

DATASHEET

# Take Your SMS Engagement to the Next Level with Keywords



Customers who share their mobile number with your brand are among the most loyal and engaged, which makes it all the more important for your SMS messages to be relevant and timely. Using SMS keywords allows for the personalization and real-time responses that your customers want.

Brands can define an unlimited amount of keywords that each have their own unique automated response. SMS keywords can be used for opting in to receive text messages (including both single and the recommended double opt-in), and throughout the customer experience on SMS. Integrating keywords into your SMS engagement strategy can drive deeper loyalty, more definitive attribution, greater audience segmentation and more intelligent automation.

## DRIVING DEEPER LOYALTY

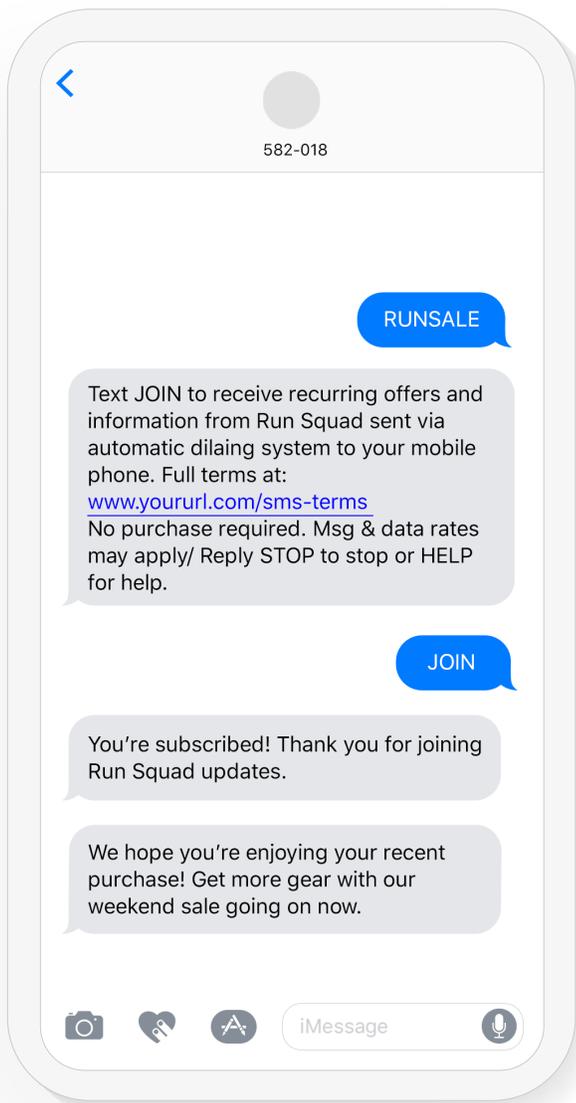
Engage new customers in real-time by bringing them immediately into your loyalty program. Use unique SMS keywords to register new loyalty members and have an automated response to instantly create a continuous communication channel. You can use Urban Airship's Adaptive Link™ technology to send them their loyalty card via SMS and can even send a coupon or QR code to welcome new loyalty members and drive that first purchase.

## MORE DEFINITIVE ATTRIBUTION & GREATER SEGMENTATION

SMS keywords also let you know where your customers are coming from and what they are interested in, which allows brands to optimize their campaigns and send more relevant information.

For example:

- **Keywords by Location:** Have different keywords by store locations so you can notify customers events and sales for their favorite location.
- **Keywords by Interest:** Having keywords by product interest (i.e. shoes versus jewelry, or travel tips for specific destinations) allows you to segment your customers by their interest and create more valuable SMS messages.
- **Keywords by Marketing Campaign:** Understand how each campaign is performing by tracking opt-ins by unique keyword.
- **Keywords by Marketing Channel:** Optimize towards your best performing channel by tracking performance of unique keywords.



## INTELLIGENT AUTOMATION

By automating custom responses for each keyword, brands can also create a more personalized and interactive customer experience on SMS. Some of the ways to automate your SMS customer experience include:

- **Welcome Series:** Automate a custom response when new customers opt-in to receiving SMS messages from your brand or when they sign up for your loyalty program. This can even include a coupon that can be product specific if you have unique keywords by product interest.

- **Age Gating:** If you do not want users under a certain age opting into your SMS, you can have them enter their date of birth and automate responses based on if their age meets requirements or not.
- **Contest Entries:** Customers can enter into a contest by simply texting “win” for example.
- **Account Information:** Send customers their account information such as balances or order statuses when they text a certain keyword.
- **Winback:** When a keyword opt-out occurs, automate a re-engagement fan out across other digital channels.

## OTHER ESSENTIAL SMS FEATURES FOR KEYWORDS

- **Single Platform:** One platform to define and manage your keywords and SMS campaigns
- **Opt-in/out Database:** Maintain an opt-in and opt-out database that is segregated, encrypted, and maintained for data subject rights
- **Intelligent Orchestration:** Coordinate SMS with your other channels to only use it when it’s the best option
- **Personalization:** Use merge fields to make your SMS messages automatically more personal.
- **Scheduling:** Send automated keyword responses in real-time or schedule messages to be delivered at a specific amount of time later
- **Mobile Wallet Delivery and Adaptive Links™:** Use keywords to automatically send loyalty cards, coupons, and more via SMS
- **Analytics:** Track keyword use to optimize performance

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