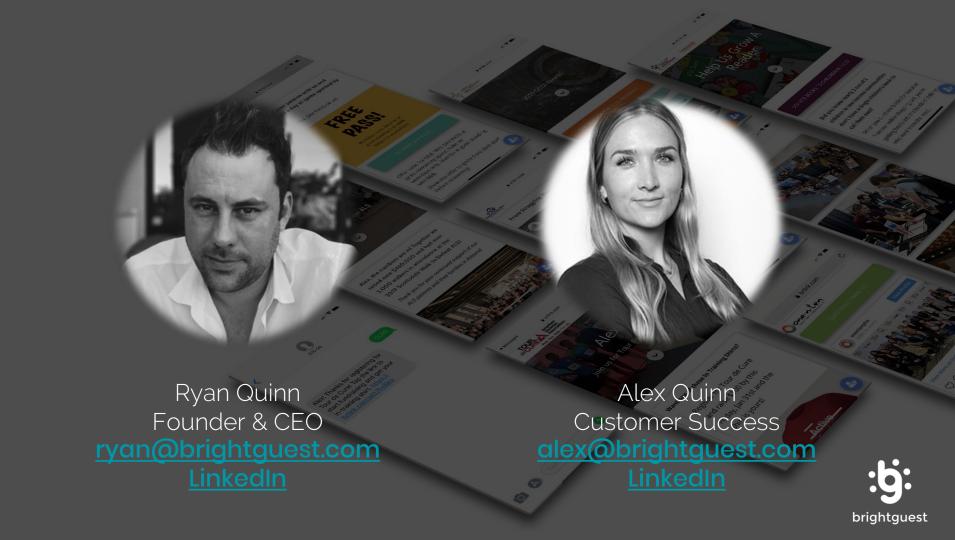




BrightGuest

Stay connected with your people in real-time and at scale with text messaging and personalized digital experiences



REAL-TIME CONNECTION THROUGH TEXTING

CUTTING THROUGH THE NOISE IS MORE IMPORTANT THAN EVER

90% open rates

30%

click-thru rates

1000%

increased engagement



9 out of 10 people said they wanted to hear from a brand via text





THAT COMPETE FOR OUR ATTENTION HAVE SHIFTED THE PARADIGM



PEOPLE ARE OVER IMPERSONAL MARKETING MESSAGES

We see 4k messages per day We respond to 0% of them



YOUR AUDIENCE NOW EXPECTS YOU TO MEET THEM WHERE THEY ARE



relevant communication



personalized experiences



authentic content



connection to your story





REAL-TIME COMMUNICATIONS



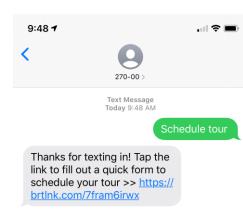
REAL-TIME COMMUNICATIONS

- 90% of texts are read within 3 minutes
- Use for real-time updates, alerts, last minute notifications
- Did an email go out? Send a text to let people know to check their inbox
- Use texting to amplify results on other channels

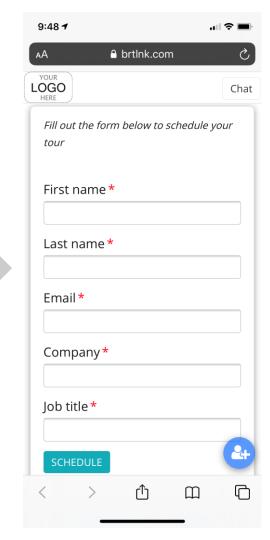


HOW TO USE TEXTING LEAD GENERATION





Text Message





LEAD GENERATION

- Integrate texting into your inbound marketing efforts
- Tap into the most widely used communication channel to generate leads and drive sales
- Why should some give their mobile number to you?
- Entice them with a relevant value offer
- Ex: schedule a virtual tour, download an online case study, get access to an online ROI calculator







LOYALTY MARKETING

- Integrate texting into your loyalty marketing strategy to amplify results
- Send your offers via text so they don't get lost in the noise
- Our customers have seen +70% redemptions rates via text compared to 3% via email



