

# cellitSTUDIO



## *Incredibly Powerful Mobile Marketing Made Simple*

- Market Leading Campaign Creation
- Robust Analytics
- Easy Integration With Your Environment for Coupon Redemption
- World-Class Customer Support

Used by:



zumiez



Easy Campaign Creation	
Text-for-Info	<ul style="list-style-type: none"> <li>Enable customers to learn more about your product or service</li> <li>Optionally, users can subscribe to a list to receive continued alerts and updates</li> </ul>
Mobile Coupons	<ul style="list-style-type: none"> <li>Delivery of unique offer codes</li> <li>Track who is redeeming what offer (from what campaign)</li> <li>Redeem via Web, API, iPhone iWidgit® or POS Widgit®</li> </ul>
Alert and CRM systems	<ul style="list-style-type: none"> <li>Cellit's best-of-class rules-based engine makes highly-specific message targeting as simple as point-and-click</li> <li>Send messages to all subscribers, or any subset</li> </ul>
Instant Win Games	<ul style="list-style-type: none"> <li>"Fill-in-the-blank" definition screens make setting up instant win games (and associated rules) easy</li> </ul>
Binary Delivery	<ul style="list-style-type: none"> <li>Deliver ringtones, wallpapers and mobile video clips</li> <li>All photos are re-sized automatically to fit the phone, using our robust imaging platform</li> <li>Audio files are converted automatically into the three most common formats, MP3, WAV, and QCP and delivered to the phone in the most appropriate format</li> </ul>
Mobile Surveys	<ul style="list-style-type: none"> <li>Run complex mobile customer satisfaction surveys</li> <li>Data can be validated against patterns ("regular expressions") to ensure data integrity</li> <li>Survey questions can "branch", enabling different follow-up questions based on prior answers</li> </ul>

Market Leading Capabilities	
Access Control Lists	<ul style="list-style-type: none"> <li>Provide multiple log-ins with permissions, allowing some to only view results, while others can send messages, etc.</li> </ul>
Rules Based Engine	<p>Send messages to all subscribers, or any subset thereof based on any combination of:</p> <ul style="list-style-type: none"> <li>Inputted data, such as age, ZIP code, gender, etc</li> <li>Previously received messages/campaigns</li> <li>Prior coupon redemption activity</li> <li>Initial keyword texted in</li> <li>...and more</li> </ul>
Highest Through-Put Available	Cellit Studio scales to up to 40 messages a second, with additional messages being queued

Robust Reporting	
Segmentable Reports	View data based on usage, coupon redemption, subscribes and unsubscribes
Dynamic Realtime Charts	Charts appear as Flash-animated pie and bar charts, completely exportable to JPG files
Exportable Data	Underlying data can be exported to Excel, CSV or XML quickly and easily

Easy to Integrate and Extend	
SOAP and REST-based APIs	<ul style="list-style-type: none"> <li>Enables easy system integration</li> <li>Most features available on website are available via APIs</li> </ul>
Suite of Coupon Redemption Tools	<p>Cellit offers multiple ways to integrate with your infrastructure:</p> <ul style="list-style-type: none"> <li>Widgit®: Software for Windows-based POS Systems</li> <li>iWidgit®: iPhone based redemption</li> <li>API: Direct integration</li> </ul>



Real time charts and graphs provide an at-a-glance view of mobile activity



Studio's rules-based engine provides unmatched flexibility and power for targeting campaigns



Cellit Studio integrates with the Widgit and iWidgit to enable a simple solution for coupon redemption

