



iconectiv®

MMA



Numbers Matter: Building Brand and Keeping Customer Trust in Omni-Channel

||| Today's Speakers

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VP of Industry Programs
MMA Global



Mike Gilbert
Senior Account Director
iconectiv





MMA is the Global Industry Association for Marketing

Started in 2003;
turned around in
2013

Operations in 15
countries

Marketer led; plus
media sellers, tech
and agencies

55+ team
worldwide

25+ conferences in
15 countries

EMEA





-  France
-  Germany
-  Middle East
-  South Africa
-  Spain
-  Turkey
-  United Kingdom



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LATAM

HQ

LATAM

-  Mexico
-  Brazil
-  Colombia
-  Argentina

APAC

-  China
-  Vietnam
-  India



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Who & What is the MMA All About



The People We Serve

Primary Audience

Pioneering Chief Marketers



Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices



Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA Programs Transform Marketers Understanding of Marketing

The following are the core programs of the MMA

MMA Key Programs	Description
Key Think Tanks	1 Marketer Organization Think Tank (MOSTT) <ul style="list-style-type: none"> Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR
	2 Marketing Attribution Think Tank (MATT) <ul style="list-style-type: none"> Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.
	3 Data in Marketing Think Tank (DATT) <ul style="list-style-type: none"> Focused on supporting marketers in their ingesting, applying and success with data in marketing. Eventually, group is to be regulatory voice of CMOs on Data. In development
Funded Research	4 Brand as Performance (BaP) * <ul style="list-style-type: none"> Industry consortium to first time ever measure the impact of Brand, a core element of marketing success. Will likely to produce a new growth framework for brands. (\$850k)
	5 First-Second Strategy (Cognition 2 study) <ul style="list-style-type: none"> Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.
	6 SMOX (Modern Marketing Mix) <ul style="list-style-type: none"> Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.
	7 Location Privacy Alliance (LPA) * <ul style="list-style-type: none"> Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials
Key Member Councils	8 Mobile Fraud Tool & Council * <ul style="list-style-type: none"> Member council created better help our members stay ahead of Mobile marketing fraud by assessing, evaluating, and combatting Fraud. Fraud assessment tool coming.
	9 Brand Safety Council (SAVE) <ul style="list-style-type: none"> Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.
	10 RCS/SMS/OTT Messaging <ul style="list-style-type: none"> Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Center of Excellence" that issues regular guidance on this new function.
	11 MMA Events <ul style="list-style-type: none"> 35+ event across 16 countries globally, from 350 to 2,000 attendees.
	12 MMA Smarties <ul style="list-style-type: none"> Awards Program that offers marketers multiple opportunities to showcase their best work in modern marketing around the world. Includes a business impact index

* Obligations to sponsors

MMA COVID-19 Marketer Support Hub

#WeAreInItTogether

The most comprehensive central resource for information on the coronavirus pandemic as well as guidance for brands on how to navigate marketing during the worldwide crisis. Information is constantly being curated and loaded in real time, the hub is searchable by the different regions the MMA serves (North America, APAC, EMEA and LATAM) and includes:

- 1 An aggregation of critical information on Covid-19's impact around the world
- 2 Tools and tips for managing teams remotely, crisis guidance as well as programs to support small businesses
- 3 Marketing and advertising best practices and current consumer trends to help brand members make more informed decisions
- 4 Some light moments with staff picks on the humorous videos and memes circulating

We'd love to include your content.

If you are an MMA Member with Resources / Programs / Research that is focused on helping brand marketers, we'd love to include your information in the hub,



Please visit <https://www.mmaglobal.com/marketersupporthub/weareinitttogether>





IMPACT | VIRTUAL

THE FUTURE OF MODERN MARKETING
MAY 18-19, 2020

MMA IMPACT 2020: Building Capabilities for the Modern Marketer 11am-3pm EST

MMA IMPACT 2020 is designed to help brand marketers enhance and build their internal marketing capabilities. In fact, last year, more than half of MMA member companies in attendance registered multiple marketing team members to leverage the opportunity of this accelerated learning over two rich days of content.

PAST ATTENDEES INCLUDE



Vivian Chang
VP Growth, Nutranext
DTC, part of The
Clorox Company



Babak Farrokh-Siar
Vice President, Head
of National Business
Development,
Acorns



MATT | DATT

UNPLUGGED VIRTUAL

JUNE 9, 2020 JUNE 10, 2020

MMA Unplugged Virtual Events offer marketers a deep dive into some of their most pressing challenges and opportunities. Topics are often aligned closely to industry-wide initiatives being led collaboratively by the MMA and our marketer members.

MATT UNPLUGGED

FUTURE OF ATTRIBUTION



Tina Tonielli
Americas Lead,
Consumer and
Business Insights and
Analytics, GSK



Marc Vermut
Vice President,
Marketing Solutions,
Neustar



Lindsay Chastain
Senior Director,
Global Digital
Marketing, Ancestry

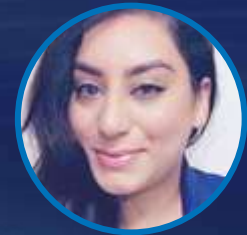
JUNE 9, 2020 | VIRTUAL

[Register for MATT Unplugged Virtual](#)

MATT Unplugged brings together marketers, measurement and attribution experts to discuss the how the latest measurement methodologies need to align more closely to marketer objectives as well as explore the challenges and obstacles marketers face around Multi-Touch Attribution.

NEW!

DATT UNPLUGGED



Sarah Din
Director of
Product
Marketing,
Survey Monkey

DATA IN MARKETING THINK TANK

JUNE 10, 2020 | VIRTUAL

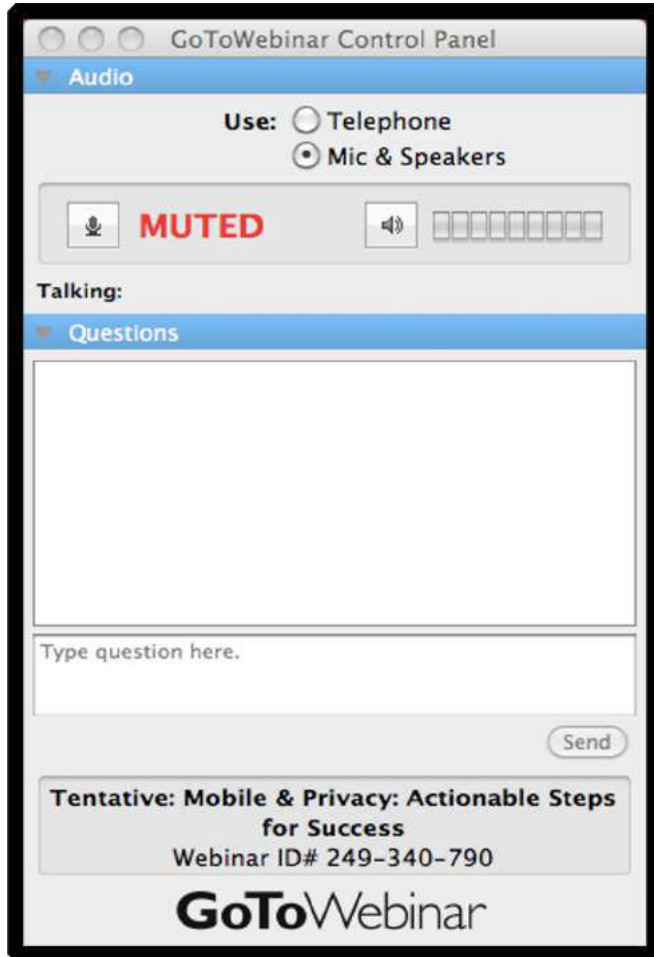
[Register for DATT Unplugged Virtual](#)

In the age of 1st party, 3rd party, and more recently 2nd party data, complexity proliferates of how marketers use data effectively. Not to mention, with constant developments in nearly every aspect of the ecosystem, from regulatory activities to OS systems to browsers/cookie usage, combined with many marketer moves to data-driven businesses like DTC and we have a recipe for chaos. DATT Unplugged will bring together privacy experts, brand marketers and data junkies to unravel this complicated quagmire.



Ian Mundorff
Global Head Of
Media, HP

Asking Questions, Sharing Insights



#MMA
#WeAreInItTogether
#ShapeTheFuture

numbers matter: building your brand and keeping customer trust in omni-channel communications

Mike Gilbert
Product Manager

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Poll #1



?

What industry do you work in?

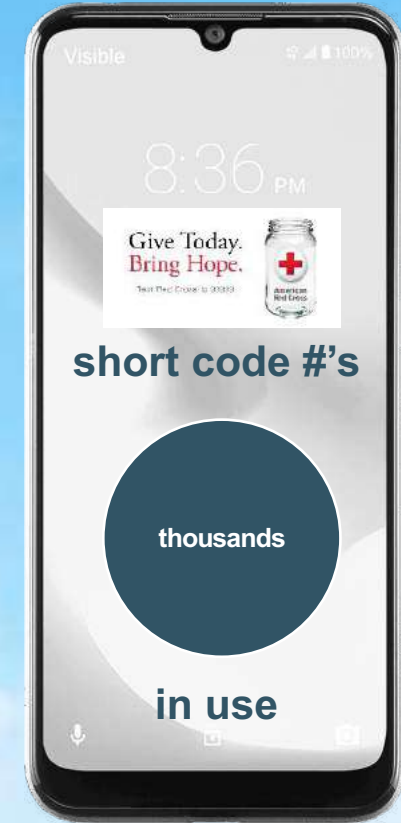
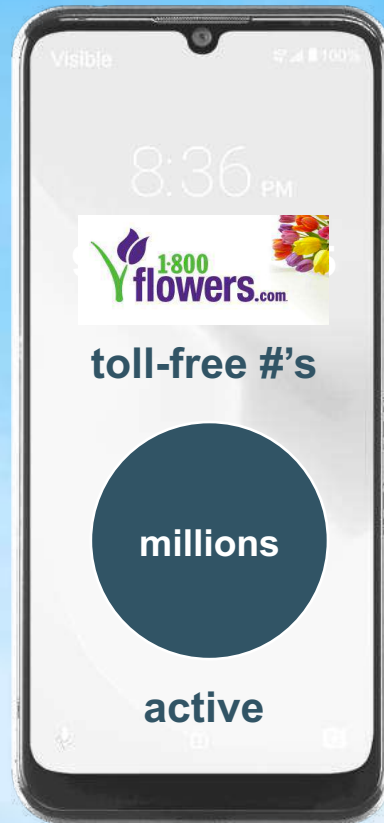
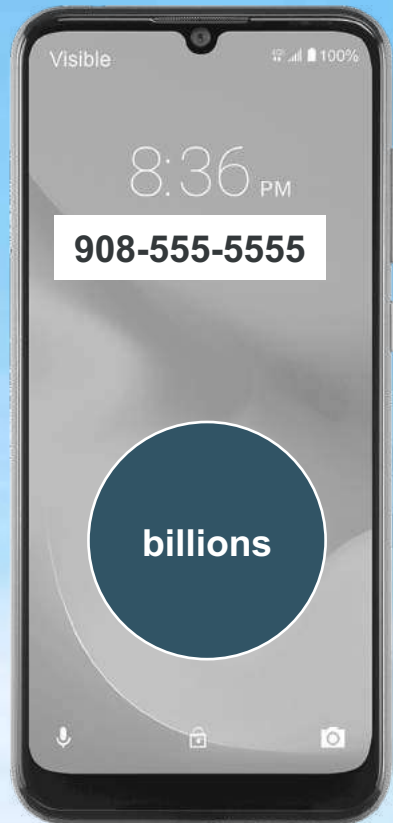
- Automotive
- Financial/Banking/Insurance
- Computer Software
- Retail
- Energy/Utilities
- Service Provider
- Other

defining the numbers that matter



(732) 555-5555	telephone number	<ul style="list-style-type: none">• Length and format varies by country• Voice and text capable
(800) 555-5555	toll-free number	<ul style="list-style-type: none">• Availability in North America• U.S. first introduced 1969• Voice and text capable
55555	short code	<ul style="list-style-type: none">• Short form number• Availability and length varies by country• Text capable, acceptable use cases vary

what we mean by numbers matter





evolution of engaging with numbers



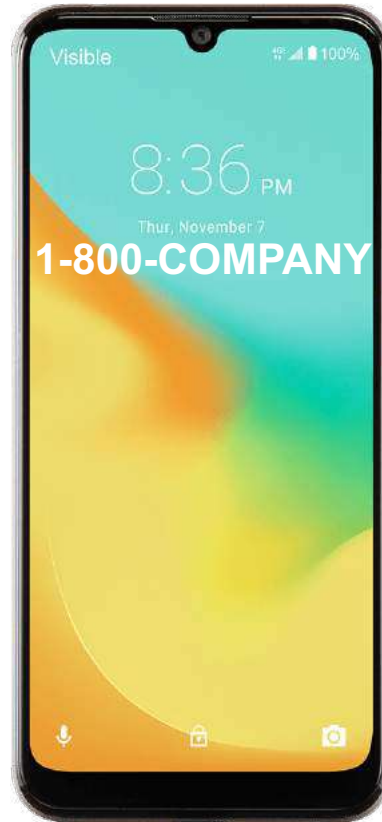


calls for all types of outreach

calls

inbound

*Product Inquiries
Support Requests
Advertising Response*



calls

outbound

*Proactive Outreach
Recommendations
Appointment Confirmations
Coupons and Incentives
Survey Invitations*

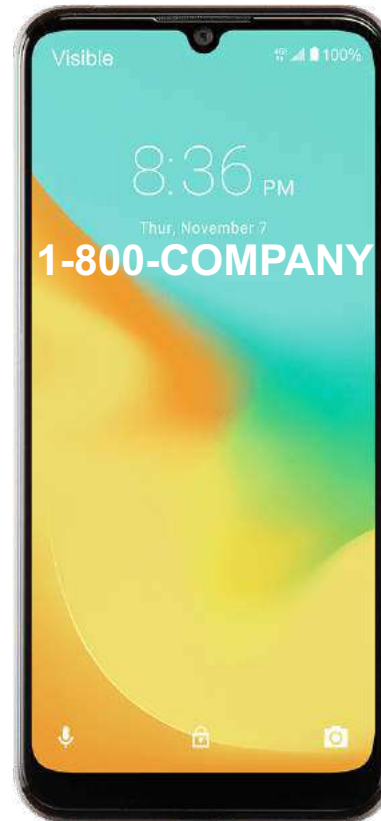
texts for all types of outreach



texts

inbound

*Product Inquiries
Support Requests
Advertising Response*



texts

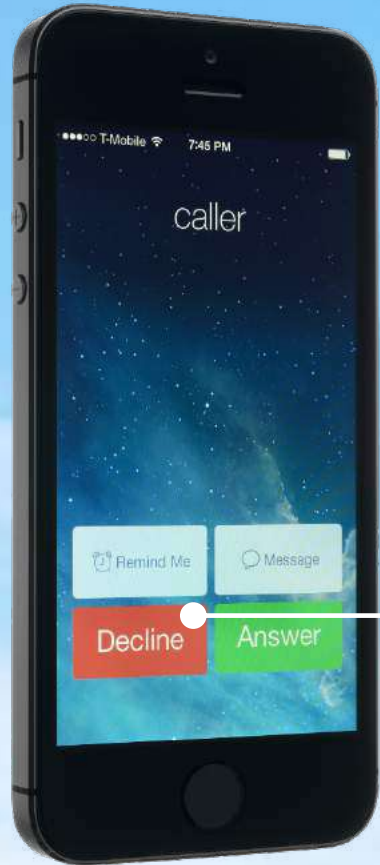
outbound

*Proactive Outreach
Recommendations
Appointment Confirmations
Coupons and Incentives
Survey Invitations*



why text communications

Americans don't always answer their calls



**don't answer
calls to their mobile
phones**

48%

**unanswered
when coming from
an unidentified number**

76%

Source: Hiya

it's the customer's preferred way



96%

own a text-enabled phone

85%

prefer to message a business for information about products and services

Sources: Pew Research, Smooch

it's the trusted way



consumers consider text messaging to be a trusted communication

Source: CTIA

it delivers higher engagement rates



email is
changing

what would you rather have?

email

text



open rate



spam

Source: Mobile Marketing Watch



?

What's your primary use case for SMS:

- Promote your product and services
- Communicate with customer about product changes
- Provide customer support
- Verify customer identity
- Other

...but businesses aren't tracking to the demand



8.3
trillion

text messages sent per year

61%

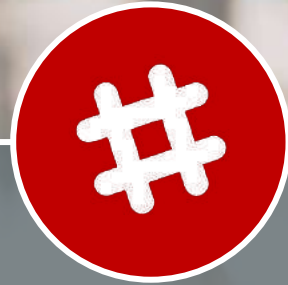
**businesses are NOT utilizing
SMS/MMS to communicate to
customers**

Source: Portio Research, Gartner

what's holding businesses back?



Don't know
when to use
what
numbers



Numbers
(like toll-free numbers)
are not
text-enabled



Text
communication
platforms are new
for them



Compliance
and opt-in
concerns



primer on when to use which numbers



which outreach type is best for your use case?



- Optimal
- Acceptable
- Not recommended
- Not yet known

	Established			Emerging
	Toll-Free Texting	Long Code Texting	Short Code Texting	Rich Communication Services (RCS)

Ubiquity	●	●	●	●
Recognizable Number	●	●	●	
Delivery Throughput	●	●	●	
Trusted Sender	●		●	●
Cost to Send	●	●	●	
Brand Logo Display				●

toll-free number advantages



ubiquity

Works on any phone. No need to rely on an app or be limited if customer has turned off notifications.

consistency

Have your texts come from the company's established toll-free voice number.

brand protection

Helps ensure your customers/prospects are contacting your business, versus a company they don't expect.

toll-free vanity numbers have higher recall



800

888

877

866

855

844

833



Acquire your own vanity
toll-free number at
www.800ForAll.com

Poll #3



Are you currently text enabling your toll-free numbers?

- Yes
- No

neglecting to text enable your toll-free number can cost you

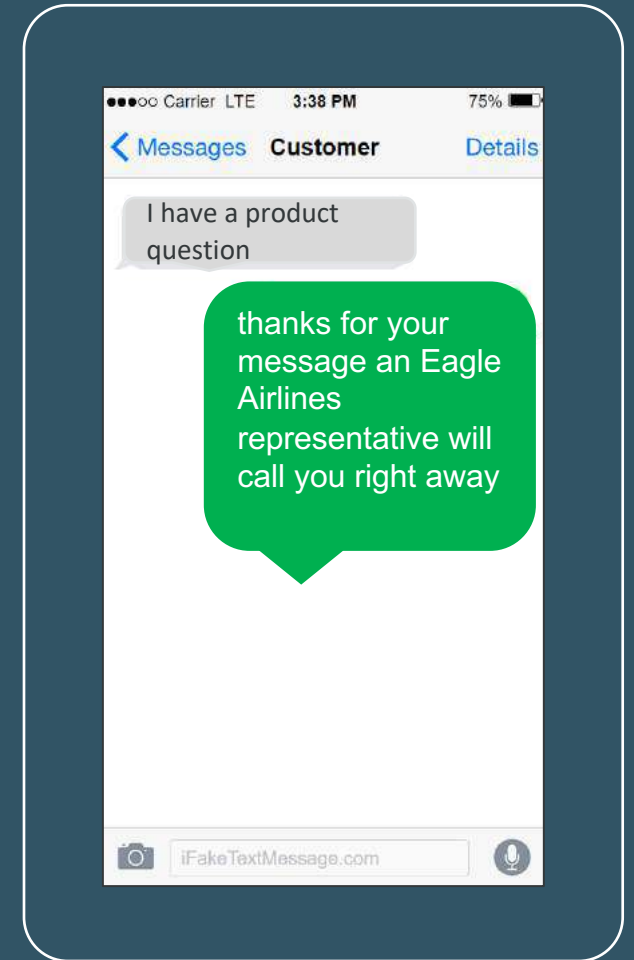


“Hello, you have reached A1 Airlines, press 1 to speak with customer service...”

You

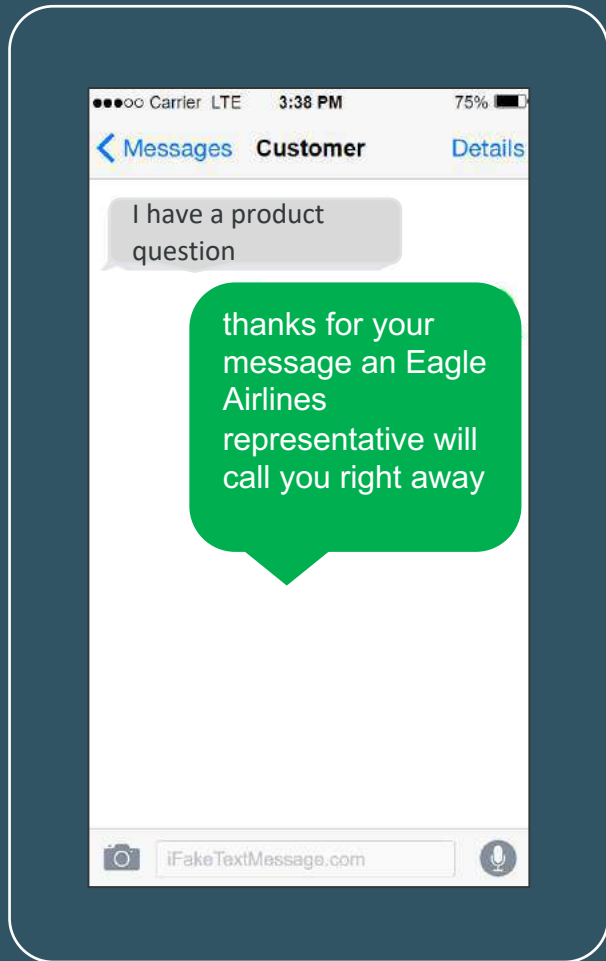


Competitor





do you really want messages going unanswered?



*You are the customer's go to.
You are there when they need you.*

But what happens if you are not?



**stop doing business after
one bad experience**

how can you manage/see text conversations?



MODERN-AUTO Modern-Auto Agent Claire

Inbox Views All 5 Just Mine 2 My Groups 4 Unassigned 0 Closed 34 Online

CURRENT VIEW [EDIT VIEW / SEARCH](#) [New](#) Olivia Pope X

Status: Open | Sort By: Last Updated At | Sort Direction: Descending

Mobile User	Business Number	Message	Group	Agent	Date
Olivia Pope	310-905-5060	Yes, come in for a test drive	Admin	Agent Claire	Today at 9:35 AM
David Smith	310-905-5060	Thank you for contacting Modern Auto. Our end...	Internet Sales	Tom Hanks	09/18/2015
Danielle Johnson	310-905-5060	Hi, one moment while I transfer your request to...	Service		09/16/2015
Betsy Jones	310-905-5060	Do you have any pre-owned Tahoes?	Admin		09/16/2015

Conversation & Notes **Mobile User Info**

Agent Claire 10/20/2016 12:11 PM
Ok that sounds good, i will have it ready to go.

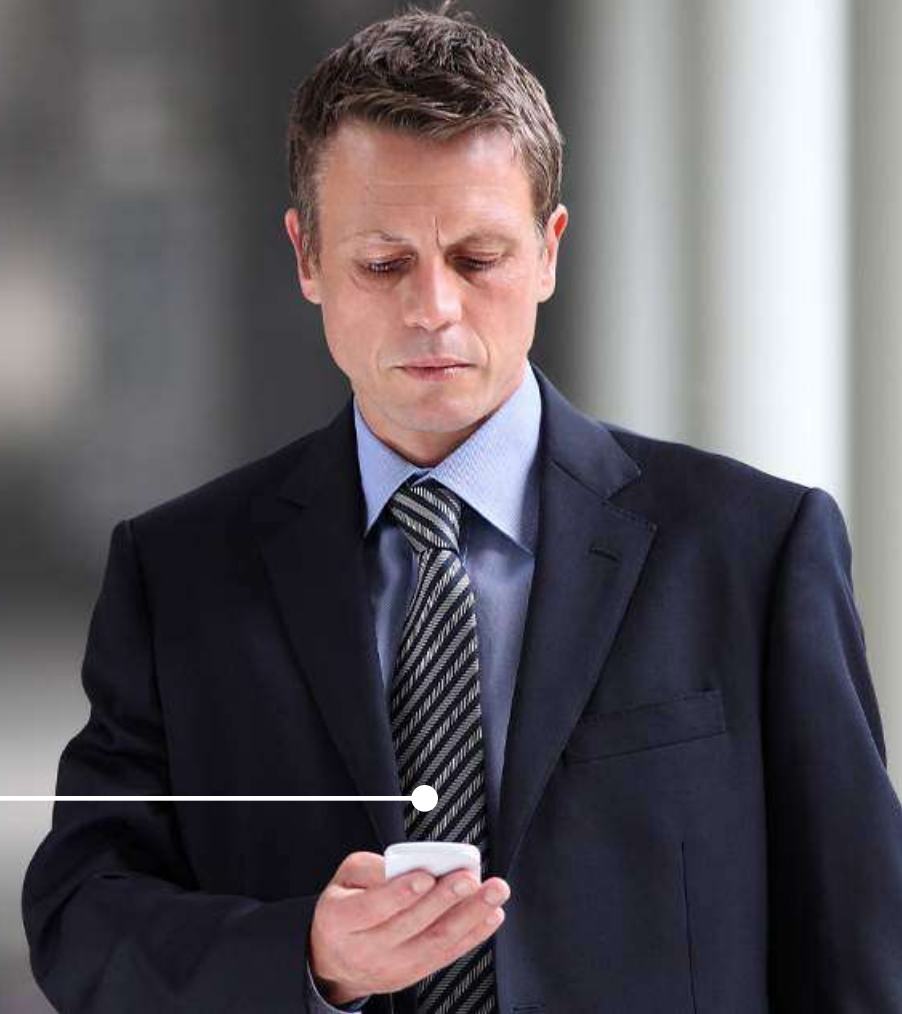
Agent Claire 10/20/2016 12:14 PM



the unfortunate reality



toll-free numbers text-enabled



not to worry we can help



we can verify numbers, so you know if your toll-free numbers are text enabled



just email us at agirish@iconectiv.com with a list of numbers you want checked



TruReach Platform

omni-channel trusted B2C
communications platform
helping businesses strengthen
relationships and drive revenue
with targeted, timely consumer
engagement across all
communication channels
(voice, text and RCS/chatbots)





industries benefiting from TruReach

insurance

- Customer alerts agent of Accidents and includes pictures
- Monitor claim processing
- Notify of payment due
- Notify of agent arrival time

banking

- Customer gets notifications for account activity such as deposits, withdrawals, balances
- Announcements with new interest rates and new offerings

auto dealerships

- New car deals
- Used car arrivals to meet customer criteria
- Service updates – Oil change is due and Oil change is ready
- Service Specials - \$22 Tune-up

some of our customers



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keeping the world connected

we imagine a world without boundaries, where the ability to access and exchange information is simple, seamless and secure.

active participation
in telecoms industry





white paper

helping customers get the message

social and email get results - but only some of the time


Direct messaging channels, such as email or application-based messaging, provide businesses and their customers with a convenient way to communicate one-on-one.

Brands can use direct messaging in a variety of ways, from customer service to sales outreach. Direct messaging allows brands to communicate in a private message, which gives users greater security and peace of mind if they need to share sensitive information to help resolve an issue. Public channels such as tweets or Facebook posts provide none of those benefits.

Direct messaging is more discreet than a phone conversation, making it ideal when customers don't want to be overheard or interrupted. It's also faster than calling and waiting for an agent, and more convenient for sharing detailed information such as lengthy account numbers.

Direct messaging is ideal for:

- Sending or requesting sensitive information
- Troubleshooting an issue
- Gathering private feedback about customer service interactions
- Personalizing interactions
- Addressing inventory and availability inquiries, ordering and reservations
- Asking customers for feedback about products and services



why text is tops

But many direct messaging channels fall short. Email has an open rate of just 20%¹. Why? Over half of emails are spam², so consumers are conditioned to ignore them.

Those bleak numbers are why savvy businesses, nonprofits, government agencies and other organizations are increasingly turning to text messaging when they want to inform and engage customers and prospects. Also known as short message service (SMS), text messages have the highest open rate of all messaging types and only a 3% spam rate. In fact, 93% of consumers consider text messaging to be a trusted communications environment³.

¹ <http://www.gartner.com/it-research/whitepapers/3d-comparisons>
² <http://www.fishbase.org/the-worldwide-web-of-fishing-impacts-library>
³ <http://www.zta.org/the-worldwide-web-of-fishing-impacts-library>

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MMA | WEBINAR SERIES

Check out full list of all available webinars [here](#).

Presented by Infobip: Will RCS Steal The Spotlight From Messaging Apps? What the Next Generation of Texting Means for Brands

Wednesday, May 13 | 2:00pm – 3:00pm EST

[Register Today](#)

Presented by MATT: The Journey To Achieve MTA Success: How to Initiate an MTA Process

Thursday, May 28 | 2:00pm – 3:00pm EST

[Register Today](#)



 Thank you!

The text 'Thank you!' is positioned in the bottom left corner. It is preceded by a small icon consisting of three vertical bars of equal height, with the leftmost bar being white and the two bars to its right being orange.