



US Pricing Guide 2017

enriching the human experience through mobile



Points of Differentiation

As you are making your way through the sea of SMS providers we know the trek can be overwhelming. This industry is one in which you cannot compare apples to apples as no two companies are alike.

The Good News? AvidMobile has everything you need whether you are just looking for an SMS connection, a simple interface, a reseller program, or even advanced features and tools. But most of all, we can beat anyone's price in the space! Guaranteed.

Pricing

With API pricing starting at just \$.005 per SMS and going down with volumes, you can see we provide incredible wholesale rates.

Reseller Programs are one of our specialties. And our reseller plans found below are industry best with even better SMS rates. Even if you need the service for just your business, we can deliver a price that is better than any competitor published pricing! All you have to do is ask.

Training and Support

AvidMobile has been in the space for almost 10 years and routinely boasts best-in-class support response times. Our online tutorials are easy to understand and conveniently located for you and your clients. Our Mobile Marketing Certification, 5 Step boarding process, and monthly educational webinars have revolutionized the space and provides our resellers with the absolute best training to help them get started and out making sales fast.

Technology

Our enterprise level SMS platform is 100% white labeled for your company. With multiple short codes at your access tied into one of the easiest to use platforms makes getting started for you and your clients easy. Mobile coupons, mobile websites, kiosk builders, advanced SMS campaigns, Real Estate programs, virtual business cards, integrated billing, and so much more is available to our resellers. The AvidMobile platform is scalable for your business and already boasts over 50,000 end-user clients that send millions of SMS and mobile coupons monthly.

Due Diligence

SMS Platform

The AvidMobile SMS Platform has been refined over the years to be quick, responsive, and easy to use. You can schedule campaigns right from your mobile phone as quickly as you can from your desktop or tablet.

Features

Keyword Campaigns with advanced features like lead notifications, multiple messages, Callback URL's, and more.

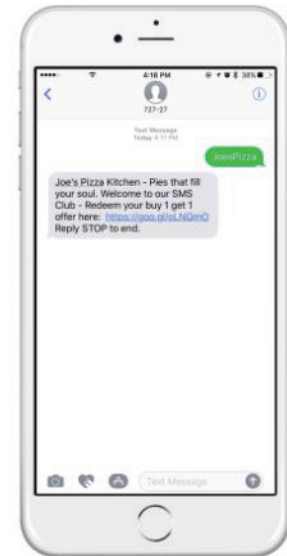
Mobile Coupons advanced Coupon configurations, change colors, background, multiple images, and more to create the look and feel you desire.

Contests text to Win contests are easy to build with multiple types of ways to win. Every Nth winner, first x number of winners win, and more.

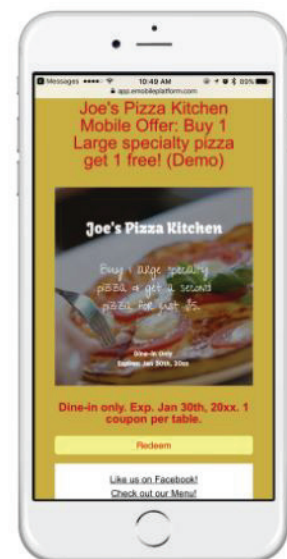
Keyword Drips when a consumer texts in to a keyword or enters a database from a kiosk you can string messages out to them at regular intervals based on the initial opt-in. Send one message the first day, one the third, one the fifth, one 3 weeks later, and so on all automatically scheduled after the initial opt-in!

Campaigns send SMS messages to your group, groups, or even individuals right now or even scheduled for some later date.

Receive the Mobile Coupon



Open the Mobile Coupon



Mobile Website and Landing Page Builder

Our Mobile Website and Landing page builder is the best in the industry and allows for you or your clients to easily create, edit, and manage the website through the WYSIWG editors. Anyone can create awesome websites and landing pages without any knowledge of development or coding skills.

Most websites or landing pages can be created in less than an hour. Add additional power to any SMS campaign by adding a link into the SMS message you are sending to thousands of customers and have it link right to a landing page to show beautiful product images, videos of the services, or even forms to capture more information from your customers.

Additional Features:

- Form Builders
- Contact pages
- Loyalty programs
- Calendars
- Social Media integrations
- And much more

Final Note: As you dive into the pricing for Resellers below keep in mind that if you believe another provider to have offered better pricing or service call us!

1-877-511-6624

We will match or beat any other pricing structure and provide better service and training!

Reseller Snapshot

Start Simple

Advanced Mobile Marketing Packages

Tier I	Tier II	Tier III	Organization Level	Enterprise Level
Basic	Gold	Platinum		
Setup \$89 \$99*	Setup \$149 \$189*	Setup \$199 \$289*	Additional \$199*	Additional \$1,119*
\$/client \$6*	\$/client \$4*	\$/client \$3.50*		
5,000 SMS included /month	10,000 SMS included /month	25,000 SMS included /month		
SMS Rates \$0.178-\$0.01	SMS Rates \$0.012-\$0.008	SMS Rates \$0.01-\$0.004		
Includes tutorials, web trainings, optional tool packages, 60+ presentations, and more.	Includes all of Tier I, one additional short code, the mobile website builder, kiosks, 20 episode certificate program, demo sites and more.	Includes Tiers I & II, two additional short codes, better sms pricing, more demos, enhanced discounts and more.	Add this plan to any Tier III program as detailed. This package is for those who wish to resell to resellers who will distribute, bill, and manage their clients directly	Add this plan to any Tier III program. This plan is for resellers who need to create resellers of resellers. This is an additional hierarchy above the organization level .

Features on next pages

* equals recurring monthly charge

Features

	Tier I	Tier II	Tier III
White Label	Untraceable URL	Untraceable URL	Dedicated URL
Unlimited Keywords	•	•	•
Number of Shortcodes	One Code	Two Codes	Three Codes
Fully Customized Billing	•	•	•
Add Users/Resellers	Users	Users	Users/Resellers with upgrade option
Appointment Reminders	•	•	•
Social Media Manager/Scheduler	•	•	•

Mobile Marketing Tools

	Tier I	Tier II	Tier III
Custom Collateral Builder	—	•	•
Mobile Website Builder	—	•	•
Virtual Punch Cards	—	•	•
Kiosk Builder	—	•	•
Virtual Business Cards	—	•	•

Training & Support

	Tier I	Tier II	Tier III
Platform Training & Setup	•	•	•
Mobile Marketing Certification Program	—	•	•
Customer Support 8:30-5:30 Central Standard Time	Help Tickets Only	1 on 1 Training, Help Tickets and Phone	1 on 1 Training, Help Tickets and Phone
Tutorial Library	•	•	•
White Labeled Tutorial Library	—	•	•
White Labeled Training For your Resellers	—	—	•
60+ Presentations for Different Industries	•	•	•
Sales Training	—	•	•
Compliance Training	•	•	•

Additional Features

	Tier I	Tier II	Tier III
White Labeled Mobile Site	—	Basic	Premium
Example Mobile Sites	—	10	40
White Labeled Promotional Video Discounts	—	—	\$50
Wordpress Website Discount	—	10%	15%
Wordpress Website Hosting	—	1 Year \$100 Value	2 Years \$200 Value

Pricing

	Tier I	Tier II	Tier III
Set Up Fee	\$89	\$149	\$199
Monthly License	\$99	\$189	\$289
Included SMS Monthly	5,000	10,000	25,000
SMS	good	better	best
\$/Account Created Monthly	\$6.00	\$4.00	\$3.50
\$/Mobile Site Monthly	\$6.00	\$4.00	\$4.00
\$/Email Account Monthly	\$4.00	\$4.00	\$4.00

Bulk Messaging Rates

	Tier I	Tier II	Tier III
0-30,000*	—	—	\$0.010
0-50,000*	\$0.0175	\$0.012	—
30,001-500,000*	—	—	\$0.009
50,001-500,000*	\$0.015	\$0.01	—
500,001-1,000,000	\$0.0125	\$0.009	\$0.006
1,000,001-3,000,000	\$0.01	\$0.008	\$0.005
3,000,001+	\$0.01	\$0.008	\$0.004

Tier I, II & III *

0-30,000 applies only to Tier III and 0-50,000 apply to Tiers I & II. 30,001-500,000 applies only to Tier III with 50,001-500,000 applying to Tiers I & II

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"... Through greater interactivity, individuals developed greater trust in the vendor and better understanding of its products. Further, it was demonstrated that trust and product evaluation carried interactivity's influence onto not only online purchase intention, but also offline purchase intention at a brand-specific business level. **These findings indicate that online interactivity can have broad implications for multi-channel marketing.**"

- Journal of Interactive Advertising, Volume 5, Issue 2 (Chen, Griffith, Shen, p19-28)

Email Marketing

Though text messages have the highest open rates, e-mail marketing is still important. If you're looking to grow your business and improve your brand, multi-channel marketing may be of interest. Increase your channels by adding Email Marketing for only \$15.00 a month additional to your selected license fee plus usage fees.

Additional Monthly Fee	
\$15.00 / Month	
Per Email Rate	
1-40,000	\$0.0055
40,001-100,000	\$0.0045
100,001- 500,000	\$0.004
500,001-1,000,000	\$0.003
1,000,001-5,000,000	\$0.0025
5,000,001-10,000,000	\$0.002
10,000,001+	\$0.0015

Mobile Marketing Company In a Box

Note:

Our Mobile Marketing Company in a box is an additional package that includes everything you would need to start a new company. You can purchase any of the packages in this pricing guide separately, or get the best value with this premium package.

Mobile Marketing Company In a Box

Your Mobile Marketing Company in Box: **\$4,598** initial Setup *Monthly price based on selected plan.

Many people are just getting started in this business and need additional help. We created a "Mobile Marketing Company in a Box" for just those people. With this optional package we will create everything you need listed below to help you get up and running and looking legitimate much more quickly and cost effectively than most people can do on their own.

Read below for all of the details of this package! We provide everything you need to build a sales force and start closing sales in a matter of weeks. Your company comes equipped with an Organizational Level Private Label PLUS program with Organizational Level View, Logo and Branding, your own Premium website, and more.

What's Included

- Logo, Two iterations based on your initial feedback allowing for one round of edits.
- 5 White Labeled Promotional Videos.
- Branded Marketing Materials, this includes 5 Presentations on various industries tailored to your brand vision.
- Business Cards, Virtual Cards and Printed Card Design.
- Cross-Platform Mobile Website tailored with your new logo and brand guidelines. Your logo will be applied and your demo account will be created.

- Advanced Website, We tailor a custom Tier III Wordpress site. The creation of a completely unique website specifically to you. Helping you stand out and close more business.
- Full Write up on the “advanced” Website that is included in this package can be found on our website packages pricing guide. Inquire with your Business Development expert for your guide.

Optional Features

- Multiple Sliders
- Contact Forms
- Downloadable PDF’s for Lead Capture
- Video Pages
- White Labeled Tutorial Pages
- Facebook, Twitter & LinkedIn Integrations
- Keyword Checkers
- Chat Widgets for Instant Communication
- Web Opt-in Forms to Capture Mobile Numbers
- Trial Sign-up Forms
- Payment Acceptance.

Optional Features

Mobile Marketing in a box partners get access to 1-on-1 consultation on their business model, help in creation of their mobile websites, and art direction on their collateral and marketing materials included upon request.





Ongoing Consultation

Many Mobile Marketing companies in a box are the kind of clients that sometime in their first 6 months will begin to grow a sales force, use the internet to market packages, bring on resellers, and more. Upon request these customers get access to our C-level staff for consultation, training, and even can gain access to many policies and forms that can shorten the learning curve for any organization such as; 1099 Independent contractor agreements, commission structures, and more.