

# mobyBlast

## Email and SMS Broadcast

Reach your target audience directly through Emails, SMSes and WAP-Push. An easy-to-use tool to enhance the effectiveness of your advertising and marketing campaigns with quantifiable results.

### Easy to Use

Just attach and send! You can easily manage the broadcast or we can do it for you.

### Flexible and Quick Execution

Campaign can be executed in a very short time and is not subject to rigid schedule unlike conventional broadcast channels.

### Scalability

Flexible and cost-effective for both small and high volume campaigns.

### Automatically Enumerates Tag Links

Eliminates complex manual tagging required for viewership and click-through rates tracking.

### Automatically Removes Duplicate Emails

Prevents recipients from receiving duplicate emails without having to manually clean up database.

### Quantifiable Results

Reports on deliverability, viewership and click-through rates that can be exported to a spreadsheet.

### Know Who's Interested

Reports on recipients who view and click on email.

### Scheduled Broadcasts

Select specific time to launch campaign automatically.

### Blackout Period

For SMS and WAP Push broadcasts eg. late at night.

### Auto-Capture Unsubscribes

Bars unsubscribed recipients from receiving future emails or SMSes.

### Telco/ISP Grade

mobyBlast was originally designed and developed for use by Telco for large broadcasts between 100,000 and 250,000 recipients per broadcast.



### About Us

PTS is the leading provider of multiple channel access-capable solutions which are truly integrated across the widest range of new media channels and devices (eg. PC, mobile phone, PDA etc). Our business solutions are designed with usability, accessibility, reliability and expandability, giving you a competitive edge in the dynamic business environment.

[www.tangs.net](http://www.tangs.net)

