



Consumer Decoder™

What If You Could?

- Rapidly deploy a comprehensive and customizable tool which communicates effectively with consumers over SMS text messaging, e-mail and voice broadcasting
- Finally ask consumers how they would like to receive your company information in a timely manner over the medium of their choice
- Have a cost effective tool which adheres and manages opt-in/opt-out procedures for you across several communications mediums
- Integrate seamlessly with existing CRM systems and databases

Consumers are being bombarded with an increased amount of messages on a daily basis and they are mandating brands become more creative and respectful of their time. Blast Companies Consumer Decoder™ is here to help.

What Is Consumer Decoder™?

Blast Companies Consumer Decoder™ is a web-based application which enables clients to speak to consumers on their terms. Through a proprietary registration process, we gather relevant contact information via the web, and ask consumers to choose a preferred medium of contact (text messaging, e-mail or voice broadcasting) for future dialog opportunities. Plus, by gathering clients' existing digital assets we can create a registration portal that has the look and feel of the clients' website. Following registration, consumers are segmented into several different communication groups. When it is time to speak with the consumer, relevant information is sent to the appropriate group thus increasing the overall effectiveness of the message and the desired action needed to be taken.

Whether text messaging, e-mail or voice broadcasting, Blast Companies Consumer Decoder™ allows our clients to send relevant information to their consumers efficiently and cost-effectively within one application. This provides a real opportunity for not only increased consumer loyalty, but also better message acceptance and retention since consumers are being contacted in their method of choice.

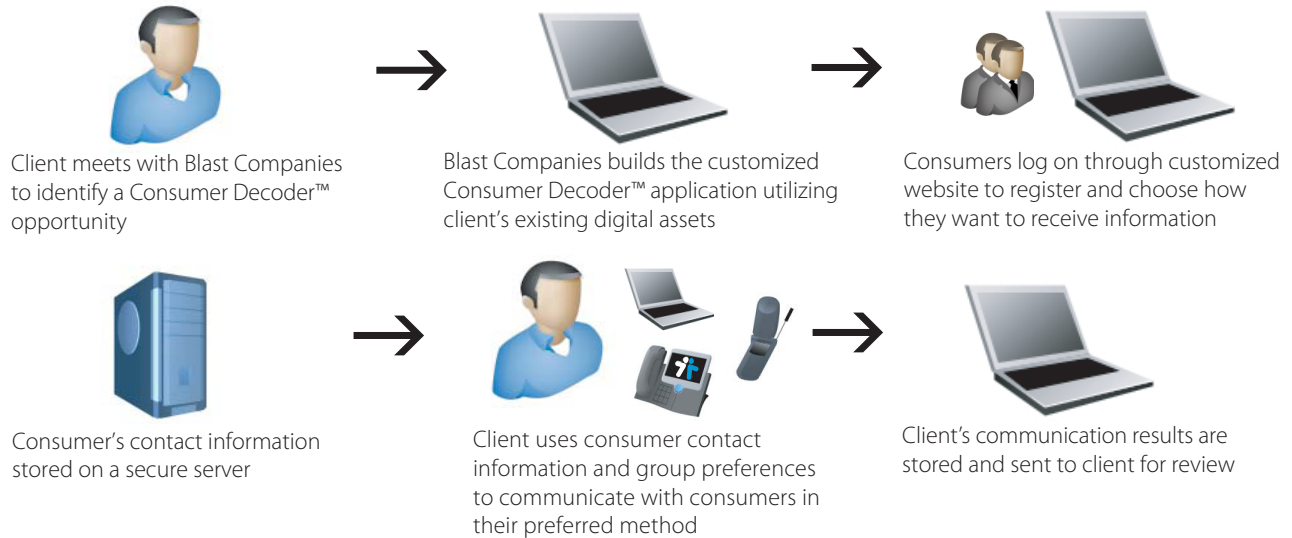
How Is Consumer Decoder™ Used?

- Complete registration processing for promotional events, including credit card payment acceptance
- Multi-channel alerts for corporate meetings and urgent messages
- Relevant and timely weather and disaster alerts
- Gather product preferences for future dialog
- Brand communication - new offers, promotions, reminders
- Schools - timely and relevant multi-channel updates to both parents and students, i.e. closings, changes in schedule, etc.





How Does Consumer Decoder™ Work?



Why Blast Companies Consumer Decoder™?

- Revolutionary — communicate with clients with email, text or voice in one application
- Cost-effective — significant cost savings sending consumer chosen messages compared to sending out mass messages
- Global capabilities — with worldwide established partnerships, our solution can meet your messaging needs
- Total solution — from strategy to design to execution, Blast Companies is your resource for ideas, development and implementation of messaging campaigns
- Industry knowledge — Blast Companies can provide valuable insight to your long-term messaging goals

Blast Companies offers not just the technology, but also the marketing expertise to propel your messaging efforts. Contact us today so we can gather additional insight and help solve your needs.

About Blast Companies

Blast Companies combines emerging communication applications with marketing services to deliver one-to-one communications that drive results. We offer a robust product set enabling businesses to deliver personal, interactive messages simultaneously to thousands of customers and prospects over various communications mediums. By offering not just the technology, but also the marketing strategy, design and execution, we help our clients dramatically increase productivity, profitability and brand awareness.

Need help with your database marketing initiatives?

Call us toll-free 888.642.5278, send an email to info@blastcompanies.com or visit us online at www.blastcompanies.com for more information on how our messaging solutions can help you with your next project.

