



*Get your  
business  
moving with  
the power  
of SMS*



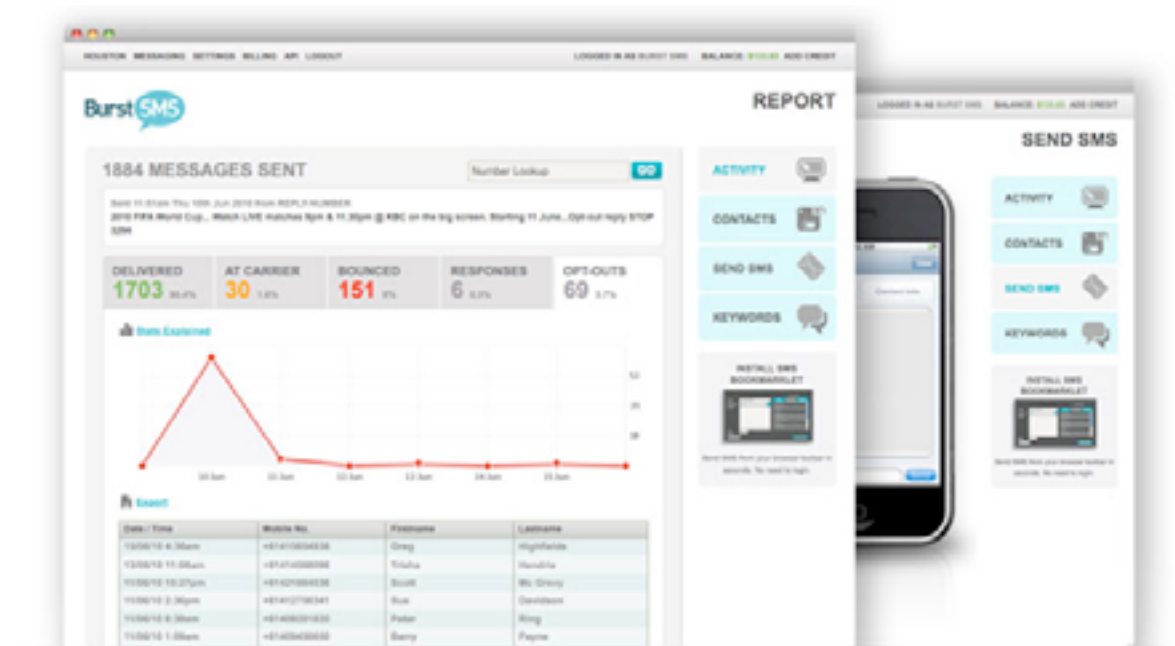
*Call us now on 02 6100 4453*

# When you want people to get the message

SMS is quickly becoming the channel of choice when you want people to hear what you have to say. Unlike email, SMS is very personal and always gets eyeballs. It is short so does not have a time commitment barrier to read. SMS is fast, reliable and very interactive.

## Burst SMS allows you to:

- Collect and manage customer mobile numbers
- Generate new business leads with SMS
- Deliver thousands of messages instantly
- Send cheaply and reliably
- Access full transparency delivery reporting
- Free response and opt-out handling
- Add SMS functionality to your apps
- Lease dedicated long codes with unlimited free keywords.



# Send thousands of SMS at the click of your mouse

There is a wide variety of quality when it comes to SMS Services. When sending messages with our bulk sms service you can be confident that your messages will be delivered. Our SMS gateway is fast and reliable with the best possible pricing. The Burst SMS platform has a wide variety of incredible features, so see how we stack up against other SMS services & providers in Australia.

## High performance SMS gateway

**Deliver your SMS messages with speed and confidence.**

The Burst SMS platform gives your business the ability to send thousands of SMS to your customers with speed and confidence. Our bulk SMS gateway uses global best practice load balancing and prioritisation to ensure your SMS campaigns get sent promptly and securely. Our state of the art SMS system is monitored constantly to ensure maximum ongoing throughput. Our premium routing and reporting will also ensure you get to see all the information you need when analysing your campaigns.



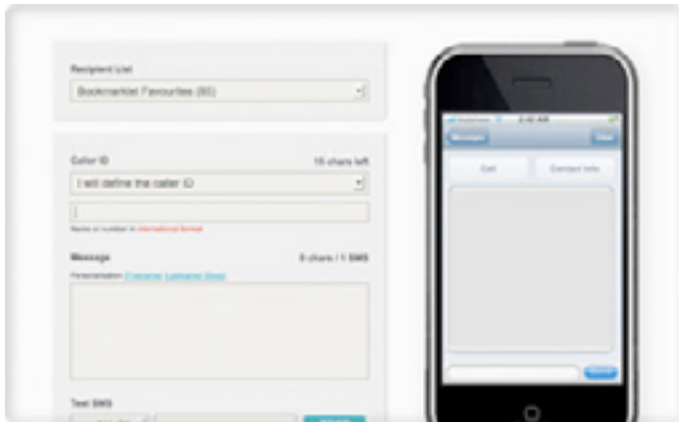
The screenshot shows a contact list titled 'LIST: BOOKMARKLET FAVOURITES'. The list has columns for 'Mobile Number', 'Firstname', 'Lastname', 'Shop', and 'Actions'. The actions column contains links for 'Edit', 'Delete', and 'Opt-out'. The list is sorted by 'Mobile Number' and shows 10 contacts. At the bottom, there is a 'Showing 1 to 10 of 86' indicator and a 'Display' dropdown menu.

Mobile Number	Firstname	Lastname	Shop	Actions
+617515482388	Jacki	Stratford		Edit Delete Opt-out
+61820073114	Holly	Bennett		Edit Delete Opt-out
+61401888188	Wendy	Kille		Edit Delete Opt-out
+61403403841	Angus	Stevens		Edit Delete Opt-out
+61403518713	Hullo	Andrew		Edit Delete Opt-out
+61403544384	Leticia			Edit Delete Opt-out
+61403881381	Patricia	Frost		Edit Delete Opt-out
+61403211034	Adrian	Marlin		Edit Delete Opt-out
+61403548238	Chris	Bennett		Edit Delete Opt-out
+61403730880	Tania			Edit Delete Opt-out

## Upload and manage thousands of contacts

**Fast and filtered uploading.**

With the sleek Burst SMS interface, you can upload thousands of contacts with simplicity and ease. You can also automatically input contacts directly from your website using our free form code. Set up one or many contact lists to segment your contacts as required. You can also use custom data fields for each contact list and enrich your messages with fields such as first name and last name. These variables can then be included in your messaging. Start sending personalised web SMS now.



## Simple campaign setup and sending

**Get started in seconds, just type your message and send.**

The Burst SMS campaign set up screen is the most advanced in the market today. Setting up an sms marketing campaign is as simple as one intuitive web form controlling all aspects of content and delivery. You can schedule a message for delivery at future points in time, and use your custom contact list variables to personalise your messages. Use our shared long code and free sms opt-out function for a good user experience and spam compliant SMS delivery.

## Bounce management and data cleaning

**Don't keep paying to send to disconnected numbers, keep your lists clean.**

The Burst SMS system allows you to keep a clean and up to date contact database. Based upon the results of your message deliveries, you can see the hard and soft bounces received. You can then delete all hard bounces from your list. This helps ensure you do not spend more money than you need to, by not sending to invalid or disconnected numbers.

DELIVERED	PENDING	BOUNCED	RESPONSES	OPT-OUTS
3877 64.8%	250 4.1%	342 5.7%	18 0.3%	71 1.2%

Date / Time	Mobile No.	Firstname	Lastname	Status
5/3/10 3:43pm	+91488000182	DEEPA	JEFFERT	Deleted from list
5/3/10 3:43pm	+91488000985	Kristen	Doherty	Deleted from list
5/3/10 3:43pm	+91432527691	Annetta	Tyack	Deleted from list
5/3/10 3:43pm	+91449500737	JULIE	WALTON	Deleted from list
5/3/10 3:43pm	+91449598750	Lee	Campbell	Deleted from list
5/3/10 3:43pm	+91449742898	VICTORIA	BUNN	Deleted from list
5/3/10 3:43pm	+91480075814	Carren	Teller	Deleted from list
5/3/10 3:43pm	+9145006327	MAGGIE	LAMI	Deleted from list
5/3/10 3:43pm	+91450154137	Hyla Anne	Jackson	Deleted from list
5/3/10 3:43pm	+91448015880	MARINA	TILLEY	Deleted from list



## Detailed reporting and analytics

**Understand how your subscribers are interacting with your campaigns.**

We have a highly detailed web SMS reporting module. See when and how your recipients are interacting with the messages. Gain insights into improved responses and leads. Automatically remove failed recipients and keep your database clean.

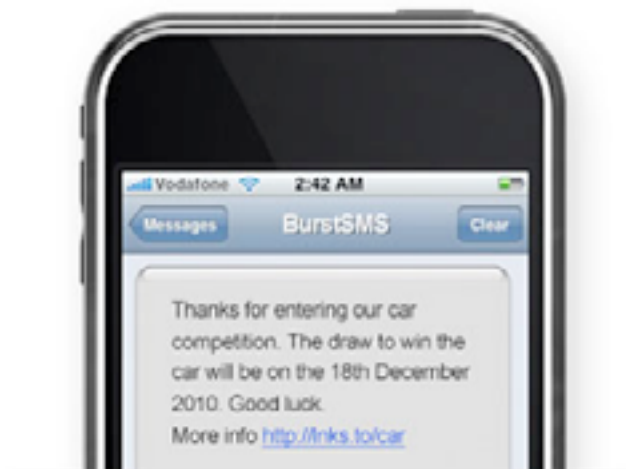
# Empower your business with SMS marketing

Mobile marketing is the next great pathway to acquisition. We have clients benefiting from a wide range of SMS initiatives. SMS coupon delivery, customer notification of specials and sales, event based SMS advertising to drive event participation and much more. Don't miss out on talking to your customers direct via text message marketing!

## SMS long codes

**Build your database by allowing people to send SMS to your long code.**

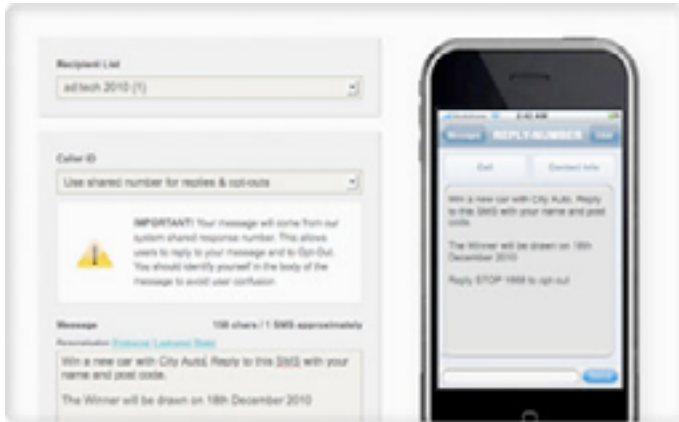
Run competitions, giveaways, polls, promotions and more. Receive SMS and automatically add the sender to your database. Opt in people to subscriptions, auto reply to their texts and even process their messages for display on websites and large displays. Each long code is dedicated and all yours. You can also use it when you send campaigns to process responses. Long code rental costs \$49 per month.



## SMS key word marketing campaigns

**Use SMS keywords to run promotions, deliver info, voting systems & polls, deliver coupons and so much more.**

Running text marketing campaigns is a great way to build your mobile marketing database. Allow people to SMS a word to your dedicated long code and not only add their number to your database but auto send them useful information and links to mobile web pages. Send them rich content like images and video. You can also take their response and handle it yourself, for example receive the persons message and display it on a website or on a billboard. You get unlimited keywords free on a \$49 long code.



## Spam compliance included free

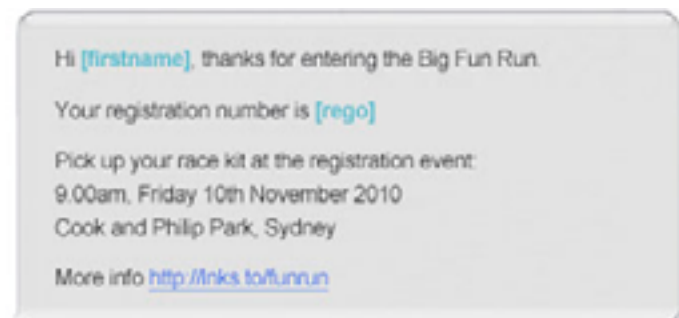
**To comply with the Spam Act 2003 you must have an opt-out in your message, we add it for you free.**

Spam compliance is extremely simple with Burst SMS. We have a shared long code and we allow you to send from this number. An sms opt-out instruction is automatically added to your message. This instruction tells people to reply STOP and the ID of the recipient list. This automatically removes them from the list and stops the number from being re-added in the future.

## Free response handling

**Interact directly with your customers. Export response data**

Receive direct responses from your customers. Receive complex data that can be downloaded at analysed. Use a dedicated long code and auto respond to inbound messages to continue dialogue with the customer. Get continual feedback. Enable keywords to receive competition entries or instructions.



## Deliver personalised messages

**Deliver personalised information to large groups of people.**

Its always good when you can deliver a personalised SMS message. With Burst SMS you can create custom variables that can be added to your outgoing messages and populated from your database.

# Australia's best SMS prices. Volume discounts.

No setup fee.

No account

management fees.

All accounts are

pre-pay by

credit card.

Other payment

methods and

further high volume

discounts can be

arranged by request.

Credit does

not expire.

## Retail Pricing: 7.9c per SMS

*Best for volumes below 5000 messages per month*

Message Volume	SMS Price	Total Cost
1,000	7.9c	\$79.00
2,000	7.9c	\$158.00
5,000	7.9c	\$395.00

## Wholesale Pricing: 4.9c per SMS + \$200 per month (no contract)

*Best for volumes above 5000 messages per month*

Message Volume	SMS Price	Effective SMS Price	Total Cost
10,000	4.9c + \$200	6.9c	\$690.00
50,000	4.9c + \$200	5.3c	\$2,650.00
100,000	4.9c + \$200	5.1c	\$5,100.00
250,000	4.9c + \$200	4.98c	\$12,450.00

## Dedicated long codes and keywords

*For response campaigns and 2 way SMS. Prices are monthly subscription.*

Item	Price
Dedicated long code	\$49.00
Keyword	\$0.00



*for more information visit [burstsms.com](http://burstsms.com)*

*Your personal account manager:*

*Brad Down*

*0438 333 061*

*[support@burstsms.com](mailto:support@burstsms.com)*

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