



# DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

AUTOTEXTS



## What Are AutoTexts?

Think of AutoTexts as switching your targeted marketing to auto pilot mode! Targeted SMS and Push Notification campaigns can be created in the ZinMobi platform by using Search Filters based on the data points you provide. Using AutoTexts you can trigger the sending of targeted messages to customers based on their behaviour, identified in the data. AutoTexts are proven to

save marketing teams' hundreds of man-hours per year which would otherwise be spent manually setting up and sending these campaigns each day or week.

[Continue Reading to find out How to Use AutoTexts →](#)

## Getting Started

AutoTexts are a ZinMobi premium feature which require Loyalty Program, CRM or POS integration. To have AutoTexts added to your account please contact your Account Manager or email [support@zinmobi.com](mailto:support@zinmobi.com).

## How to set up an AutoText Campaign:

1. Go to the Send A Message screen.
2. Click on Manage AutoTexts.
3. Click "Add AutoText"
4. Add AutoText reference.
5. Set the Send Day(s) and Time.
6. If applicable, select your Control Group size from the Control Group dropdown.
7. Define Your Audience.
8. Click Save

Reference: Win Back Campaign

Weekday:  Please Select...  Every Day

Send Time: 16:15

Active:

Fancy a LARGE pizza for only €5? Order online for collection only - Enter WOW1011 in the coupon section. Valid to 07/12/15. Unsub free text XPA to 50015.

Characters Remaining: 311

Per Message Credit: 1

Send To Individual Number  Send Based on Search Filters

Time Since First Transaction

31 wks  32 wks  33 wks  34 wks  35 wks  36 wks

Time Since Last Transaction

37 wks  38 wks  39 wks  40 wks  41 wks  42 wks

43 wks  44 wks  45 wks  46 wks  47 wks  48 wks

49 wks  50 wks  51 wks  52 wks

Total Spend

Between 50 and 1000

Estimate of Selected Audience: 48

Save Cancel

**AutoText Summary Report**

“2. Opening WOW Offer”

From Date

To Date

**Delivery Metrics**

Total Messages Sent	865
Total Messages Delivered	799
Total Messages Failed	154
Delivery %	83.84%

**Control Group Metrics**

Total Control Group Audience	257
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**Conversion Metrics**

Number of Conversions	57
Conversion %	6.59%
No. of Control Group Conversions	10
Control Group Conversion %	3.89%

**Opt Out Metrics**

Number of Opt Outs	26
Opt Out %	3.01%

How to measure the success of an AutoText Campaign:

1. Log into your ZinMobi account.
2. Go to the Send A Message screen.
3. Click on Manage AutoTexts.
4. Find the AutoText you wish to view results for.
5. Click on the Summary Report function button.
6. Set the Date Range that you wish to view statistics for. Note: Default Summary Report when opened is 1 week prior to current date.
7. Click Refresh.

#### Exporting Results Data

AutoTexts results data can also be exported as an excel file. Simply click Summary Report beside the AutoText you wish to view statistics for, set your Date Range, click Refresh and finally click “Export Stats”.