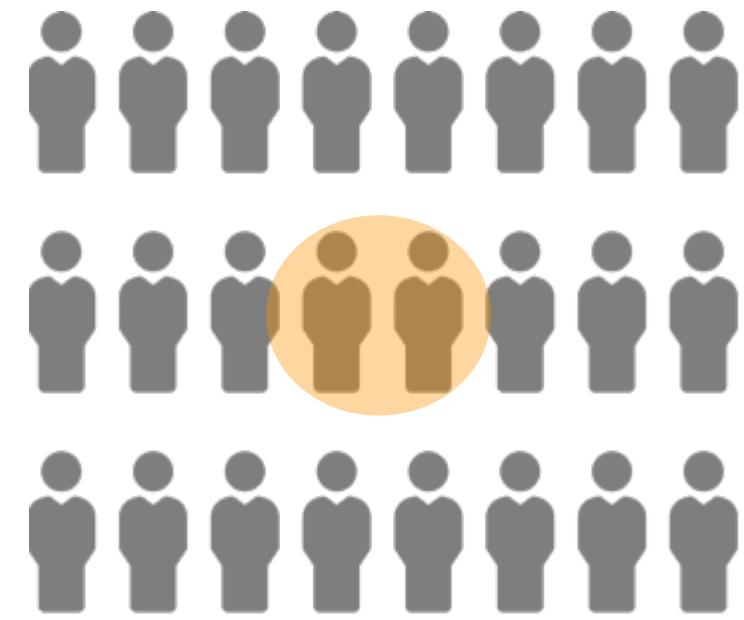
- Fully integrative approach to behavior personalization
- Combined with Fanplayr Segmentation choosing the right strategy for the right scenario at the right moment
- Fully Managed and Scalable Segmentation-as-a-Service
- Fast and Easy set-up and launch. No additional integration
- Phone numbers collection and use of apposite providers
- Send SMS in any language
- Personalize user segments, bulk and triggered messages



# *Fanplayr Smart SMS*

## *Use Cases*

# Use Case Scenario – Marketing messages flow

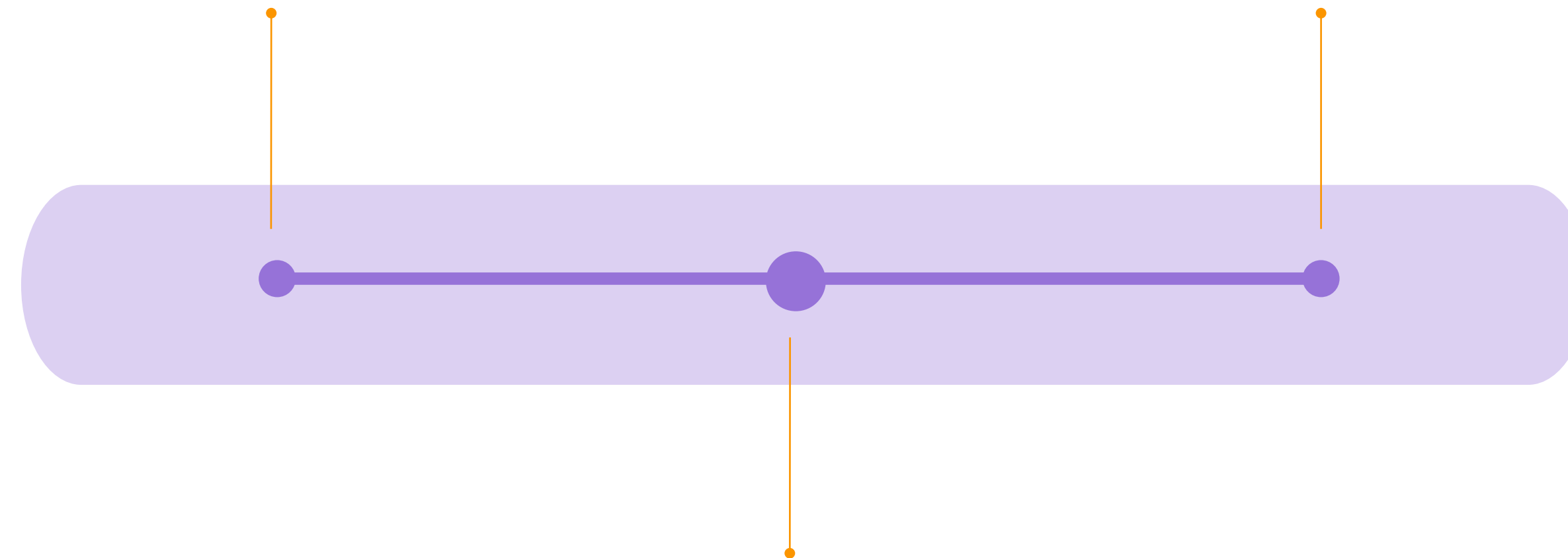


## Segment users

Target users who are most likely to signup

**Sign me up**  
The user leaves their phone number on the website to receive marketing messages.

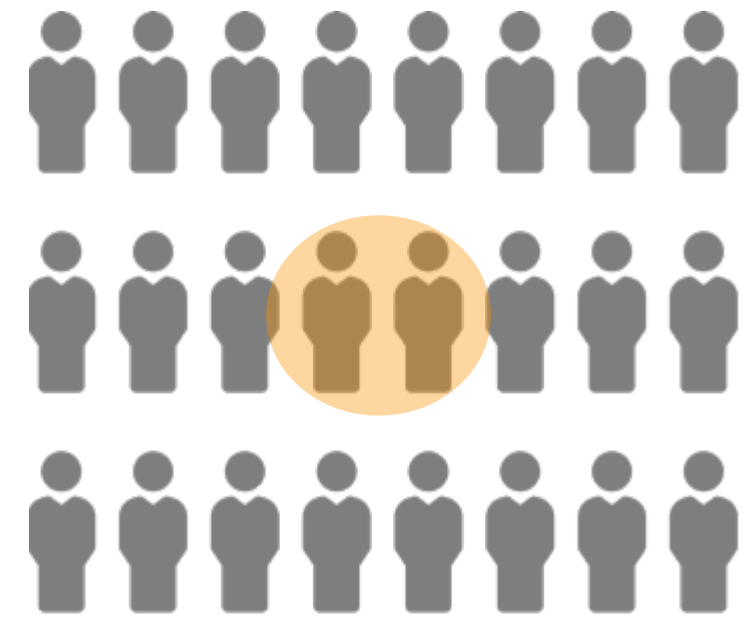
**Conversions**  
Users click on links in SMS to be driven to landing pages or sale pages with a higher propensity to convert.



## Marketing Messages

Users are contacted with an SMS that is customized and targeted, announcing sales, promotions, new products etc.

# Use Case Scenario – Re-engagement messages flow

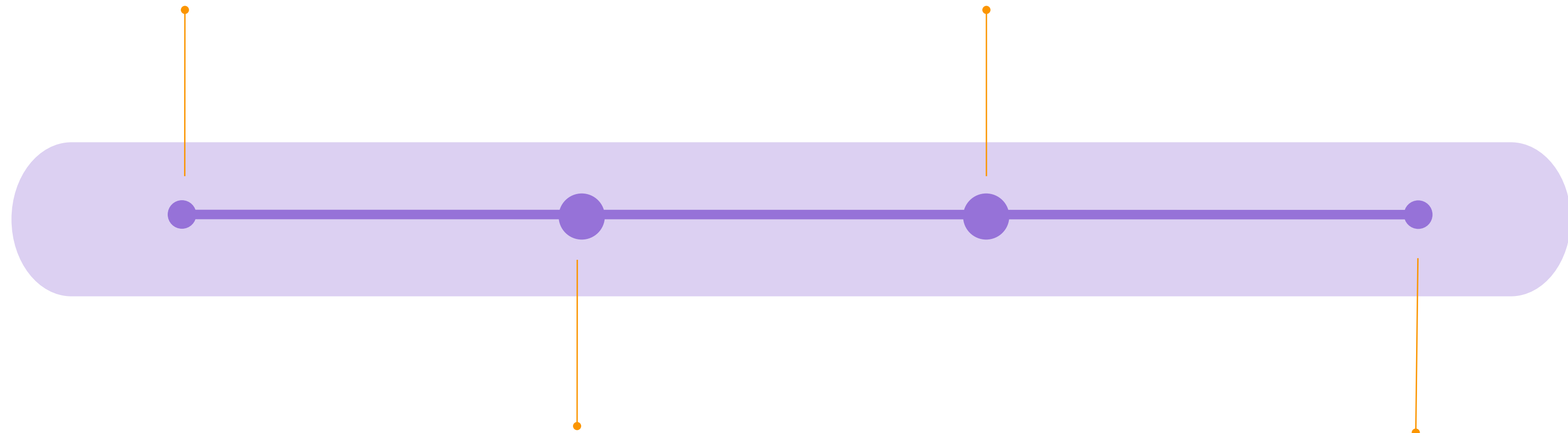


## Segment users

Target users who are most likely to signup

**Sign me up**  
The user leaves their phone number on the website to receive marketing messages.

**Customizable Streams**  
Fanplayr Streams can be customized to target abandoning users or send periodic follow-up.

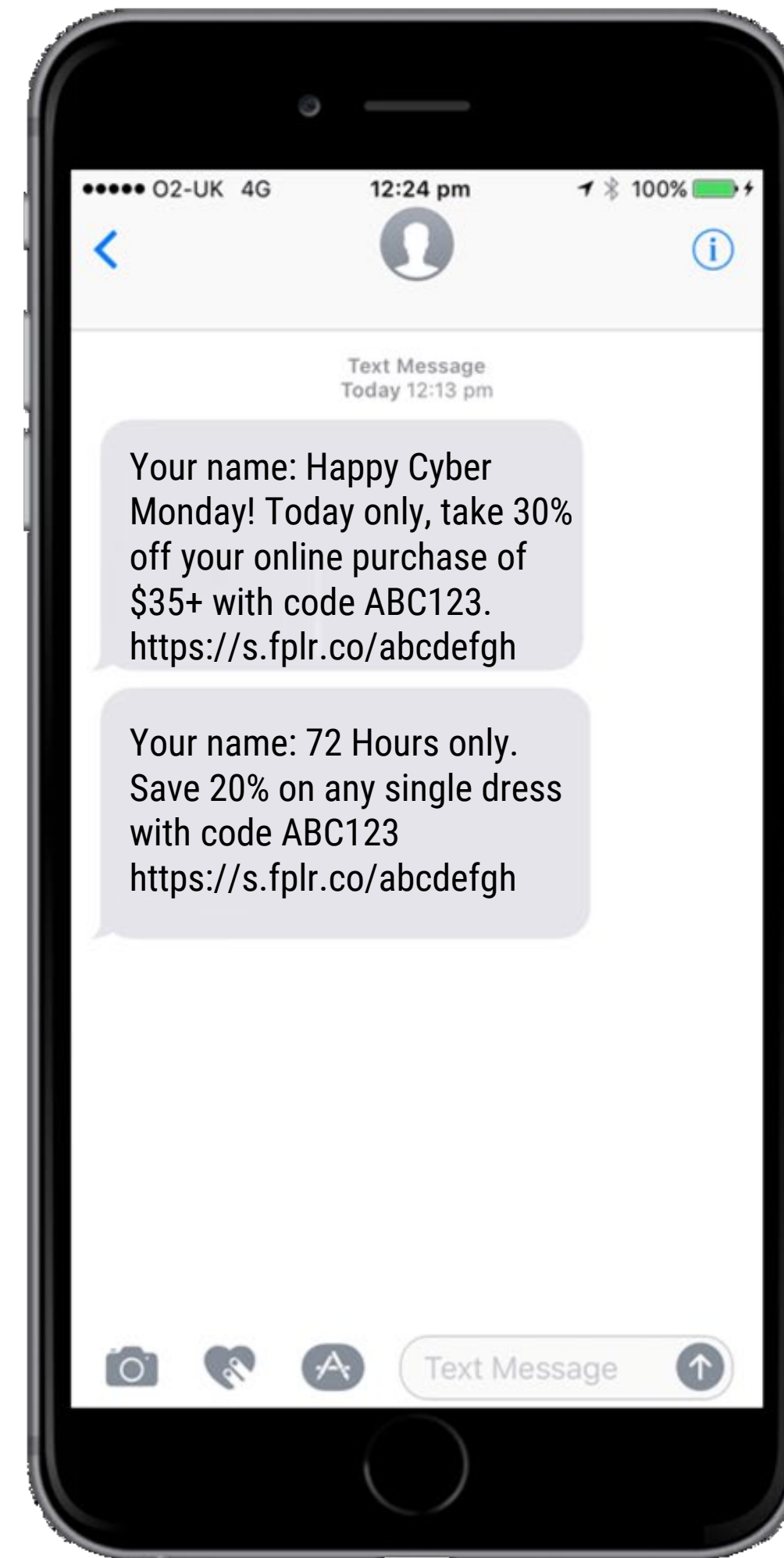


**User abandons cart**  
The user is sent an SMS message reminding them that they have left something in the cart. May also include an offer.

**Conversions**  
Users click on links in SMS to be driven directly to the cart / checkout pages with a higher propensity to convert.

## Use Case – Specific Campaign

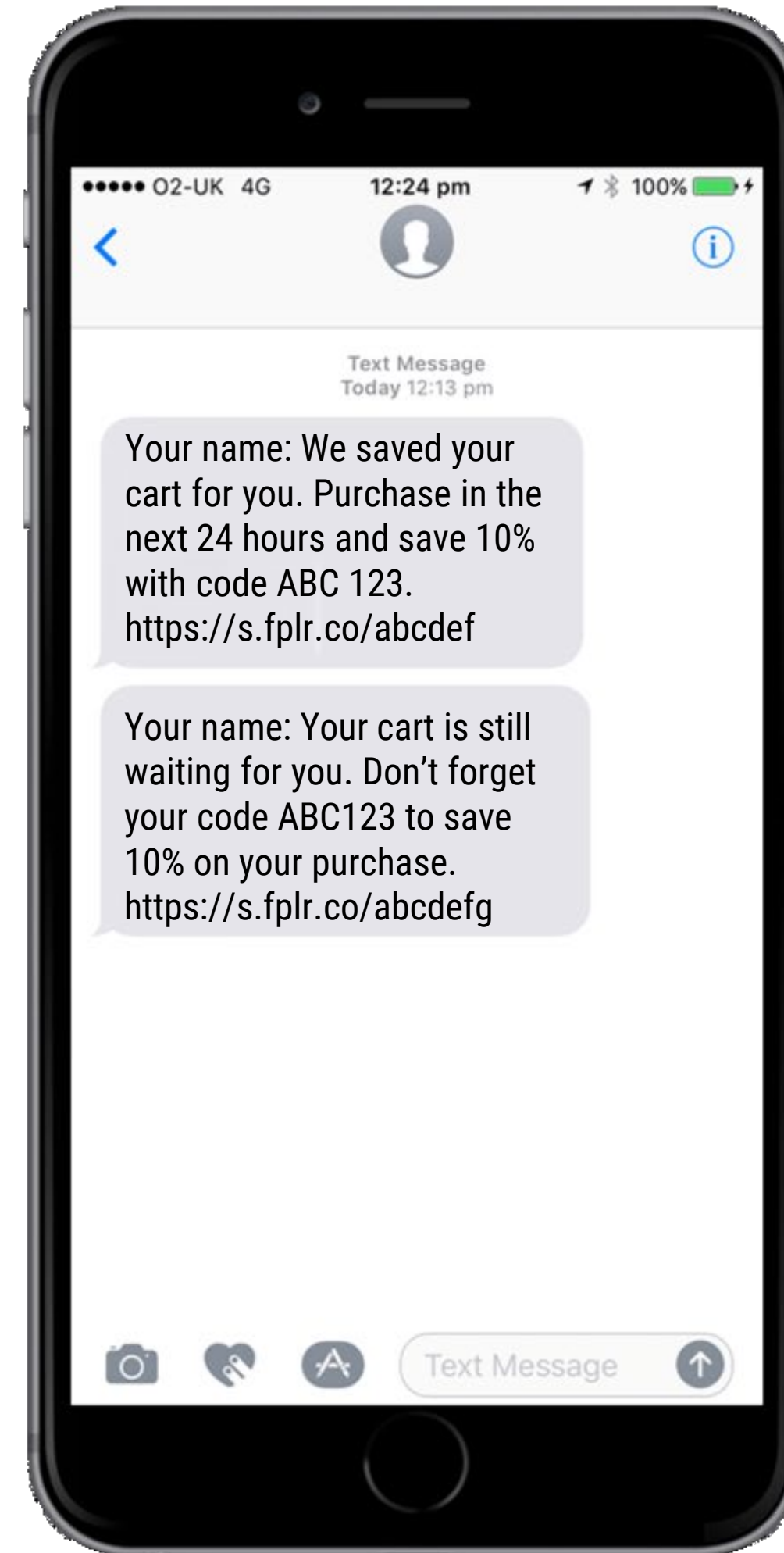
- Optimized to boost click-through rate and conversions
- Keep customers informed of sales, promotions, new products etc.
- Highly customizable segmentation to target as broadly or narrowly as required





## Use Case – Automated Campaign

- Customized to boost cart abandonment
- Re-engage hesitant customer
- Tuned to increase revenue





*The Real-Time  
Behavioral Data Platform*

*Thank you.*

*USA*

PALO ALTO  
725 Alma Street  
94301  
+01 855 326 759  
[info@fanplayr.com](mailto:info@fanplayr.com)

*USA*

NEW YORK  
401 Park Avenue S  
9th floor  
+01 415 320 5573  
[info@fanplayr.com](mailto:info@fanplayr.com)

*ITALY*

MILANO  
Via Vittor Pisani 9  
+39 392 5352395  
[europa@fanplayr.com](mailto:europa@fanplayr.com)

*UK*

LONDON  
17 Gresse Street  
6<sup>TH</sup> Floor Charlotte Building  
+44 7791 837220  
[andy.mcnab@fanplayr.com](mailto:andy.mcnab@fanplayr.com)

*FRANCE*

MARSEILLE  
16 boulevard de Maillane,  
13008  
[kilian@fanplayr.com](mailto:kilian@fanplayr.com)

*NETHERLANDS*

AMSTERDAM  
Michelangelostraat 50  
1077 CE  
+31 653 171 252  
[yan.stuyf@fanplayr.com](mailto:yan.stuyf@fanplayr.com)

*LATAM*

BUENOS AIRES  
Gdor. Valentín Vergara 1485  
Vicente López  
+54 11 4590 2235  
[latam@fanplayr.com](mailto:latam@fanplayr.com)

*MEXICO*

MEXICO CITY  
Calle Gral. Antonio León 51  
San Miguel Chapultepec II Secc  
Miguel Hidalgo 11850  
+52 55 6204 5776  
[mariano@fanplayr.com](mailto:mariano@fanplayr.com)

*JAPAN*

TOKYO  
6-14-18 Shimouma  
Setagaya-ku 154-0002  
+81 80 1342 0258  
[info@jamuinc.com](mailto:info@jamuinc.com)

*AUSTRALIA & NZ*

MELBOURNE  
152 Elizabeth Street  
VIC 3000, Australia  
[matt@fanplayr.com](mailto:matt@fanplayr.com)