ZinMobi

# DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

## BOOKMARKED MESSAGES

# What Are Bookmarked Messages

Bookmarked Messages allow ZinMobi users to simply and conveniently send targeted, personalised offers via SMS or Push Notification. Users can perform analysis and segmentation within their own CRM system to define their target audience; then by exporting this data users can create an excel file populated with data that is unique to each customer. The excel file is created under a column structure pre agreed with ZinMobi.

Continue Reading to find out
**How to Use Bookmarked Messages ➔**

## Creating Your File

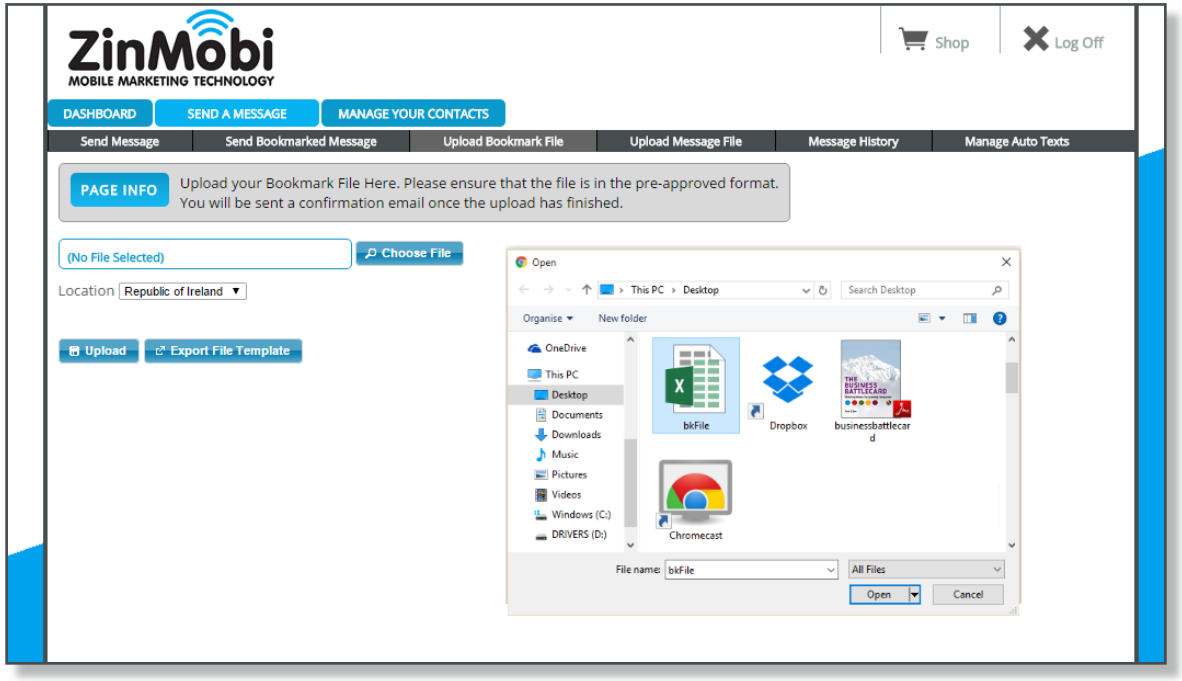
1. Use your CRM to define the audience you want to target.
2. Export the target audience from your CRM.
3. In excel, make sure your data matches up with the per agreed column upload structure.
4. Name and save your file.

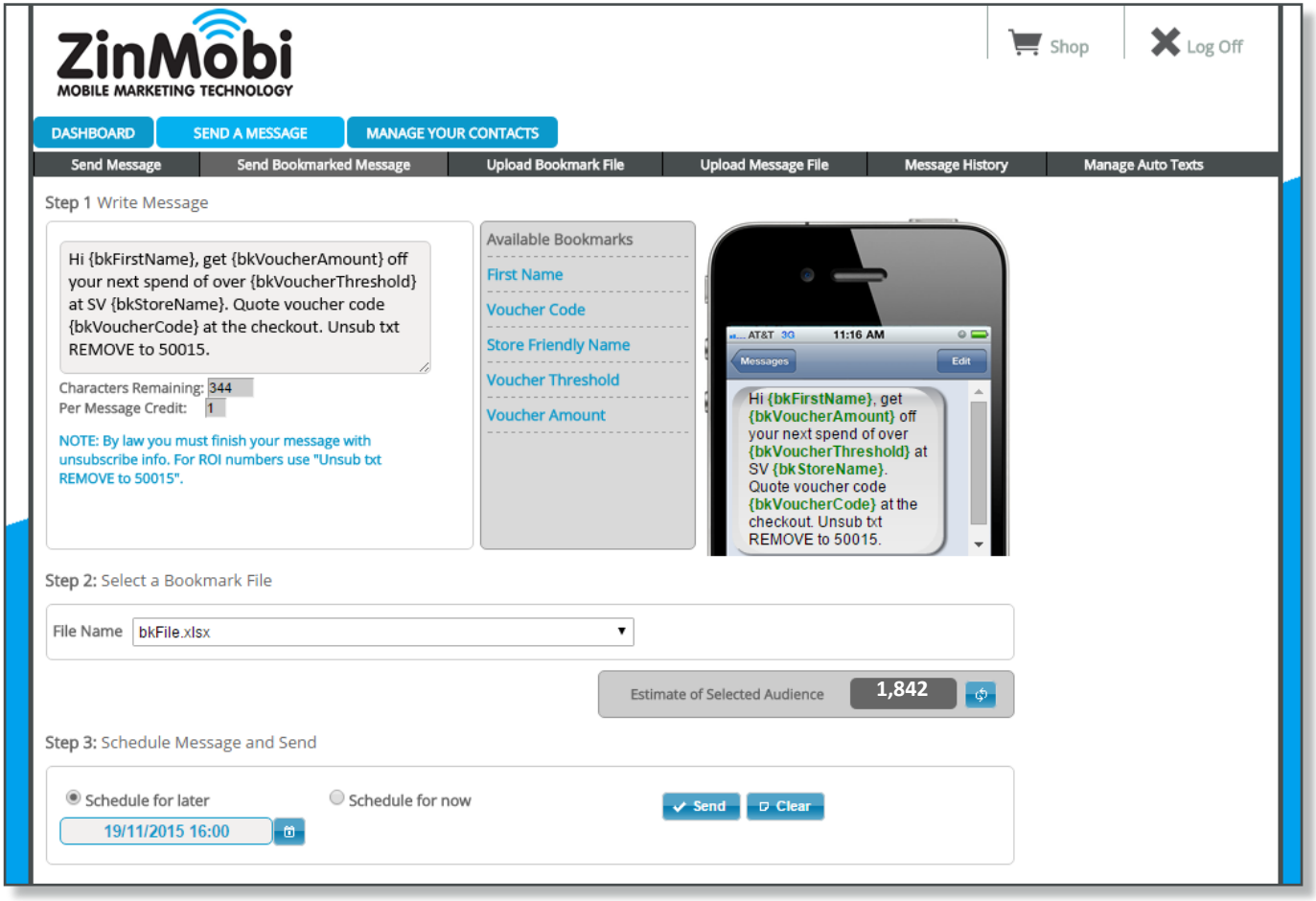
| | A | B | C | D | E | F |
|---|---|---|---|---|---|---|
| 1 | MobileNo. | FirstName | VoucherCode | StoreFriendlyName | VoucherThreshold | VoucherAmount |
| 2 | 35386150xxxx | Peter | 128-416-709 | Raheny | €50 | 15% |
| 3 | 35385553xxxx | Jenny | 129-986-354 | Raheny | €50 | 10% |
| 4 | 35387380xxxx | Kate | 129-986-355 | Killester | €50 | 10% |
| 5 | 35386242xxxx | Michael | 129-986-356 | Sutton | €50 | 10% |
| 6 | 35386757xxxx | Susan | 128-416-710 | Sutton | €50 | 15% |
| 7 | 35386294xxxx | Adam | 129-986-358 | Killester | €50 | 10% |
| 8 | 35385448xxxx | Ali | 129-986-359 | Raheny | €50 | 10% |
| 9 | 35383182xxxx | Catherine | 128-416-711 | Raheny | €50 | 15% |
| 10 | 35386828xxxx | Maria | 128-416-712 | Raheny | €50 | 15% |
| 11 | 35386089xxxx | Callum | 131-048-729 | Killester | €50 | 20% |

## Uploading Your File

1. Log into your ZinMobi account.
2. Got to Send A Message > Upload Bookmarked File.
3. Click “Choose File”.
4. Select the file you want to use.
5. Selected the country of the mobile numbers in your file. E.g. Ireland.
6. Click “Upload”.

**Note:** *You can select “Export File Template” to export a sample excel file which shows the correct column structure required for upload.*



## Crafting Your Message

1. Log into ZinMobi.
2. Navigate to Send A Message > Send Bookmarked File.
3. Write your message, clicking on bookmarks that you want to add at selected points in the message.
4. Proof read your message.
5. Select the required file from the dropdown. Note that it can take a few minutes for your file to process and appear after upload.
6. Select send date and time.
7. Click “Send”.