



Mobile Marketing

Mobile Marketing has become a very important tool for businesses in the past few years. The scope of Mobile Marketing is no longer limited to the buying and selling of products and services. A range of solution providers and extensive options are now available. This enables businesses to engage and interact to reach more customers. Research and measure are other options for businesses to consider integrating to improve their strategy, marketing and sales.

Companies looking to take their business online or expand their existing online business may well find themselves in a limbo in identifying the right solutions provider. Unitag Mobile marketing seeks to provide a product that responds to current marketing needs. More and more people are making use of Smartphones, which is a large segment. The French Company have devised a three layered method to successfully run a mobile campaign.

Create – Share – Measure



Create

Create mobile surveys, mobile content, coupons, web apps that you can create within minutes, fully customisable templates. There are a wide array of services offered by Unitag.



Share

Unitag offers various ways for users to share what they have created and to communicate with their customers and potential customers. QR Codes, NFC, iBeacon, SMS and Image recognition among others.



Measure

It is important to measure the progress that has been made so far to help develop strategies and policies. Unitag provides real time analytics, multichannel campaign management, user profile, geolocation in an all in one tool, is





that not great?



5 good reasons to choose Unitag

- ✓ **Fully customizable**
Multiple App design options and settings to ensure fit with your branding and marketing needs.
- ✓ **Feature-rich**
Social integration, Geolocation, One-click call, forms - Leverage all mobile options to create interactions.
- ✓ **Intuitive and Immediate**
Ready-to-use Web App templates - Live Preview - No coding - No maintenance - It's that easy.
- ✓ **Scalable Prices**
Different prices which fit your needs. The price structure is flexible in nature so that it is available to a large market.
- ✓ **Trackable and dynamic content**
Access analytics, manage and update your Web Apps in real-time. Anytime you want.





Did you know:

In 2013, mobile phones overtook PCs as the most commonly used web access device worldwide.

Mobile coupons receive 10x higher redemption rates than print coupons.



Service Table





FEATURES

Support response time

WEB APPS

- Active Web Apps (excl. Business Card)
- Number of active "Mobile Business Card" Web Apps
- Web App validity
- Full customization of Web App templates
- Advanced parameter configuration
- Real-time update of your Web App
- Reporting data of your Instant Win game (participants)
- Reporting data of your Survey (survey results)
- Web App basic statistics (visit statistics)
- CSS edition tool
- Web App detailed statistics (geo-location, user profile)

SMS

Access to SMS services (custom quote)

ADVANCED FEATURES

- Custom domain name
- Google Analytics integration

Live plan

48 hours in average

5

Unlimited

Subscription period

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

On request

✓

QR CODES

- Number of QR Codes
- QR Codes validity
- QR Code design full customization
- URL shortener
- QR Code download in high-resolution
- Save design templates
- Real-time visit statistics
- Dynamic QR Codes (editable content)
- Multiple redirects/QR Code (language, OS)
- QR Code batch generation
- Generator Widget

NFC

- Access to NFC services (price acc. selected offer)
- Tag validity period
- Detailed statistics

IMAGE RECOGNITION

- FREE use of Image Recognition
- Image uploads
- Detailed statistics

Live plan

Unlimited

Lifetime

✓

✓

✓

✓

✓

✓

✓

✓

Static QR Code, to 10,000 statics, dynamics up to 500

Available on request

✓

Unlimited

✓

✓

Unlimited

✓

Interactive Web Apps





Unitag's tool helps you to create an optimized survey within minutes to reach your audience easily. Collect valuable information for all the projects that you are undertaking, product launches, new apps, coming events etc. This allows you to better understand your audience.

Mobile Contest

This application allows the creation of powerful coupons and sweepstakes easily, it has never been as easy as it is now to make quality contests. Social Integration can be used to boost the awareness.

iBeacon

You can now send highly relevant offers depending on the exact location of the person. Content based information can also be sent in real time.

Mobile Business Card

Be different. Connect to people easier. This web app is the ultimate new way to make optimum use of technology, you can carry your business card anywhere in your mobile phone, attach your CV to your profile, it can be enhanced in social features such as social networks, emails, click- to – call.



Founded in Toulouse (France) in 2011 is a blend of innovation, technological prowess and avant-gardism that have matured extensively over the years. Unitag is essentially is an all-in-one tool for Mobile Marketing Campaigns which encompass a wide variety of services, modern features like the NFC, Image recognition and QR codes. Unitag have clients in 55 countries and is used by many International established companies with activities in the four corners of the globe. The French establishment aims to broaden its operations in 2015 and reach global industry dominance with continued efforts to bring modern technologies to its clients.

