



MOBILE TECHNOLOGY

Introduction



CONFIDENTIALITY

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STEP ONE

Consumer hears/sees advertising

Dials your ** Keyword(s) – just like a regular phone call

CTA Examples: ****Brand **Keyword **Product**

- Keyword tracking down to 1 mile radius
- Data appending based on mobile number
- Maximize ROI on media spend
- Identify and control best performing creative

ON AIR

With ****BRAND** Call to Action

Your TV Ad Creative

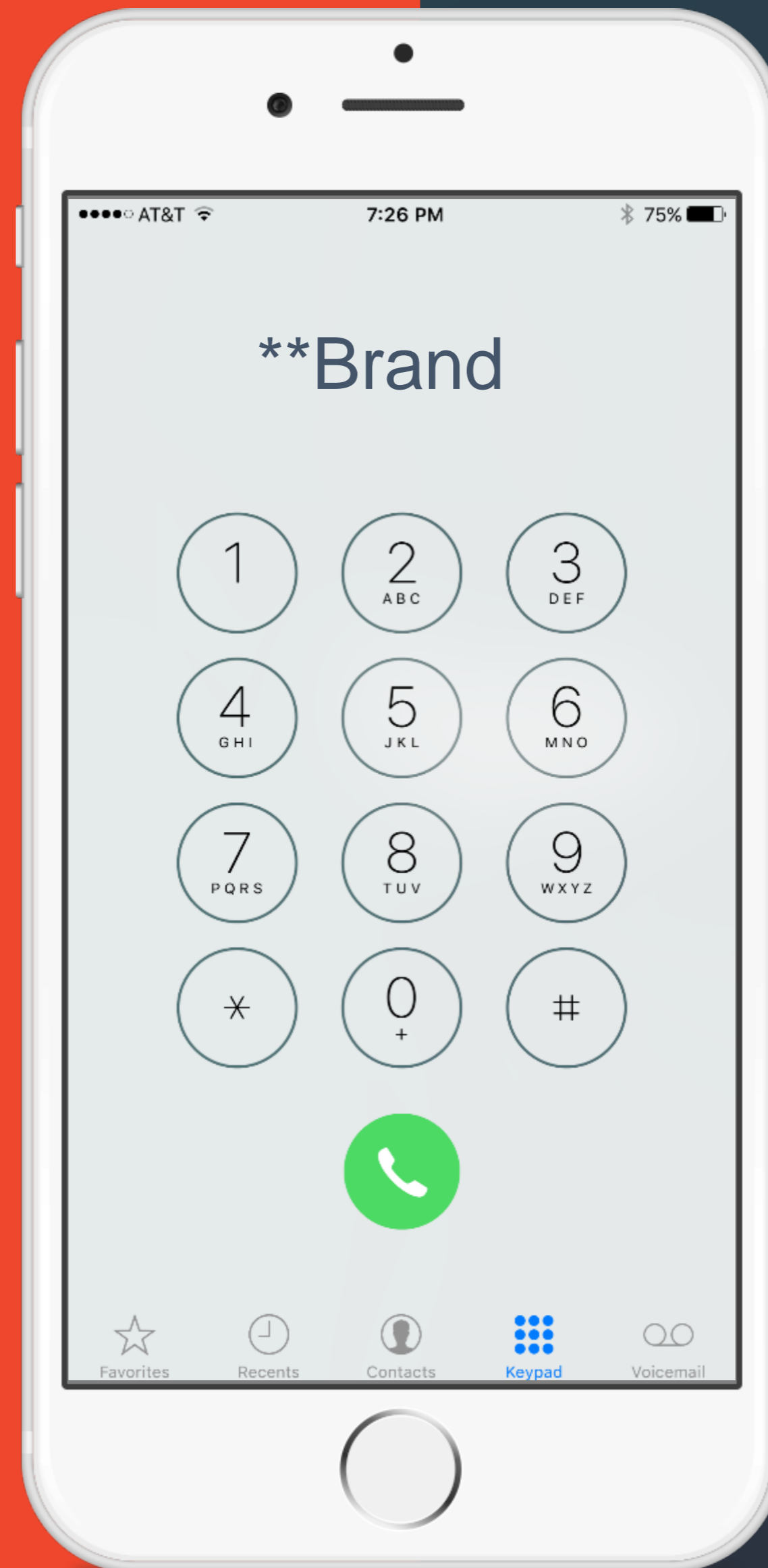
With ****BRAND** Call to Action

STEP TWO

Consumer receives custom audio messaging

Various audio options available

- A. Instructions to download app
- B. Branded audio messaging/announcement
- C. Instructions to visit a URL
- D. Connected to IVR
- E. Connected to a call center



Call directly connected to number(s) of choosing by local, regional, or national.

— OR —

“Thanks for calling **Brand. We’ve just sent a text message to your phone with a link to our mobile app...”

— OR —

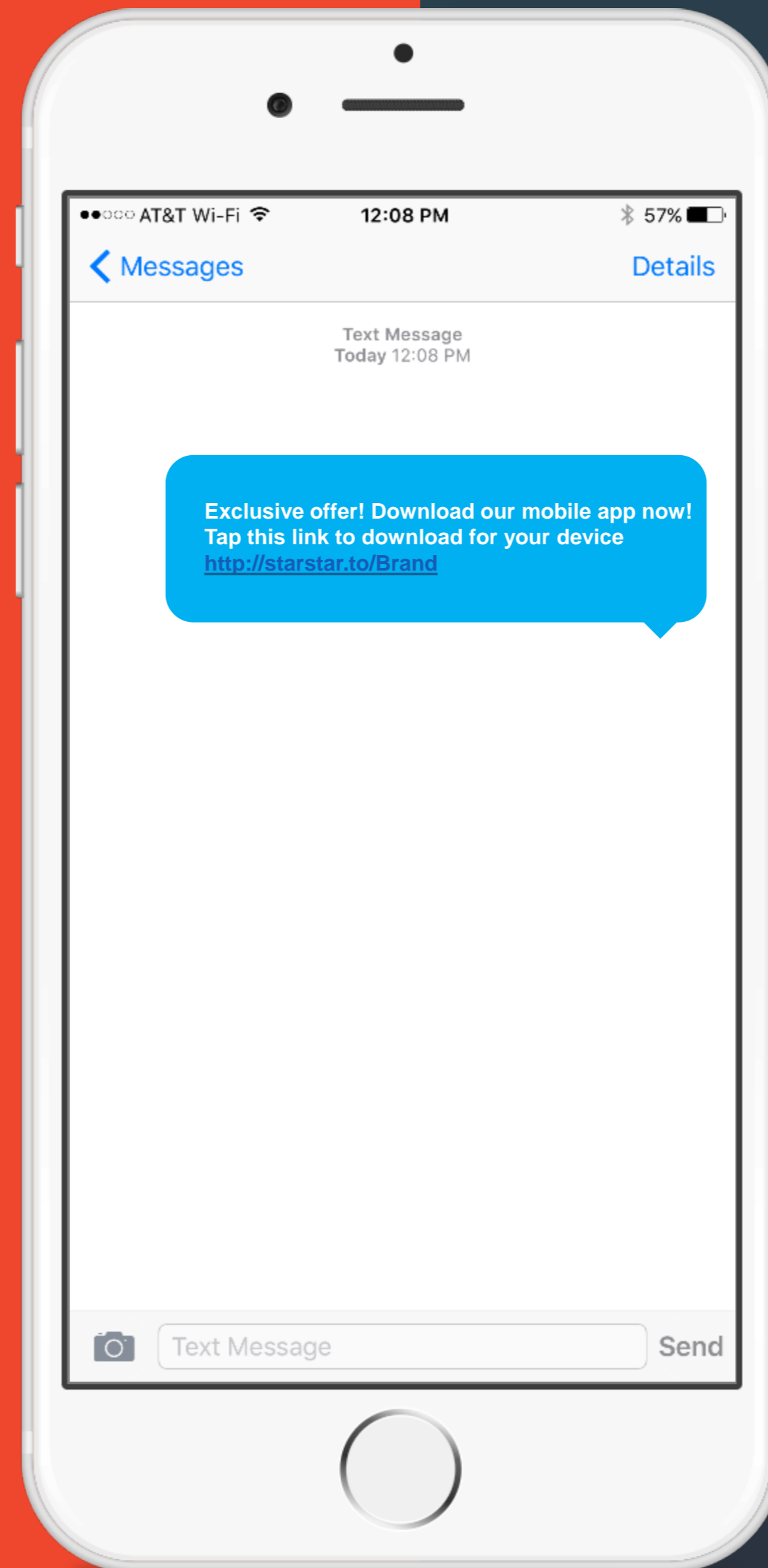
“Thanks for calling **Brand. Press 1 to create an account... Press 2 for \$5 in rewards... Press 3 to reactivate your account...”

STEP THREE

Consumer receives message to device

Various message options available

- A. Link to a offer/coupon
- B. Link directly to an App Deeplink or Download
- C. Visual IVR/Landing page
- D. Custom integrated solutions



***Brand: Reply "5" to activate your service account and receive a \$5 credit.*

— OR —

***Brand: Save on your first order. Download the Brand mobile app now! Tap this link to download for your device*

<http://starstar.to/Brand>

— OR —

***Brand: All products come with a \$5 credit, Download coupon*

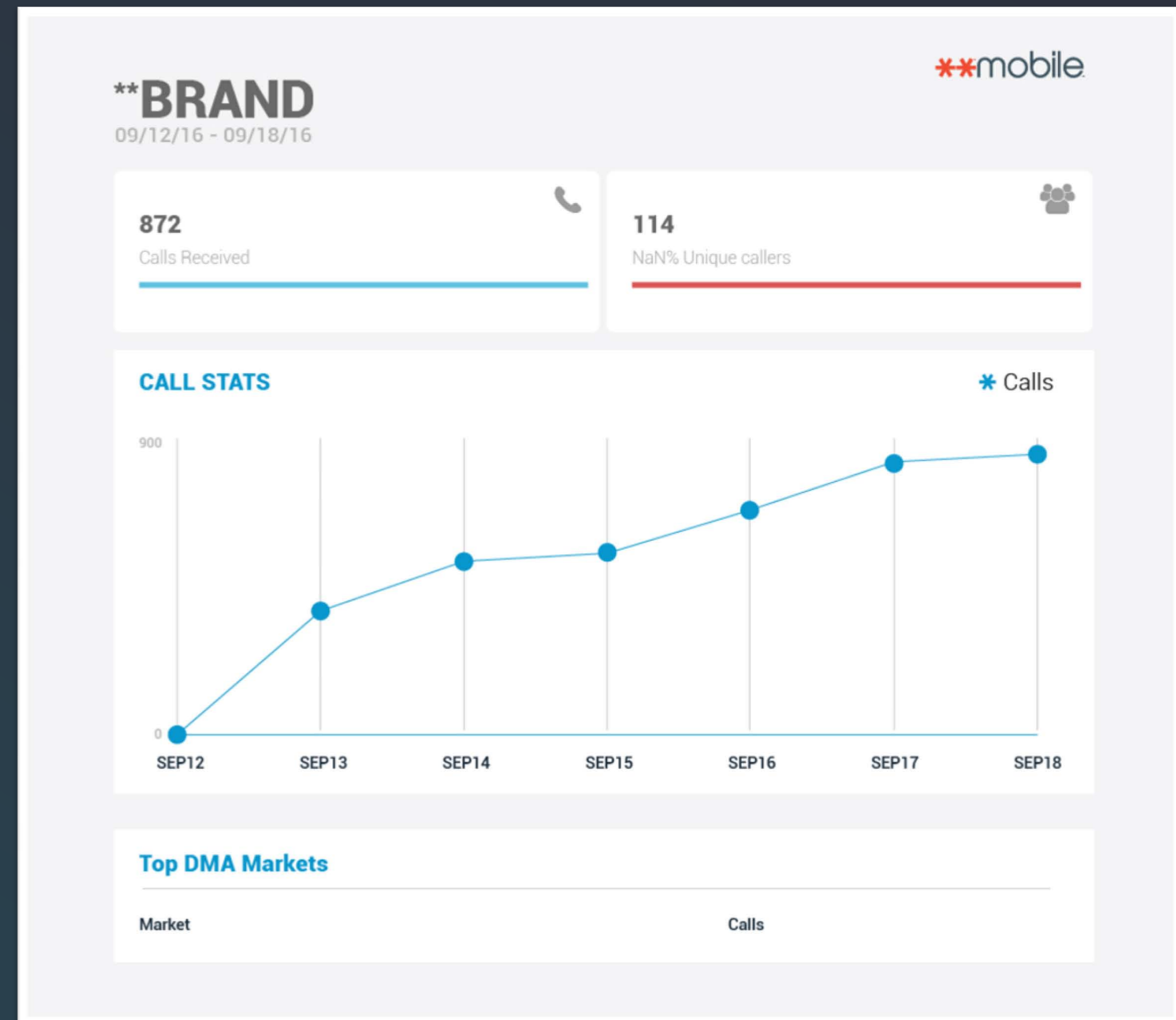
<http://starstar.to/Brand>

ATTRIBUTION & ANALYTICS

Real-time Analytics Dashboard

StarStar Mobile's real-time reporting with call tracking analytics allows users to track campaign creative and adjust performance by channel.

- CALL REPORTING DASHBOARD
- STARSTAR CHANNEL INTEGRATION
- ENHANCED CALL REPORTING WITH (DATA APPENDING)

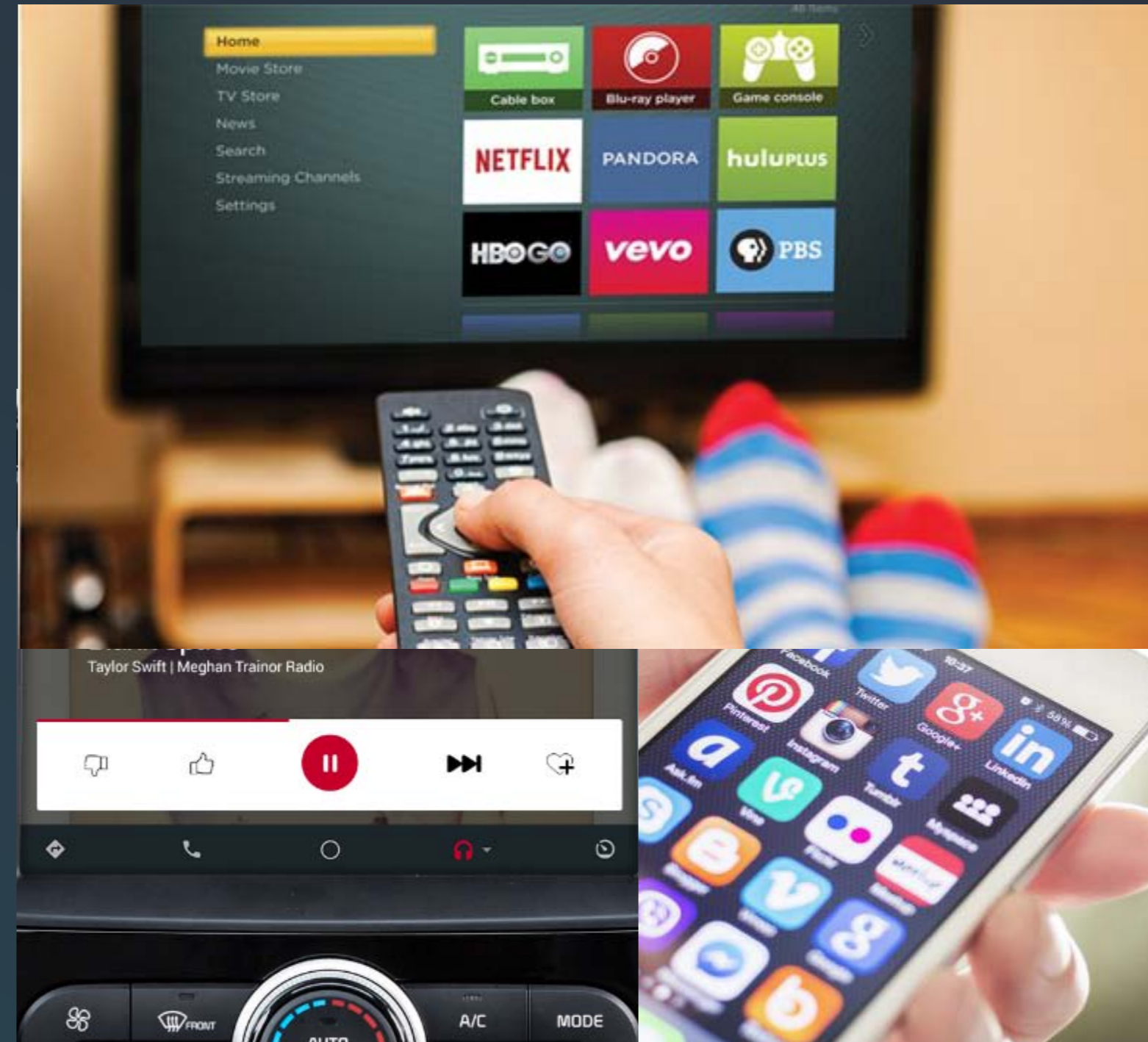


ATTRIBUTION & ANALYTICS

True Omni-Channel Attribution

Attribute keywords to multiple media buys to track and manage each campaign. Determine which media buy proves to be the most effective.

- TV
- RADIO
- DIGITAL
- MOBILE



National TV
Media Buys

Digital
Media Buys

ATTRIBUTION & ANALYTICS

Custom Data Appending

Increase engagement by appending with actionable consumer data attained from callers mobile number; adding valuable information to your consumer profiles.

ESSENTIAL VIEW	ENHANCED VIEW		
<ul style="list-style-type: none"> Name Address Email Phone 	<ul style="list-style-type: none"> Age Gender Code Marital Status Ethnicity Homeownership Dwelling Type Length Of Residence 	<ul style="list-style-type: none"> # Of Children & Age Household size Direct Mail Responder Multi-Category Buyer Direct Mail Buyer Categories Magazine Categories Sweepstakes / Contests News & Financial 	<ul style="list-style-type: none"> Photography Mail Responders Additional Adult HH Members Occupation Individual Education Political Affiliation Digital buying profile

3RD PARTY DATA PARTNERS

We have formed strategic partnerships with the top data appending companies to deliver this extended view of your customer.

Why Use StarStar Mobile Media Channel?



Attribution

Attribute keywords to multiple media buys to track and manage each campaign. Determine which media buy proves to be the most effective.



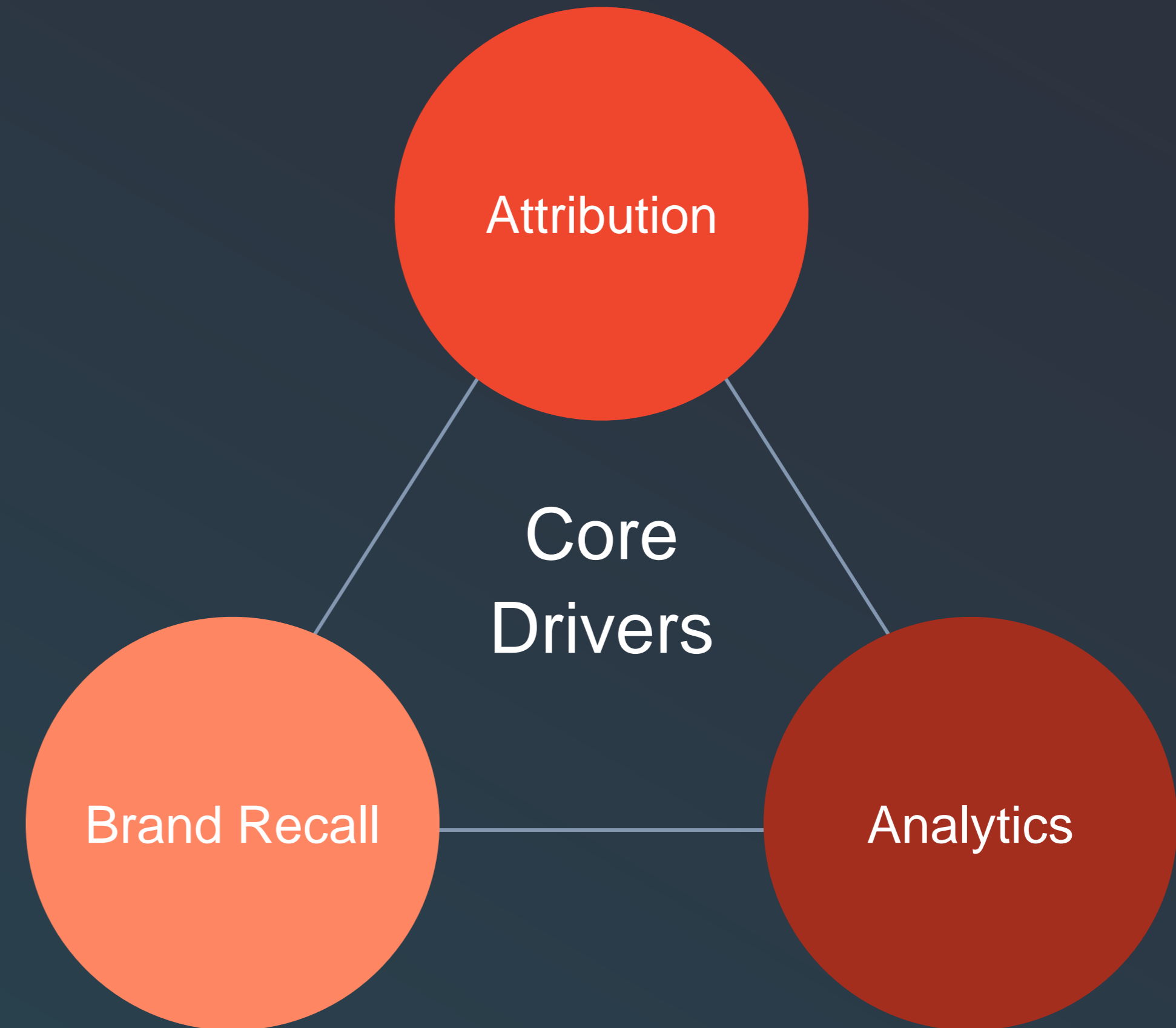
Analytics

Proactive analytics and ongoing optimization are keys to any successful direct response campaign. With 15 full time analysts, BMG is hyper focused on continuously yielding the greatest possible outcome from every media dollar spent.



Branded Recall

Connect with users on their mobile devices through easier branded and non branded CTA's. Offer unique messaging and the ability to deliver/drive various forms of digital assets.



MEDIA & CREATIVE

Media Integration Process



Develop Creative

Integrate with current creative or let us write, voice and produce a compelling radio and/or TV spots designed to generate maximum response rates.



Test/Tweak

Start small and watch the numbers closely. Identify any optimize areas in the test (creative, media, mix, conversion) and make necessary adjustments.



Optimize & Ramp

Continue testing until target metrics are consistently achieved then methodically ramp campaign, maintaining target metrics at scale.

CONNECT

Get Started



Call 336.996.0250



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