

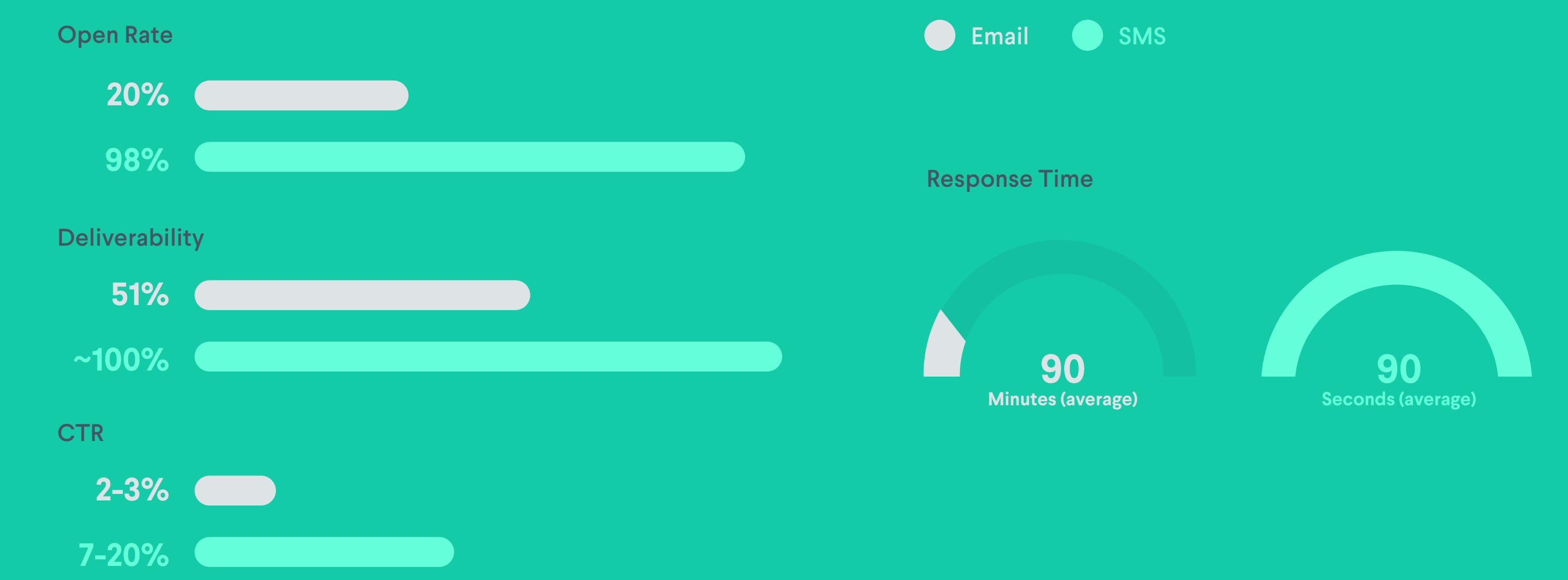


Powerful Insights into SMS Marketing

Achieving Unparalleled Returns Through Mobile Acquisition

www.dojomojo.com

If you're not using SMS, you're leaving money on the table.



DojoMojo's Unparalleled SMS Marketing Solution

The first end-to-end mobile marketing solution that combines the power of DojoMojo's partnership network for acquiring audience with our newly launched SMS marketing suite.



Step 1: Acquire New SMS Contacts

Acquisition starts with two types of campaigns:

- Solo Sweepstakes
- Partnership Sweepstakes



Step 2: Engage Your New Audience

Engagement using the highest impact mobile channel -
SMS Text Messaging



Step 3: Maximize Conversions

1. Revenue Analytics
2. Accurately calculate ROAS

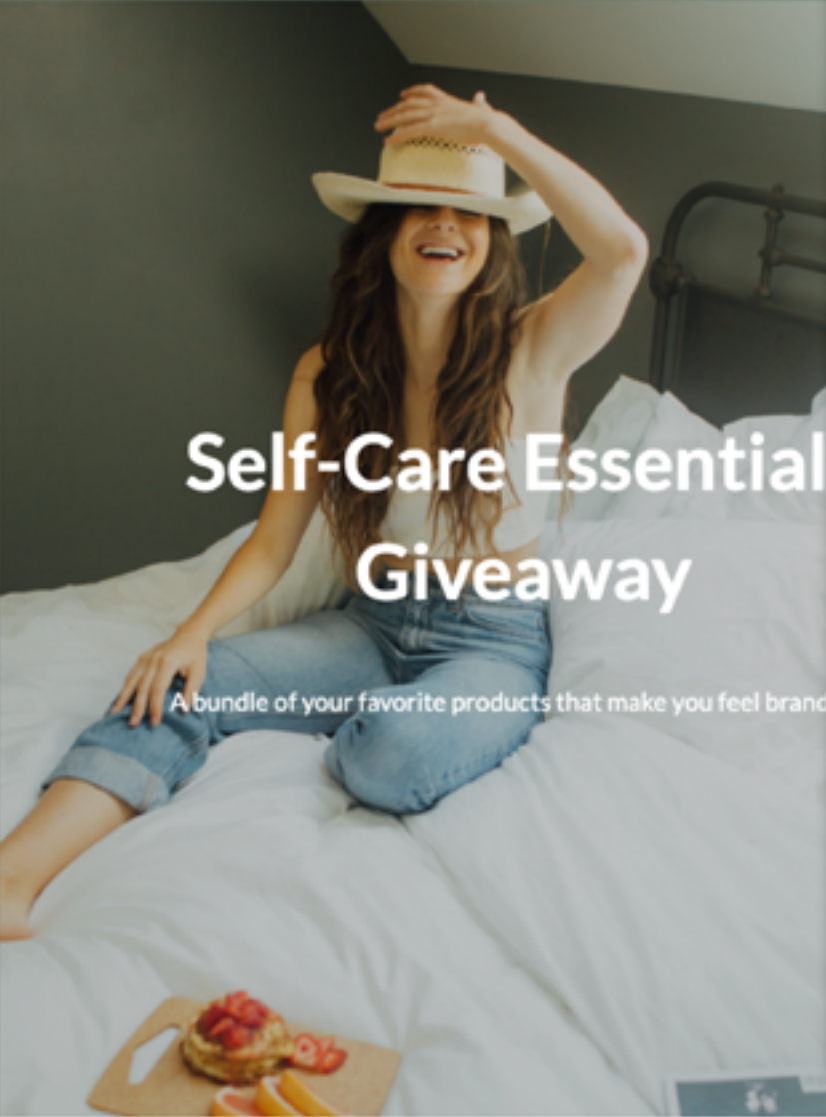
Step 1A: Acquisition

Partnership Giveaways

Build a giveaway with 3-6 complimentary brands with our network and sweepstakes builder.

Fill the top of your acquisition funnel with a high volume of email addresses. Drive revenue by receiving SMS opt-ins on the post entry.


DojoMojo's seamless opt-in forms are fully compliant with CAN-SPAM and FCC regulations.



Self-Care Essential Giveaway

A bundle of your favorite products that make you feel brand

Thank you for entering!



finn

COMING SOON

Trusted nutrition for your trusty companion.

Get Notified When We Launch!

Enter your phone number to get an exclusive pre-launch discount and receive mobile marketing texts.*

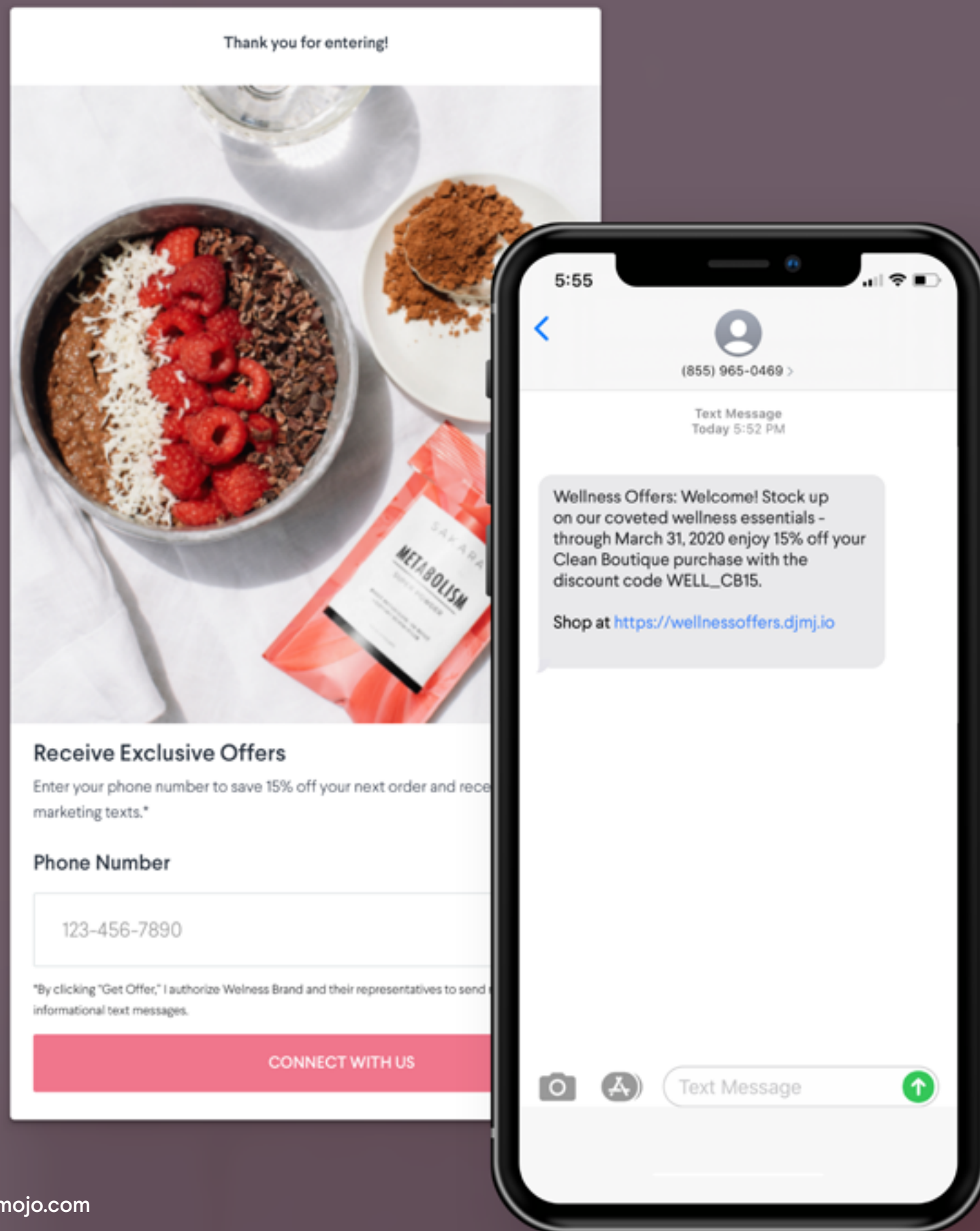
Phone Number

123-456-7890

*By clicking "Sign Me Up!" I authorize Finn and their representatives to send marketing and informational text messages to the number I provided above using an automatic telephone dialing system or other technology. I acknowledge that my consent is not required as a condition of any purchase.

Sign Me Up!

spoiled. NYC FREE Sample PARTY finn. Southern Breeze



Step 1B: Acquisition

Solo Giveaways

Deepen your connection with your existing email and social audience. Create a giveaway featuring your products and share it with current subscribers on both email and social.

Clients are seeing about a 50% opt-in rate from their first solo initiative.

Customers that receive SMS marketing along with email and other channels are 40% more likely to convert.

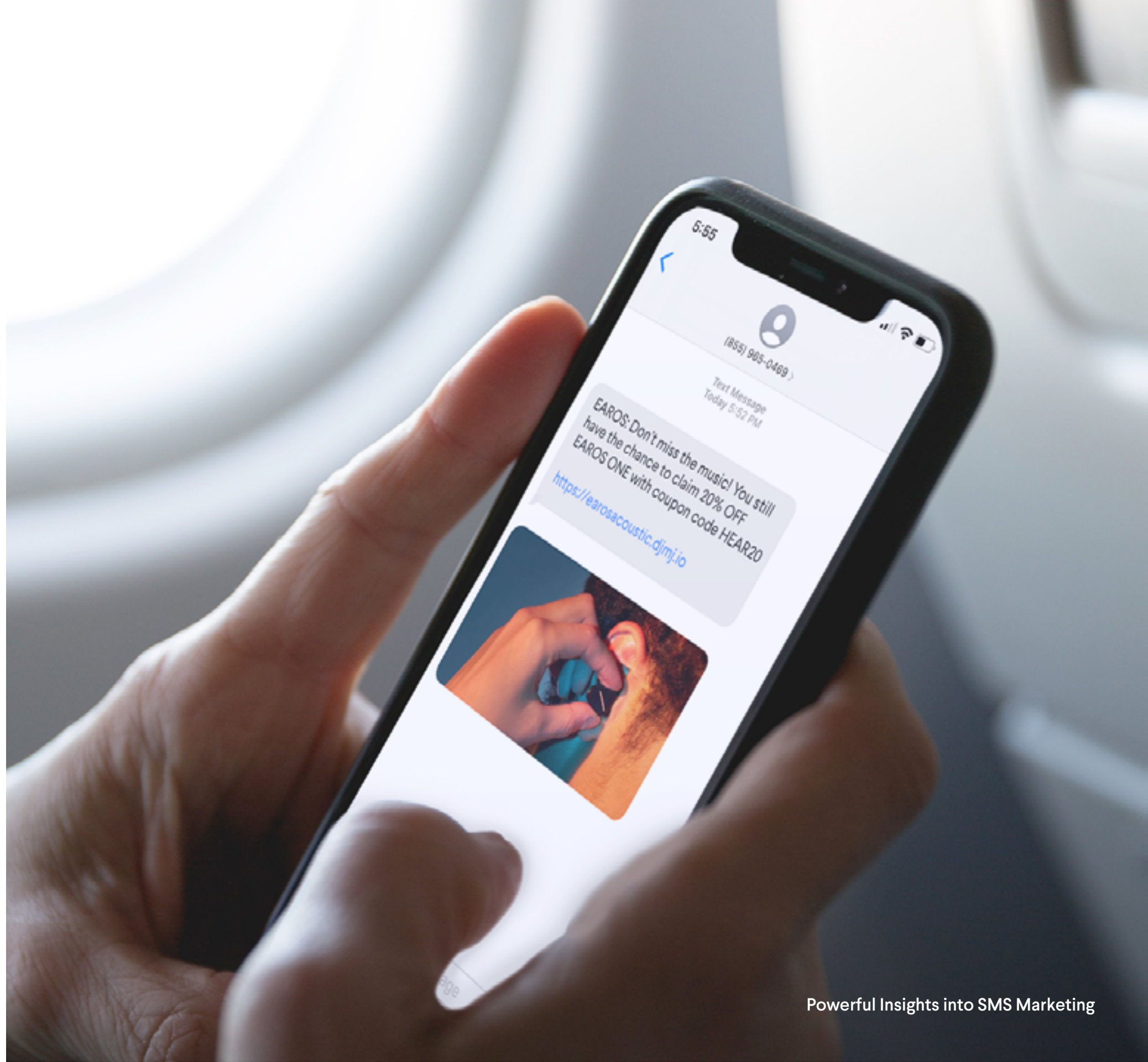
Step 2: Engagement

Driving Engagement

Compose messages to drive further engagement from your newly acquired mobile audience.

Sending a follow-up message shortly after your initial opt-in welcome communication can drive 25% more conversions

Create great customer experiences by using the segmenting feature to accurately target your intended audience.



Step 3: Conversion

Conversion Tracking

Brands using SMS marketing with DojoMojo have seen as high as 28x ROAS and are achieving 4-12x ROAS on average.

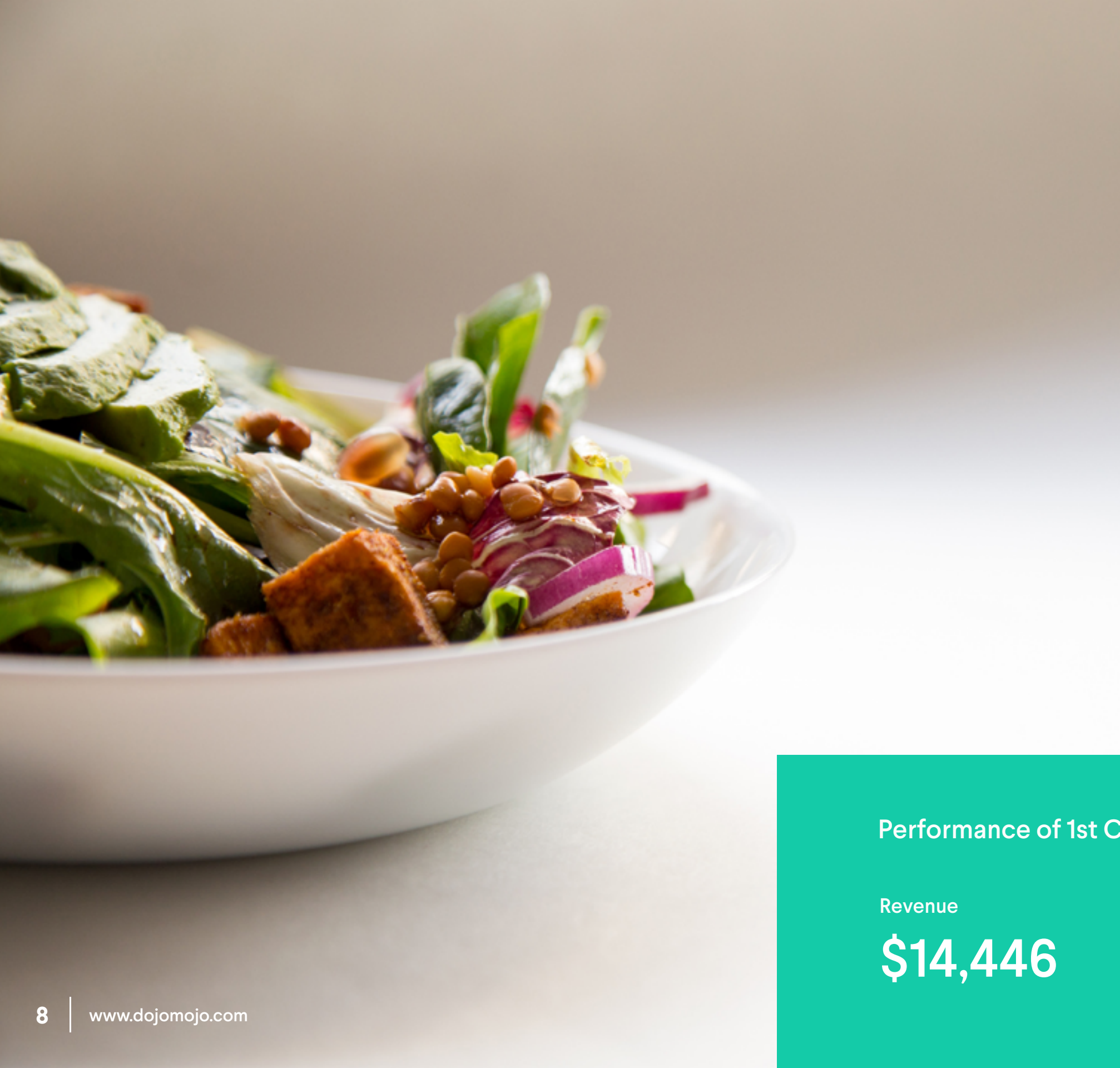
With detailed performance and revenue analytics, it's never been easier to track and optimize mobile conversions.

Integrate your payment processing solution to gain complete transparency into our end-to-end marketing solution.

“

Our clients are achieving ROAS of 4-12x on average, and even 28x in their first campaign

”



Case Studies

Brand “A”

Brand “A” is a subscription-based meal plan that just recently joined DojoMojo. They ran their first giveaway using the SMS Marketing feature and drove over \$14,000 in sales.

Performance of 1st Campaign

Revenue

\$14,446

Opt-In Rate

47%

CTR

12.7%

ROAS

27.2x

The Results

Brand “B”

Brand “B” is a fast fashion eCommerce brand that used their free trial and free SMS messages to generate over \$1,700 in new sales from their existing audience.

Performance of 1st Campaign

Revenue	Opt-In Rate	CTR	ROAS
\$1,729	29%	9.8%	7.7x





Case Studies

Brand “C”

Brand “C” is a niche subscription service available in only 3 states. Their first SMS enabled giveaway reenaged lapsed customers and brought in over \$6,000 in sales.

Performance of 1st Campaign

Revenue

\$6,211

Opt-In Rate

56%

CTR

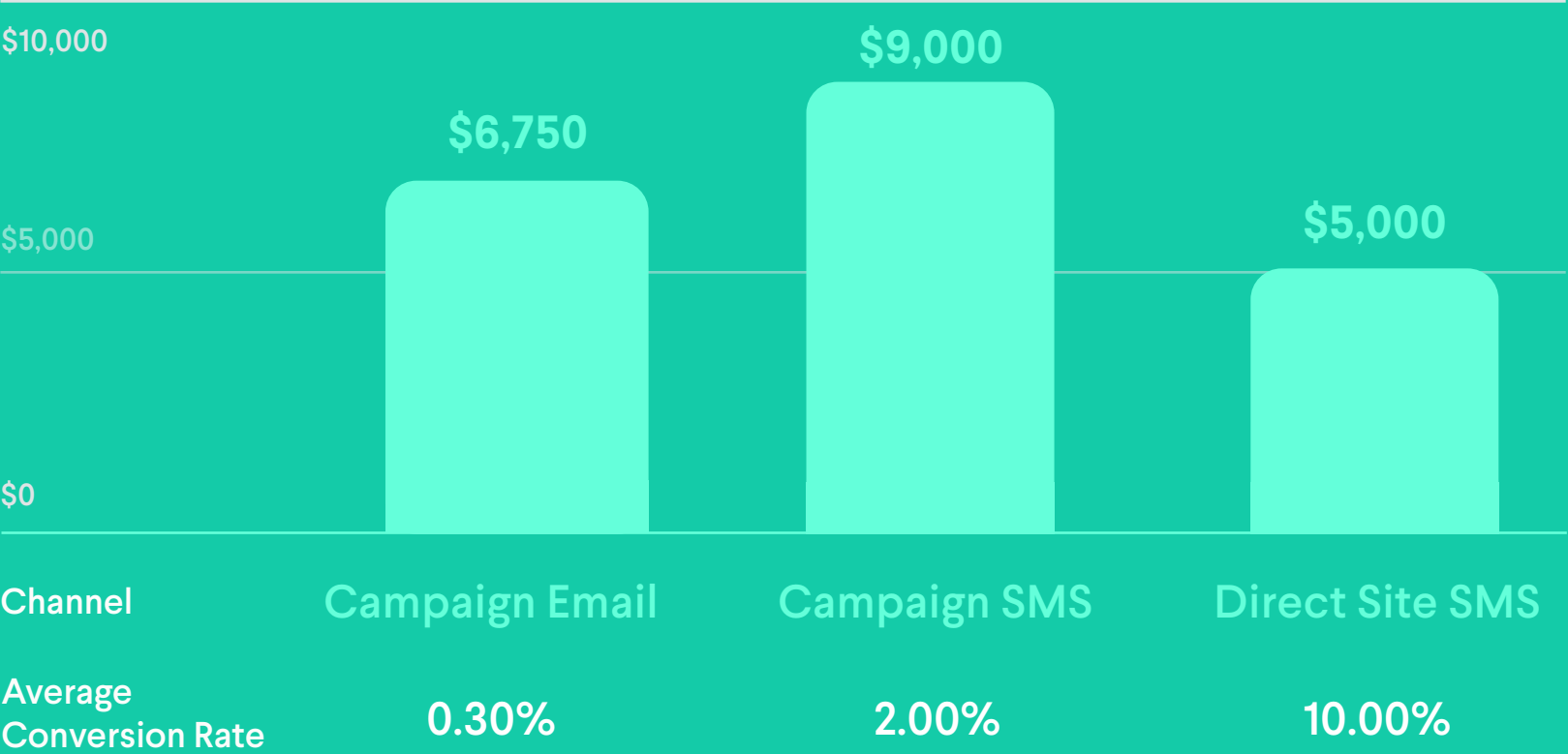
21.4%

ROAS

28.0x

Potential Revenue Illustration

Revenue by Channel



ROAS

34.6x

CAC

\$3.80

Monthly Revenue From All Channels

\$20,750

Total Annualized Revenue

\$249,000

Note: Illustration assumes 3 campaigns with an average of 7,500 new emails acquired per campaign, 20% SMS opt-in rate, AOV of \$100, 10,000 monthly unique site visitors, cost of \$199 Essential Subscription Plan and 2 cents per mobile message.



Ready to Grow?

hello@dojomojo.com