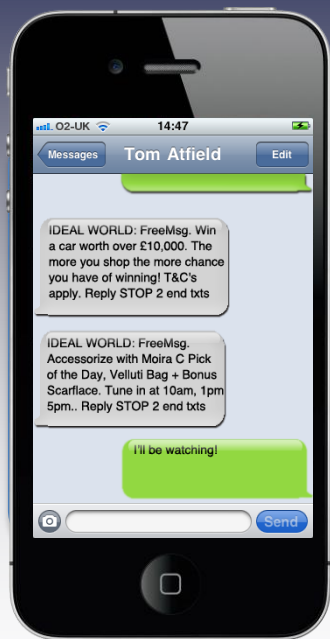


Ideal World: mobile SMS module

“mkodo are experienced in working in a ‘to-air’ environment and understand the importance of good customer experience. We are very happy to rely on them for our mobile service provision.”

Phil Lewis, Marketing, Ideal World

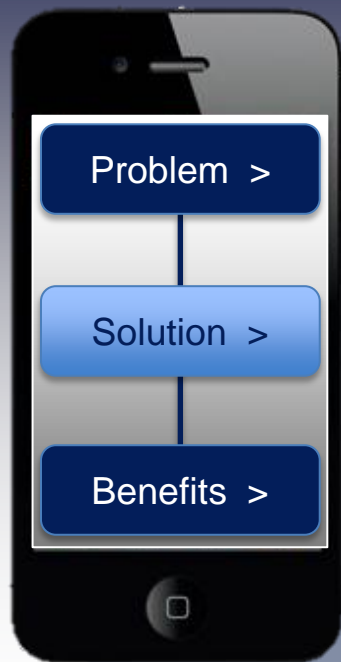
Background



Ideal World Shopping wished to use mobile and SMS to assist in

- the promotion of their TV channel's programming,
- individual lines of merchandise and
- build CRM on mobile for a substantial database of users

Problem ... solution ... benefits



SMS Module

Promote TV programmes to customers
via SMS

mkodo's Intelligent Mobile Platform (IMP)
was selected to provide the SMS route
and handling

- Grade 1 tier UK-network routes – reliable and fast delivery
- Ideal send SMS promos, SMS alerts, in-air premium comps, all with variable content from one interface

CRM

Create and store mobile customer
database

mkodo's provide the CRM functionality as
core component

- Controlled and accessed from the same interface as SMS
- Secure and robust platform-access
- Unsubscribers stored and database appended automatically.
- Account management

Key Results

- Over 5K viewers respond to text-to-win competitions
- Substantial proportion of Ideal World customers happy-to-receive SMS communications
- Low unsubscribe rates for SMS Broadcasts (< 5%) shows that messages are of interest and provide value to customers

mkodo

engaging mobile solutions



Save 10% on all craft purchases
Create and Craft Club Membership



Me To You Spring Chic Double CD ROM



Create and Craft 12x12 Holographic Bright



Anita's Gold and Silver All Occasions Peel Offs



One of the UK's top shopping channels
Sky 644 | Freeview 22 | Virgin 747 | Freesat 812



mkodo contacts:

Mark Gibson, BDM, +44 (0) 7967 736 059, mark.gibson@mkodo.com

Tom Atfield, AM, +44 (0) 20 7729 4545, tom.atfield@mkodo.com

Tel: +44 (0) 20 7729 4545 | sales@mkodo.com | www.mkodo.com