

# Targeted Campaigns. Painlessy.

## mFUSION: SMS Datalist Fact Sheet.

mFUSION is a suite of solutions geared to mobile content, billing and messaging. Used by major brands and small start-ups alike, mFUSION was the first port of call for thousands of businesses looking to integrate smart mobile solutions.

One popular component of mFUSION is SMS Datalists, a service that provides targeted information about diverse consumers all over the world.

You gain prime access to thousands of willing end-users across various demographics.

We can help you every step of the way in launching your promotions to just the right community of users that will give you the edge over your rivals. Promote your campaign to the mobile phones of thousands. Maximise your profits by targeting your promotions to the right people, first-time.

With mFUSION SMS Datalists you can take advantage of preapproved end-users who are happy to receive information within various sectors, from computing to clothing. We use some of the most trusted and expert Datalist providers in the

“ Target your promotions to the right people, first time. ”

world. We negotiate on your behalf to get the most competitive prices in the industry.

Many other Datalist providers extract their information from census data that they match up with a corresponding phone number. This has a low success rate. Matching publicly-available data with pre-approved number lists is much more an art than a science. mFUSION presents a better way.

We work with various providers to ensure that you get accurate, useable data based on advanced profiling technology and lifestyle modelling. Finding relevant consumers is no longer a hit-and-miss affair. mFUSION Datalists accumulate current, specific data from other businesses across a range of sectors.

This means that you get highly targeted data about consumers who have a proven track record in purchasing products and services like yours, and who have shown themselves receptive to promotions like yours. Our Datalists aim to be highly relevant, which means potentially more focussed campaigns and higher turnover for you.

Our data covers both Business and Consumer lists. Whether you wish to undertake a business-to-business (B2B) or a business-to-consumer (B2C) campaign, we can supply you with what you need to get the attention of the most relevant audience. Millions of businesses and consumers are waiting for your campaign.

Our lists contain over a million business numbers all over the world. We can customise the lists on your behalf so that your promotion doesn't fall on deaf ears. We only want you to target the people who are likely to be receptive to your goods and services. We save you money by helping you to advertise only to the right businesses.

“ Proven methodologies that have aided thousands of campaigns around the world. ”

We will work with you to plan your campaign, tailor-made to your exacting needs. Our lists can be modified in endless ways. For instance, you could target your campaign to particular businesses or consumers within a certain postcode area.

Our emphasis is always in providing you with information that has the best possible chance in getting you a sale. Let us sort out the wheat from the chaff. So you don't have to.

We can deliver data to you electronically, so that you don't have to wait around before starting your campaign. Our Datalists are checked and verified before despatch to you, ensuring that we don't send you incomplete, redundant or expired data. We have the technology to check that you won't ever send a promotion to the deceased or to those who have since opted-out of promotions.

You are safe in the knowledge that mFUSION uses proven methodologies that have aided thousands of campaigns around the world.

All our mobile SMS Datalist information covers a countless number of mobile networks and involves millions of pay-as-you-go (PAYG) and contract end-users.

Years of information gathering have produced a system that allows you to target your campaigns with speed and precision. If you need to promote your goods and services to a captive audience, you need mFUSION Datalists.

Contact our dedicated support team at txtNation for more information about our Datalists and other services that help you do business, better.

## Talk to us.

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