

# Trumpia®

Introduction to

# Complete SMS Software



Text messaging (SMS) is the most immediate, attention-grabbing, and cost-effective communication channel there is. SMS also boasts the highest read rate of any channel: 90 percent of all texts are read within three minutes of delivery. It is not a surprise, then, to see that businesses around the world are increasingly adopting text messaging for their communications. Uses of texting range from alerts, customer service, sales and marketing to even authentication.



**Trumpia is the most complete solution on the market to take you beyond simple messaging.**

### Among Its Features:



A powerful set of broadcast and engagement features including **picture messaging**.



**Omni-Channel** capabilities are built into a single user interface to let you reach all of your subscribers.



**Smart Targeting** optimizes your messages by catering them to each recipient's interests.



**Landline Texting** enables you to send and receive text messages using your existing business or direct number, instead of using your personal mobile number.



**Rules and Triggers** automate individualized and perfectly timed messages.



**API** for software developers text-enables your existing software.



**Enterprise-grade features** will let you grow without compromising control and security.



You can brand our software under your name to add to **corporate branding**.

**Thousands of businesses and organizations have deployed Trumpia for various uses.**



### Mass Texting

Capture leads with effective text-to-join keywords. Then, with a single bulk text message (SMS or MMS), you can instantly notify your entire organization of events, announcements, promotions, and even critical alerts during urgent situations.



### Employee Communications

The same features that make SMS so effective for customer communications make it an ideal fit for internal use as well, such as company-wide announcements, benefit alerts, meeting reminders, staffing, recruiting, shift confirmations, and critical broadcasts. An automated birthday or anniversary picture message can add a personal touch as well.



### Customer Service and Call Centers

Studies show that more than half of customers said they would prefer to contact customer service by texting rather than email or calling. By allowing customers to text in their simple questions or inquiries, you can spare them time spent on hold and free up your own phone lines. Text is also an efficient way to send appointment reminders.



### SMS Voting and Surveys

By sending surveys through text rather than email, you'll get more responses and you'll get them faster too.



### Individualized Alerts

Send account or shipment alerts, fraud warnings, and timely reminders by texts based on individual preference. Resend important alerts if the first message was unread or if the embedded link was not clicked.



### SMS Integration via API

Maximize communication by integrating texting features into your system using our HTTP, REST, and SMTP APIs. You can also rest easy knowing sensitive information is secure, as we offer SMS two-factor authentication for login security.



### Sales Follow-Up

Text-enable your business number to communicate quickly with your new customers. We even integrated with Salesforce so that when you capture leads using Trumpia's tools, they will automatically appear in your Salesforce account, letting you have two-way text chats via Salesforce's interface.



### Targeted Marketing

Generate sales by automatically sending targeted and perfectly timed offers and promotions based on interest and behavioral history. Add mobile coupons and loyalty program features to boost repeat business. We also automatically provide analytics of your campaigns, letting you see what works and what doesn't.

**Trumpia offers a suite of features that take programs beyond simple messaging, making them more effective, efficient, & secure.**

## Array of Tools

Trumpia's tools have proven effective for thousands of businesses. They can be sorted into two categories: messaging and marketing.



### Messaging Tools

#### Mobile Keywords

Text-To-Join keywords are registered words that can be texted by subscribers to opt in to your messaging program.

#### Picture Messaging

Send plain text messages (SMS) or multimedia messages (MMS) that include pictures and videos.

#### Import Subscribers

If you already have a database of subscribers who gave you full consent for texting, you can easily import the numbers into Trumpia.

#### Auto-Responder

Create messages that are automatically sent to subscribers when they opt-in through your mobile keyword.

#### Short Codes

Short codes are shortened (4, 5, or 6-digit) phone numbers that enable you to send up to 300 messages per second!

#### Appointment Reminder

Ensure that people show up for their appointments by sending reminders via SMS.

For more messaging tools, [click here](#).



### Marketing Tools

#### Coupons

Mobile coupons are 10 times more likely to be redeemed than traditional paper coupons. Coupons can be sent to all mobile phones, not just smartphones.

#### Loyalty Program

Generate repeat business by running your own mobile loyalty program through Trumpia.

For more marketing tools, [click here](#).



## Automation

Automation features save you time and energy by carrying out messaging for you.

Automation isn't just for marketing. Employee communications and customer alerts can be automated to remove repetitive chores and make you more productive.

### Auto Campaigns

Our software has the capability to run on autopilot. Set a condition, and when it's met, our software automatically carries out a preset action. It can be anything from sending a message or coupon to setting in motion a full drip campaign.

### Targeting

Double your results by sending more relevant messages based on each recipient's interests and behavior.



## Enterprise Capabilities

For enterprises with multiple departments and locations, we've engineered a set of features to help maintain control and strengthen security.

### User Management

With access control, different users can access your account, but you determine which features and data they are allowed to access.

### Sub-Account

If your enterprise operates at multiple locations, you can keep data separate for each location or department. That ensures that only your California location will be able to message your Los Angeles-based customers.

### Centralized Reporting

Corporate can fine-tune campaigns and allocate message credits as needed based on the analytics for all its locations.

### Branded Platform

Brand our software under your own name. Our interface will display your brand when users log in.

### Custom Templates

Save time and maintain a consistent brand image using pre-made templates, or you can create your own.

### Business Continuity

Our redundant data centers, servers, network connectivity, and multiple paths to wireless carriers are designed to offer maximum availability.

### Custom Integration

For high-volume API customers, we offer a service to help with integration.



### Landline Texting for Customer Service

Your customers would rather text than call and risk being put on hold.

#### Enable Your Existing Phone Number for Text

This tool enables you to send and receive text messages through the 10-digit phone number (toll-free or direct number) that your business already operates and advertises.

#### Two-Way Texting

Instead of using your personal phone, an online inbox centralizes all your incoming and outgoing texts and gives you a better way to organize and search through conversation threads.



### Cross-Channel

Trumpia gives you SMS, MMS, email and social media, all on a single integrated platform. By adopting cross-channel strategy and using the channel each subscriber prefers, you can ensure that you're reaching even those who still prefer to be reached by email. You can even send a message from your email to be delivered as a text message.



### API for Programmers

If you already have an application of your own, you can incorporate our messaging features into it – SMS, MMS, email, Facebook and Twitter. Our API's two-factor authentication feature also can help improve your online account security by requiring a one-time code that's either emailed or texted to the user when suspicious network traffic or an unknown IP address is detected.

**We pride ourselves on our professionalism, depth of knowledge, 365-day support & 9-minute response time during business hours.**



### Dedicated Account Managers

All Enterprise Plans are assigned a dedicated account manager to be their main point of contact, and help pull resources from all departments at Trumpia to get you the most out of our services. This includes training, strategic consulting, implementation, etc.



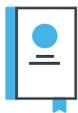
### Onboarding & Training

You won't be left alone to figure out a new system. As soon as you sign up with Trumpia, we assign you an expert to take you through our interface and answer any questions. We also have online tutorial videos, webinars, and one-on-one training.



### Priority Support

Available to the Mid-Enterprise Plan and up, priority support ensures that your support tickets are responded to first. We also provide support on holidays.



### Compliance Guidance

Trumpia offers a few measures that can help you stay compliant with the many laws including the TCPA and CTIA that govern text messaging. This includes content audits, compliance consulting, and opt-out logic that automatically removes from your database subscribers who text "STOP".



### Dedicated Short Code Provisioning

Before a dedicated short code can be used, it must first be approved by the U.S Short Code Administration and wireless carriers. We can complete the necessary steps for you, as well as test it regularly once approved.

Features	Most Popular				
	Standard <b>\$195</b> /month (paid annually)	Professional <b>\$495</b> /month (paid annually)	Small Enterprise <b>\$995</b> /month (paid annually)	Medium Enterprise <b>\$1,895</b> /month (paid annually)	Large Enterprise <b>\$3,995</b> /month (paid annually)
Core Features	✓	✓	✓	✓	✓
Online Support	✓	✓	✓	✓	✓
Omni-Channel	✓	✓	✓	✓	✓
Automation	✓	✓	✓	✓	✓
Premier Support	✓	✓	✓	✓	✓
Automatic Scoring & Tracking		✓	✓	✓	✓
Enterprise Features		✓	✓	✓	✓
Customized Campaign Consulting			✓	✓	✓
Priority Support			✓	✓	✓
White Label			✓	✓	✓
Lifecycle Engagement Automation (LEAP)				✓	✓
Unlimited Keywords					✓
# of User and Sub-Accounts	<b>1</b>	<b>3</b>	<b>10</b>	<b>20</b>	<b>50</b>
SMS Credits*	<b>5,000</b>	<b>15,000</b>	<b>40,000</b>	<b>100,000</b>	<b>225,000</b>
Keywords	<b>5</b>	<b>10</b>	<b>20</b>	<b>50</b>	<b>Unlimited</b>
Email Messages	<b>12,000</b>	<b>32,000</b>	<b>80,000</b>	<b>200,000</b>	<b>450,000</b>

Setup fee may apply. Speak to a representative for more information.

\* 1 Credit = 1 SMS; MMS is not available for Canada. To see credit code by feature, [click here](#).

## Core Features

Our core messaging and engagement features help you connect with your audience, both en masse & 1-on-1.

- API
- Toll-Free Number
- Mass Texting
- 1-to-1 Texting
- Long Code Chat
- Mobile Keywords
- Auto Response
- Text to Vote Polls
- Automatic Data Capture
- Shuffle Responder
- Text to Screen
- Online Sign-up Pages
- Scheduled Reminders
- Scheduled Messaging
- Click-Through Tracking
- Send from Phone
- Landline Texting
- Distribution Lists
- Reporting
- Trackable Coupons
- Templates
- Import Contacts

## Online Support

Enjoy our highly rated support 365 days a year via email or online.

- 365 Day Email & Online Support
- Tutorial Videos
- Product Guides

## Omni-Channel

Leverage all of popular communication channels, all on our single integrated platform.

- SMS
- MMS
- Email to SMS
- Facebook Posting
- Twitter Posting
- All Major Carriers Supported
- Email with High Deliverability

## Automation

Set your campaigns on autopilot, and have Trumpia automatically carry out tasks for you. This will free up your time, and automatically initiate complex campaigns without needing you to lift a finger.

- Smart Filters
- Dynamic Targets
- Behavioral-Based Targeting
- Profile-Based Targeting
- Zapier Integrations
- Salesforce Integration
- Drip Campaigns
- Advanced Surveys
- Text Bot (Intelligent Text Response)
- Campaign Suggestions
- Rule-Based Automated Campaigns
- Tree-Based Automated Campaigns

## Premier Support

Adds phone support to our online support, with a 9-minute average support response time during business hours.

- Full 365 Day Phone Support
- Live Webinars
- Compliance Consulting

### Automatic Scoring & Tracking

Track behavior in our system and on your website like clicking a link or filling out a form. You can also automatically assign scores to contacts based on their tracked behavior, so your most qualified leads receive the highest scores.

- Lead Scoring
- Website Tracking
- Event Tracking
- Score-Triggered Automation

### Enterprise Features

These tools help maintain campaign consistency and control over your multiple employees, departments, or locations.

- Sub-Accounts
- Access Privileges Based on Roles
- Credit Allocation
- Multi-User Access
- Role-Specific User Interface

### Customized Campaign Consulting

Get help starting new campaigns with our experienced experts who've seen what works and what doesn't.

### Priority Support

Ensure that your support tickets and calls are responded to first, even on holidays.

- 9 Minute Initial Response
- Escalation to Management

### White Label

Brand our system so it displays your logo when your users sign in.

### Lifecycle Engagement Automation Planning (LEAP)

Trumpia's software is capable of engaging your audience for their entire lifecycle with your company. After your initial use case, our Customer Success Managers will help you extend the same benefits to other cases for maximum ROI.

- Post Campaign Review & Analysis