



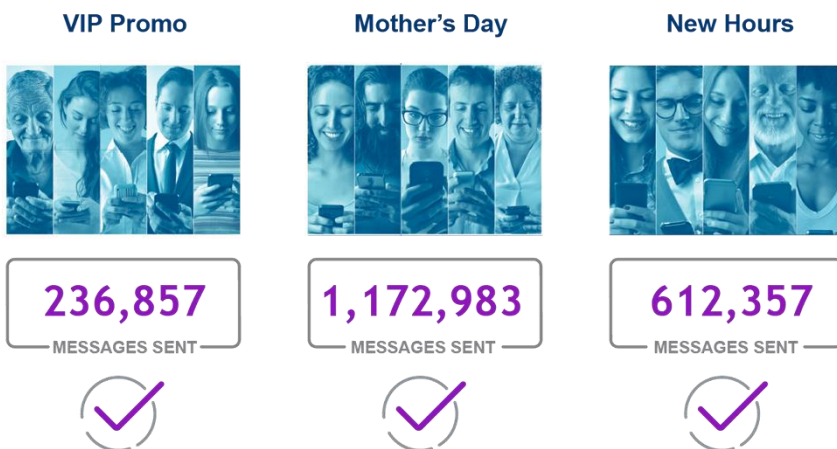
SOLUTION BRIEF

SPREAD THE WORD WITH CAMPAIGN MANAGER

Campaign Manager takes the chaos and disorganization out of planning an SMS or voice campaign. With this turnkey application, any enterprise organization can set up a campaign in minutes. For example, a florist business owner with no development experience can take SMS-based promotions surrounding various holidays and themes from idea to reality with Campaign Manager.

A cloud-based solution, Campaign Manager allows organizations to send the same message to multiple recipients, over multiple channels. Blast content to millions of people at the same time to make important announcements, conduct surveys or polls, gain feedback, and more - all via SMS or voice.

Take large-scale campaigns from chaos to complete with Campaign Manager.



Campaign Manager in Action - How It Works

A user-friendly interface makes it easy to get started with Campaign Manager.

According to *SMS Comparison*, the average open rate for SMS is **98%**. Compared to the average email open rate of about 15%-20%

— *Forbes*, 2022



Prerequisites: The first step in building an effective campaign is to create a “To list” of recipients.

For example, to import a list of “To” phone numbers for an SMS campaign, simply upload the CSV, text or zip file, or enter the numbers manually.

ACME Florist Campaign Manager

Documentation CM_CustomerDemo1

Campaign Announcement **Number Lists** DND

To Lists

Start date End date To Lists name + Add To List

From Lists	Name	Count	Last Updated	Description	Status
	Bank Usecase	2	12 Apr 2022 08:53:10 PM	-	Ready
	East Campaign	2	12 Apr 2022 08:49:40 PM	east coast	Ready

Items per page: 10 1 - 2 of 2

Campaign Manager UI for a Florist showing “From” and “To” number Lists.

The same can be done for the sending, or From phone numbers. Upload .txt or .zip or enter the phone numbers.

Opt-in, Opt-out list can also be created from the DND tab.

The uploaded lists can be reused for future campaigns.

Launch Campaign: Next, create the campaign

- > Give the campaign a name
- > Add the From and To list
- > Chose the campaign type – SMS or Voice
- > To avoid a multipart message, be mindful of character length rules in the message
- > Messages can be personalized with Templating – eg. Name, city, etc
- > For voice campaigns, upload announcements file (or create it with Text to Speech), which can then be reused
- > Chose an Opt-out list if needed
- > Select the date and time of campaign
- > Preview and initiate



Campaign Manager template to send personalized messages

After sending the campaign, review and analyse the campaigns

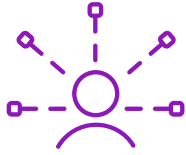
Name ^	Scheduled Date v	Channel ^	Status ^
test	19 Apr 2022 04:51:33 PM	SMS	Completed
East_Coast_DirectDeposit_campaign	12 Apr 2022 09:00:00 PM	SMS	Completed

Review Status of Campaigns on UI

Pro Tip: Campaign Manager can also be used with Mavenir Visual Designer to create bi-directional voice campaigns that connect with live agents to deliver personalized experiences to a wide range of customers.



Campaign Manager Features & Advantages



Omnichannel, Large Capacity

Create millions of simultaneous SMS or voice campaigns with one application.



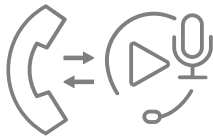
No Coding Required

Minimize reliance on development resources or time needed to create, schedule, and send a campaign.



Personalize messages

Using templates and user defined variables add personalization and context (e.g. Name, city, etc.)



Voice Support with IVR

Link with Visual Designer to create bi-directional call flows to collect customer feedback, and route calls to agents.



Control for Volume and Budgets

Set monthly message limits for accurate budgeting, throttle network speeds for performance or tiered plans.



Long and Short Code Support

Leverage 10-digit phone numbers for P2P communications or 5-6 digit numbers used in authentication messages.



Additional Use Cases

Campaign Manager is an easy-to-use system developed to blast content to millions of phone numbers at the same time. From virtual learners to prospective home buyers, Campaign Manager ensures that end users get the message at the right time in the right channel



Education

Attendance, virtual learning, parental contact, teacher conferencing, closures, and more.



Public Safety

Traffic or accident reports, municipal service changes, road hazards, severe weather.



Marketing

Offers, promotions, sales, grand openings, with trackable links to gain insights on conversion.



Healthcare

Vaccination availability, quarantine restrictions, mask mandates, appointment scheduling.



Customer Service

Product data, shipping updates, recalls, hours, holiday extensions, shut downs.



Organizational

Information distribution for supporters, fans, fundraisers, and events.

Enable Campaign Manager for your enterprise customers today. Contact us at info@mavenir.com.

Why Mavenir

Mavenir is the leading CPaaS enabler for the communications industry. When service providers join with Mavenir, their customers gain the advantage of a superior network and full CPaaS capabilities such as programmable SMS and voice. With bring your own carrier (BYOC) options, white labelling, and a complete suite of voice and messaging APIs, service providers benefit from new revenue streams and a competitive edge in the evolving digital transformation marketplace. Campaign Manager is one example of the many Mavenir turnkey apps that make it easy for communications providers to quickly deploy services and opportunities.

For more on Mavenir Solutions please visit our website at www.mavenir.com