



3C'S SWITCHBLADE™ MESSAGING ENABLES BRANDS TO DRIVE POWERFUL CUSTOMER ENGAGEMENT

When it comes to enterprise-grade messaging, experience matters. That's why business leaders choose 3Cinteractive (3C). With over 10 years of experience managing direct binds to many of the world's largest mobile operators and gateways, 3C delivers world-class, highly-secure messaging and support services that are second to none. From **short code messaging** and **long code messaging** to **MMS** and **text-enabled toll-free numbers** and , Switchblade™ Messaging has got you covered.

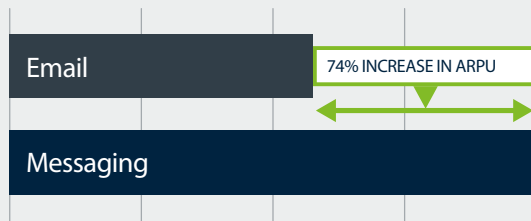
POWERFUL CONSUMER ENGAGEMENT

- **Mobile coupons and offers** – deliver personalized messages and coupons through messaging, web and mobile wallet
- **Transactional** – drive utility and value with order and delivery alerts, pick up notifications, and reservation confirmations
- **Loyalty engagement** – increase lifetime value and grow loyalty memberships and advocacy
- **Surveys and feedback** – improve customer service experience – ensuring customer satisfaction and an opportunity for immediate feedback
- **Chat capabilities** – drive one-to-one conversations that meet the growing demand for personalized service

PROVEN TECHNOLOGY AND EXPERTISE

- **Robust toolset** supports a multitude of messaging-based interactions – broadcasts, interactive campaigns, surveys and keyword responses
- **Segmentation and targeting** delivers contextual relevancy through location and CRM-based attributes
- **Message personalization** improves relevancy by integrating with existing CRM systems as well as defined consumer attributes to customize campaigns
- **Performance Dashboards** provide insight into campaign efficacy and performance through beautiful visualizations
- **Flexible integrations** provide both simple, "IT light" options as well as deeper custom integrations through web, API and file based interfaces
- **TCPA and carrier** compliance solutions and experience managing legal and regulatory needs
- **Tier 1 Aggregator** direct carrier binds deliver high message volume globally with proven performance

3C RETAIL CLIENT AVERAGE REVENUE PER USER (ARPU)



RESULTS DELIVERED

- Customers generated more than \$1 billion in incremental annual revenue through 3C campaigns
- 10 billion transactions processed per year

SPEED AND SCALE

- Fastest average messaging response time as measured by independent third party
- 130 million unique mobile subscribers engaged through our platform

CUSTOMIZED AND TARGETED

- 200 million+ messages delivered per month
- 100 million+ personalized coupons delivered annually



TEXT SMS TO 34343

To see a Switchblade Messaging demo or visit 3C.com to learn more about the impact Switchblade Messaging can have on your business.



By texting SMS to 34343, you will receive text messages with a 3C Switchblade SMS demo. You will receive recurring messages according to your choice selections. Msg&data rates may apply. See: 3Csms.mobi/3Cdemo for terms and conditions and 3C.com/privacy for privacy policy.



FEATURES OF SWITCHBLADE MESSAGING



Connectivity and Message Routing – Switchblade Messaging provides brands with the ability to send high volume mobile-terminated (MT) messages and receive mobile-originated (MO) messages directly to and from customers through 3C's high throughput direct connections to all major U.S. mobile carriers. Additionally, it leverages carrier-grade aggregator relationships to deliver messaging services for all second and third tier mobile carriers. Connectivity outside of the U.S. and Puerto Rico is available, as needed.



Messaging Capabilities – The Switchblade platform enables brands to communicate with customers through mobile messages. Message content is fully customizable and may be personalized on a per-consumer basis using workflows or delivered on a one-to-many basis through broadcasts.

- **Interactive Workflow Designer (WD)** – Workflow Designer is a messaging-centric workflow management application that enables the configuration of custom workflows that can be built with non-technical resources. WD enables data to be passed in and out of workflows from your existing systems in real time using API integrations into client or third-part systems (e.g. CRM, POS).
- **Broadcasts** – Switchblade provides GUI, API and File-based methods to manage and deliver outbound messaging broadcasts.
- **Keyword Response Interactions** – Web-based messaging campaign templates to quickly build, deploy and manage inbound messaging-based keyword response campaigns.
- **Survey and Polling** – Web-based template to quickly build and deploy consumer surveys and polling.
- **Promotional/Coupon Codes** – Switchblade can manage promotional/coupon code inventories, which are consumed by interactive workflows and delivered to the consumers as part of messaging campaigns.

OPT-IN PERMISSION MANAGEMENT

Switchblade will act as a real-time system for managing opt-in and opt-out permissions in accordance with mobile carrier and industry compliance guidelines.

PERFORMANCE DASHBOARDS

Switchblade provides both on-demand dashboard capabilities as well as weekly/monthly standard reporting views. Additional customized reporting can be tailored to your needs.

TARGETING AND SEGMENTATION

Switchblade provides comprehensive capabilities to manage consumer and group opt-in status and campaign subscriptions. Additionally, Switchblade provides consumer attribute and targeting capabilities to enable personalized, one-to-one, or one-to-many targeted SMS campaigns.



Management and Integration Interfaces – Switchblade features multiple interfaces including:

- **Web GUI** - Clients can manage and view messaging capabilities, consumer activity and on-demand performance dashboards and reporting associated with their account through the Switchblade GUI.
- **APIs** – Clients can automate business processes, manage resources and execute workflows and broadcasts by integrating their systems with Switchblade through a set of HTTPS APIs.
- **File-based Interfaces** – Clients can utilize batch or bulk processing by using high-performance file-based interfaces. For example, by uploading a data file into Switchblade, a client can initiate a workflow or update an attribute for each consumer included in the file.
- **Event Notifications** – Switchblade provides near real time notifications over HTTPS when certain platform events occur.
- **Event Detail Files** – 3C provides files of aggregate event information in a standard format with detailed information about platform events. These files are generated daily and available for download.



Messaging Support Services – Short code acquisition and management and Compliance Services help you get set up and running quickly and support your on-going programs.