



Did you know 90% of all text messages are opened within 5 minutes of receipt? In comparison, email messages on average take 48 hours to be opened.

R3 is a web-based tool that takes full advantage of this trend. It allows you to manage two-way conversations between you and your customers, who will receive an instant response after initiating the text message.

Engage Your Mobile Audience

- Manage mobile marketing campaigns
- Promote contests, events, and sales promotions
- Engage audience with surveys and polls
- Report public safety and medical emergencies
- Gain opt-in permission to text product information

Mobile Marketing Facts

SMS-based campaigns achieve over a 90% opt-in rate, compared to 22.1% for email.

The average SMS response rate typically ranges between 15% to 30%, compared to 5% for email and 2.61% for direct mail.

How R3 Works

Short Code: Provides you with a short (5 or 6 digit) phone number that can be used to send or receive text messages.

Keyword Filter: Filters text messages, so that messages containing specific keywords are automatically routed to the right people.

Text Messaging: Sends 160 character messages, promotions, and advertisements to those who have provided opt-in permission.





Anytime. Anywhere. Any Venue.

System Features

Web-based Dashboard

Users can access text conversations through the R3 Dashboard from any web-enabled device. Multiple personnel can use the dashboard without interfering with each other's conversations. R3 provides notification of incoming messages even when the web browser is minimized or closed.

Auto-Reply Messages

R3's auto-reply feature ensures that every message receives an immediate response. Auto-reply messages can be customized or include a sponsorship message.

Opt-in

Opt-in text messages allow customers to sign up for future product or service promotions. After sending a text that includes a defined keyword, the user's information is captured and added to your database instantly. Customers who want to be taken off your list can simply reply with "STOP".

API Keywords

API Keywords allows our customers to develop applications that can accept text messages from users, process the messages, and respond to users with customized text messages.

Applications

Contests

With text message-based contests, there are no forms to complete or count. To enter, contestants simply text to a pre-defined 5 or 6 digit code.

Incident Management and Tracking

R3 allows workers to log incidents from their mobile phones immediately. They can even add details to or close the incident log. Incidents can be categorized, tagged, and tracked by location and date for future analysis.

Mobile Marketing

Mobile marketing is an excellent way for you to communicate with your intended audience in an effective, targeted, and timely manner. With opt-in permission, you have the opportunity to send coupons, or links to product information and discounts straight to their phones.

Mobile Web Surveys

You can create customer surveys, tabulate your answers by individual phone numbers, and summarize your results. Surveys can be sent to web-enabled mobile phones as a web link.

Voting and Polls

You can engage your customers and get them to vote by texting a question and letting them respond by text as well. The results will be continuously updated on the R3 Dashboard, allowing you to announce the results to all participants in real time. "Thank you for voting" auto replies can be customized to send additional information, trivia, or discounts on future events and purchases.

Learn More

To see how R3 works
Text R3 to 90808

Visit: www.mycbts.com/r3

Call: 1.866.587.CBTS