



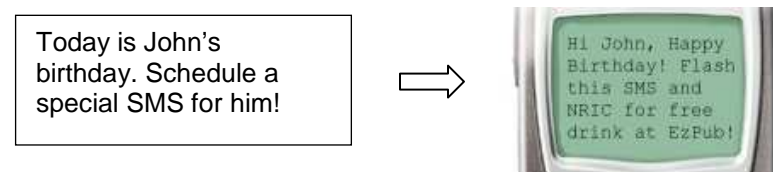
Drive your Sales & User's Loyalty with SMS / MMS / WAP Push Marketing Today!

And YES! At affordable prices too!

Why SMS / MMS / WAP Push Campaigns?

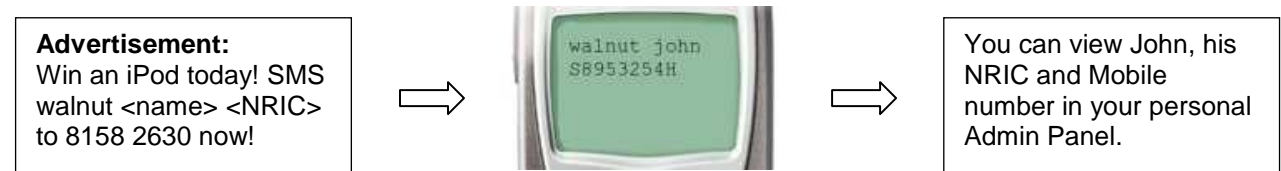
- Immediate Response - Drive Sales!
- No messy logistics to handle - Save costs!
- Personal Touch improving User's Loyalty!
- Grow your Clients' Base via interesting SMS / MMS / WAP Push Campaigns!
- Understand your Clients via SMS Q&A!

Example: 1-way SMS Marketing (Outgoing)



Example: 1-way SMS Marketing (Incoming)

Incoming keyword (walnut)



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Example: 2-way SMS Marketing (Outgoing & Incoming)

Dedicated Phone Number



Who are some of your clients?



Proximity: Tiger Beer St James Power Station Promotion

Members of Tiger FC received an SMS offer for a 1 for 1 entry to St James Power Station with free Tiger Beer!



M2B Game World: Johnnie Walker Black Fusion

This is a 2-way system where users will reply 1 to get their Special Invitation to Black Fusion event!

YES! I am interested! What are your rates?

<p>Shared Phone Number</p> <p>Multiple phone numbers which can be used for sending Incoming messages can be received using incoming keywords Keywords are based on first come first serve basis</p>	<p>No monthly charges / set up fee for sending!</p> <p>\$15 monthly for receiving (for each incoming keyword, e.g. WIN S795xxxxZ)</p>
<p>Dedicated Phone Number</p> <p>Your very own 8 digit phone number Unlimited incoming keywords and SMS handling!</p>	<p>\$30 monthly</p> <p>\$300 (one time setup fee)</p>
<p>SMS Branding</p> <p>SMS shown on the mobile phone will be branded. You will see your own branding as the Sender rather than a 8 digit mobile number.</p>	<p>\$199 (one time setup fee)</p>

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<p>Singapore SMS / MMS Credits</p> <ul style="list-style-type: none"> - Pay Per Use - Bulk 3,000 credits (1,000 outgoing SMS) - Bulk 15,000 credits (5,000 outgoing SMS) - Bulk 30,000 credits (10,000 outgoing SMS) - Bulk 150,000 credits (50,000 outgoing SMS) <p>Each Incoming SMS (Singapore) – 1 credit Each Outgoing SMS (Singapore) – 3 credits (no branding) Each Outgoing SMS (Singapore) – 4 credits (branding)</p> <p>Each Incoming MMS (Singapore) – 1 credit Each Outgoing MMS (Singapore) – 4 credits</p>	<p>7.5 cents / outgoing SMS (no branding) 10 cents / outgoing SMS (branding) 2.5 cents / incoming SMS</p> <p>10 cents / outgoing MMS 2.5 cents / incoming MMS</p> <p>\$65 (6.5 cents / outgoing SMS)</p> <p>\$300 (6 cents / outgoing SMS)</p> <p>\$550 (5.5 cents / outgoing SMS)</p> <p>\$2,650 (5.3 cents / outgoing SMS)</p> <p>All credits has a 12 months expiry date</p>
<p>Global SMS Credits</p> <ul style="list-style-type: none"> - Pay Per Use <p>Each Incoming SMS (Global) – 1 credit Each Outgoing SMS (Global) – 9 credits</p> <p>* Currently we do not send MMS globally</p>	<p>20 cents / outgoing SMS 2.5 cents / incoming SMS</p> <p>All credits has a 12 months expiry date</p>

Who should I contact?

Just drop us an email at tactical@tacticalabs.com or call us at (65) 3110 5858 today! Take control of your SMS Campaigns today!

* Prices are valid as of 23rd October 2007

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