

Mobile Commons

in partnership with  convio®

Mobile Meets eCRM

*Convio and Mobile Commons
have launched the first integrated CRM Mobile solution
so you can go mobile without ever worrying
about two sets of data.*

*Now, if you're on Convio or GetActive,
all of your records are
right where you need them
and more powerful than ever before.*

*Integrated mobile capabilities
increase membership,
deliver information, and
drive response rates
and participation.*

*The new text-messaging service
[powered by Mobile Commons]... is
part of an emerging wave of technology
that allows consumers to get instant...
information through their cellphones.*

THE WALL STREET JOURNAL.

Did You Know:

250 million mobile subscribers in the US send 30 billion text messages per month.

Mobile is used heavily across nearly all demographics, not just among youth.

90% of people keep their mobile within arm's reach 24/7.

Mobile is spam-free, so your message doesn't get ignored.

The Tools:

Mobile Commons currently offers four products that allow you to create mobile applications simply and quickly—they're called **mCommons**, **mConnect**, **mCast**, and **mData**. Every product is tied into the Mobile Commons dashboard, so all of your mobile data is available to any campaign or application you might wish to create. Additionally, you can use the dashboard to create web opt-in forms, making it easy for people from the web to participate.

mCommons *a web-based platform*

Our flagship product, mCommons, allows you to integrate mobile messaging into your campaign strategy, website, and the Convio and GetActive platforms. mCommons is packed with features, but getting started couldn't be easier.

mConnect *merging messaging and calling*

mConnect is our innovative voice application that ties in easily with your email, web, and mobile campaigns. mConnect makes it simple to play prerecorded audio messages before connecting users to a destination number. Many of our customers use this feature for targeted legislative call-in campaigns.

mCast *text-to-screen and the web*

Go big and make a statement! mCast makes it simple to take incoming messages and project them onto the sides of buildings, large screens at live events, or widgets all across the web.

mData *mobile information services*

Upload a spreadsheet or connect to a database and make it instantly accessible from every mobile phone. mData lets people on the go find the information they need when they need it, and it provides an amazing opportunity for your organization to strengthen connections with constituents and consumers.



How are organizations using mobile?

The process is pretty simple: Users send a text to the number 30644 with the message "FISH" and the species, and then get back a message.

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mCommons at Live Events

Save Darfur used mobile messaging incredibly effectively at a rally in New York City's Central Park. Rather than having hundreds of staff on the ground hassling people with pieces of paper (and generating lots of illegible names), Save Darfur reached out with signage and direct calls to action from the MCs onstage. The result: 25% of a revolving crowd opted in with their mobile phones, and half of those users followed up and provided their email addresses.

mConnect to Close the Loop

Human Rights Campaign (HRC) uses our mConnect service to mobilize their supporters for congressional call-in campaigns. Here's how it works: HRC sends out an alert message that lets constituents connect to their representatives by replying with a text message or simply clicking the number in the message. Because it's so simple, call-in rates are huge—usually over 25%. Additionally, mConnect can easily be put to work in email and on the web, allowing you to connect and measure telephone calls anytime, anywhere.

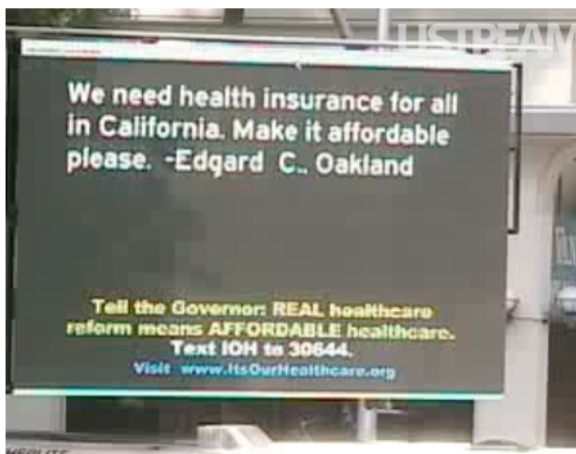
mCast to Make a Statement

It's Our Healthcare (IOH) recently combined the real world with the online word using mCast. They installed a large screen outside the California Statehouse in Sacramento (see image at left) and asked Californians to text in their thoughts about healthcare.

Those thoughts were then pushed to the screen and pushed to Flash widgets all across the web. That's mCast: it takes incoming messages, makes it easy to moderate them, and lets you publish them to any screen—even widgets all across the web!

mData to Communicate with Consumers

Blue Ocean Institute's mission is to "share reliable information that enlightens personal choices." Providing relevant information about seafood is an important part of Blue Ocean's goal, so they launched an mData program that allows people to text in the name of a fish and receive up-to-date environmental and health advisories on their mobile phone. Consumers love it because they can get information when they want it, and Blue Ocean loves it because they get real-time data about their constituents' interests and behavior.



mCast in Action

Mobile Commons &  CONVIO® clients include:

