

# Email & SMS advertising

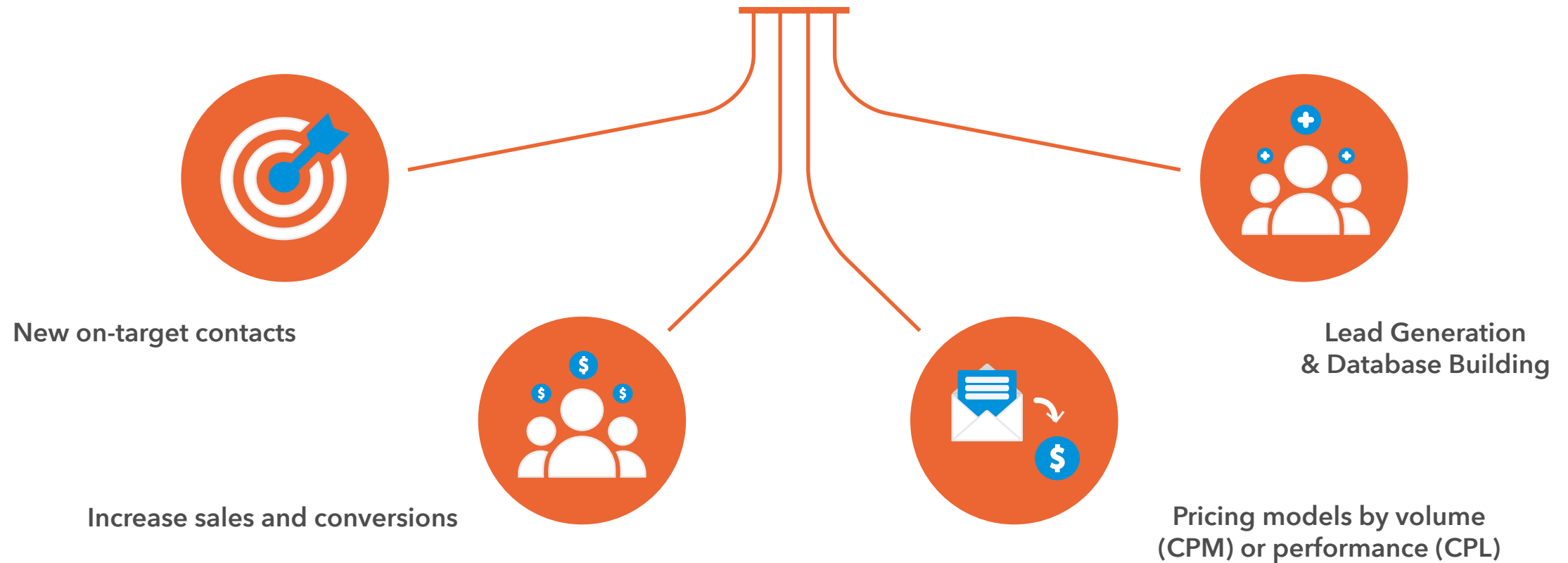
*Direct Marketing to prospect recipients*



# What is **rdcom advertising service**?

The promotion of products and services through SMS and email (DEM) campaigns sent to prospect customers

Take advantage of **many opportunities to grow your business**



# Why SMS and email advertising?

The ideal way to engage highly profitable potential customers



**Targeted, fast, effective  
and interactive  
communication**



**Increase  
your reach**

- ✓ Engage a refined target of prospects
- ✓ Find new clients
- ✓ Increase sales



You can reach:  
**15 million Italian residents  
via SMS & 10 million new  
contacts via email**

# Our **database of prospects**

## Categories

Jobseekers

Services Sector

Automotive

Competitions

Tourism

Events

Sport

B2B

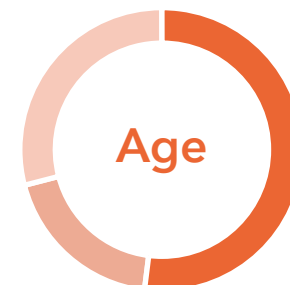
## Refine your target



**59%** *women*  
**41%** *men*



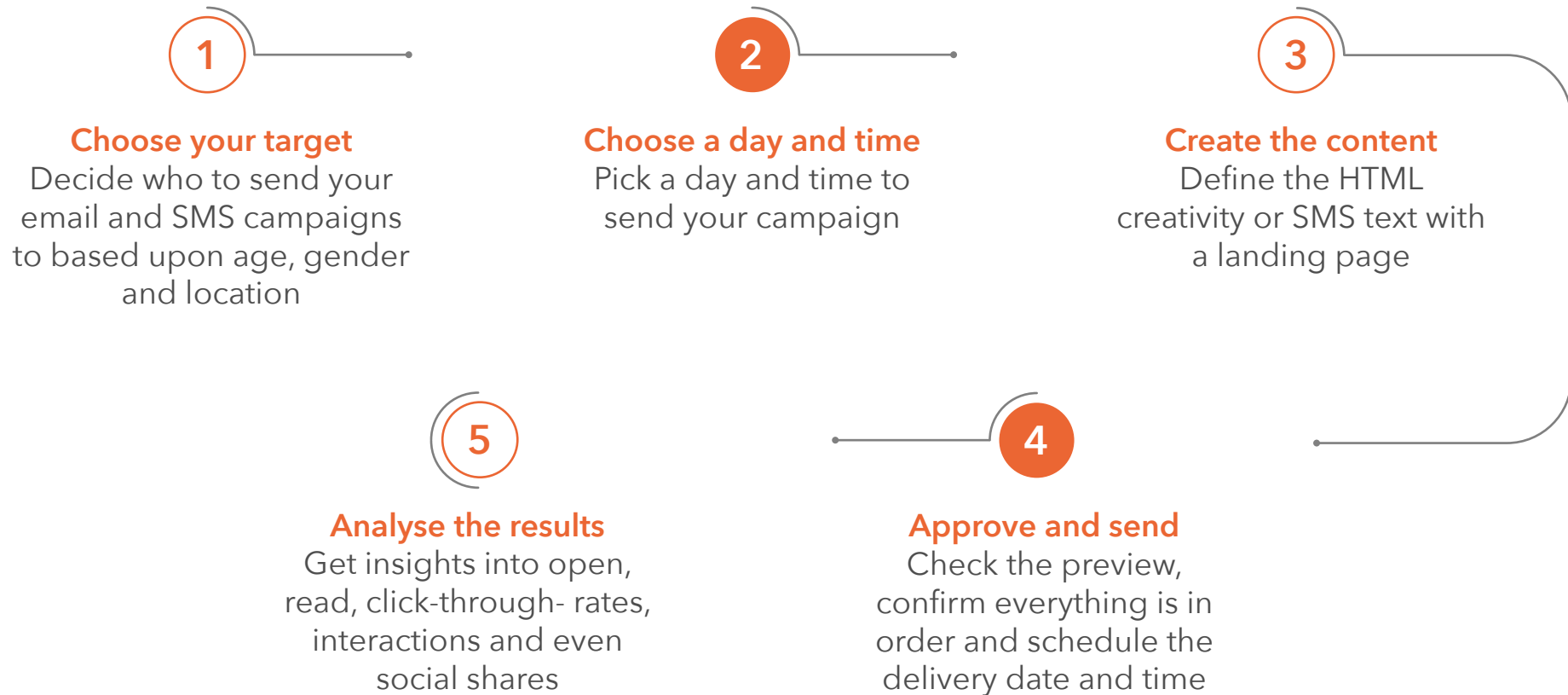
**54%** *Northern Italy*  
**16%** *Central Italy*  
**30%** *Southern Italy*



**29%** *18-30*  
**52%** *31-55*  
**19%** *56+*

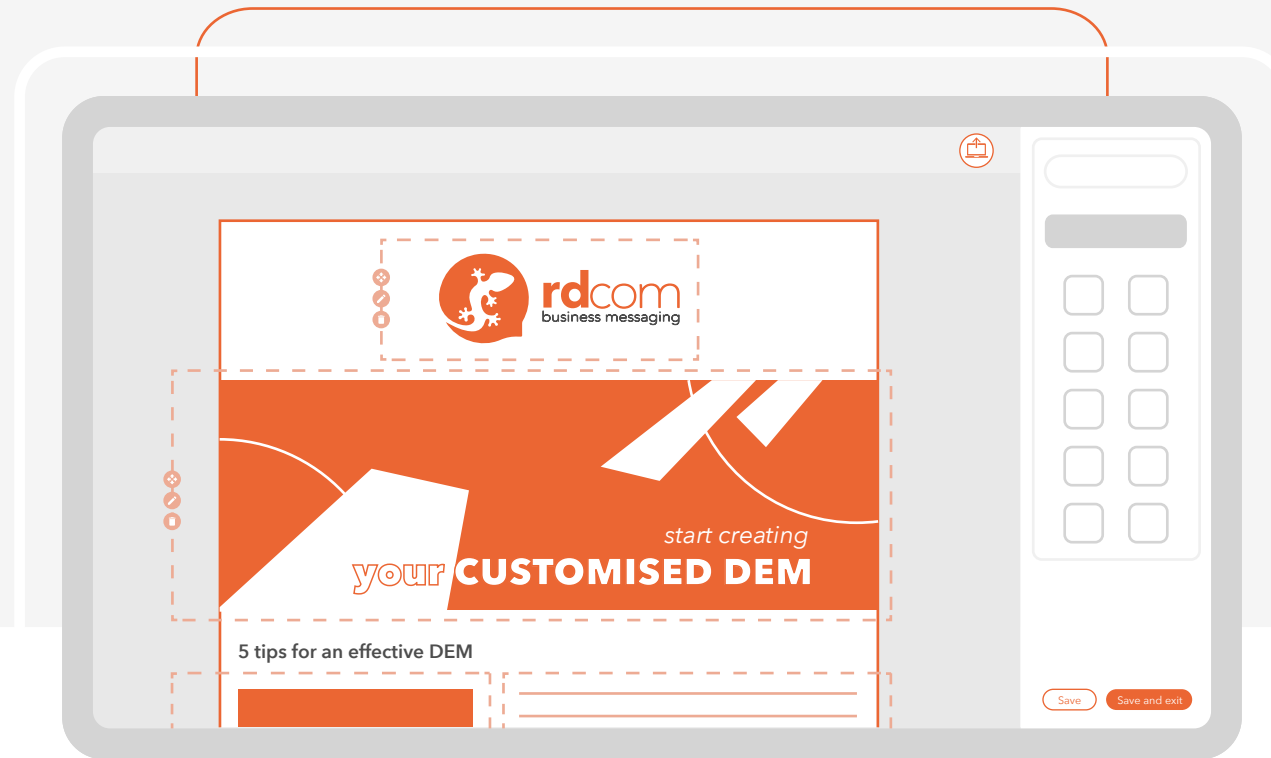
# Email & SMS advertising on the rdcom Platform

Planning and sending an email or SMS advertising campaign is **quick and simple**



# Email & landing page: content is king

Save time and create quality content with our **drag&drop editor** or rely on the experience of **rdcom to take care of everything for you!**



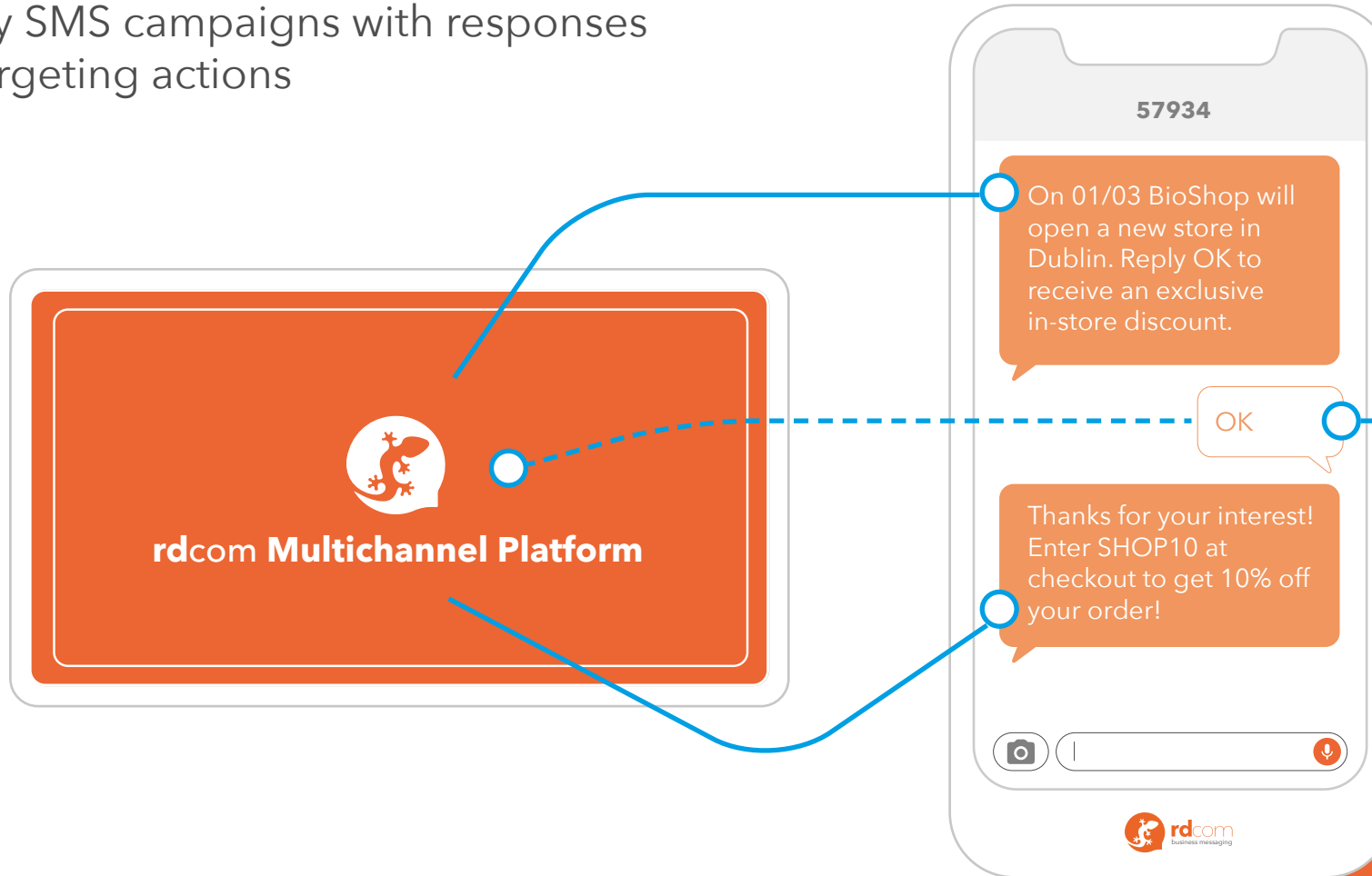
Use our fully self-provisioning platform for real-time planning or entrust us with the sending of your DEM campaign - **we only need 48 hours' notice**

# SMS: personalise your marketing flow

## Choose a numerical sender

for 2-way SMS campaigns with responses and retargeting actions

2-WAY



Instant response from your customer

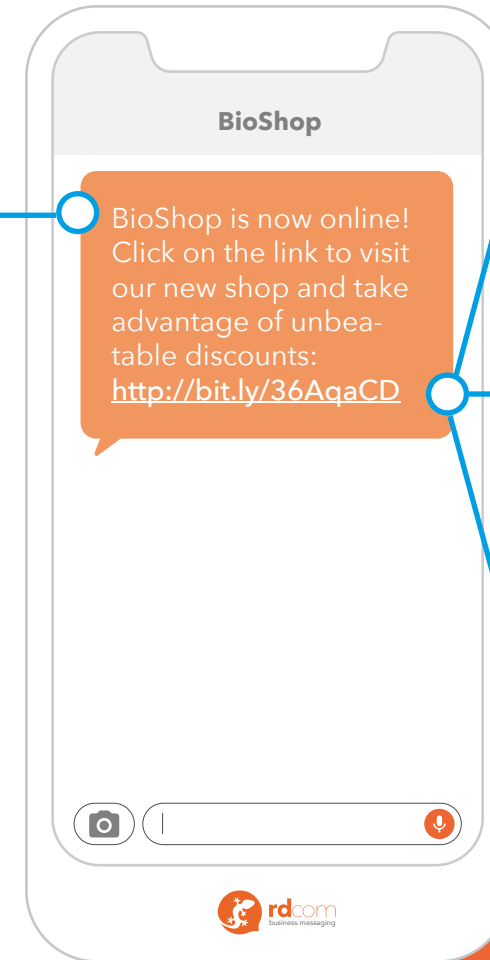
# SMS: personalise your marketing flow

**Use your brand name** as a sender for instant recognition and increased engagement

DIRECT



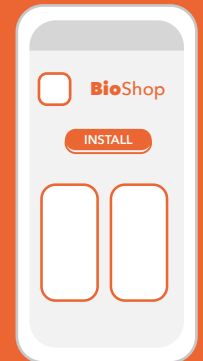
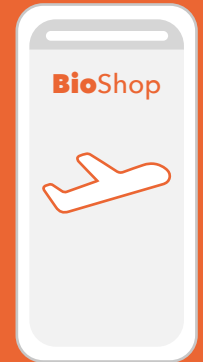
*Insert a link in your message to **drive conversions on your website or dedicated landing page***



Dedicated landing page

Your website

Download your App





# ADV DB on-premises

Bespoke solution for selected partners

1

**Do you send large-volume campaigns very often?**

If so, DB ADV on-premises is the ideal solution!

2

**Make yourself 100% independent**

and host our SMS advertising database on your infrastructure, fully encrypted for security and privacy reasons

3

**Jump the queue!**

Schedule SMS campaigns whenever you want and enjoy the highest sending priority

5

**Receive SMS replies**

and get statistics on link clicks and landing pages

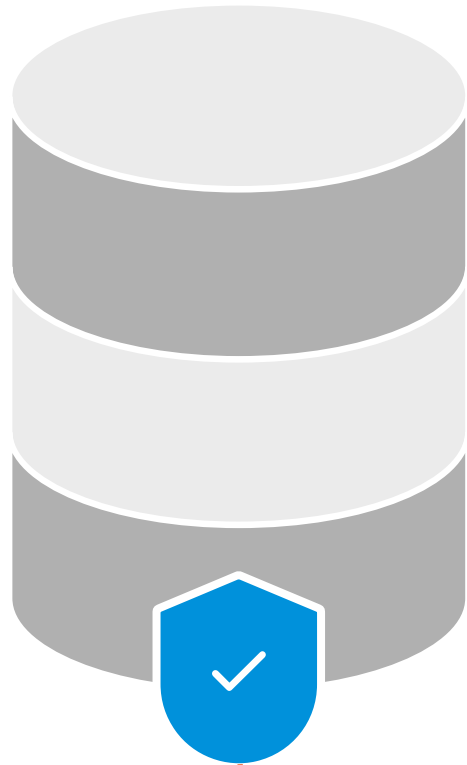
4

**Use our dedicated APIs**

to send us your targeted prospects, content, type of campaign and quantity of SMS

# Unsubscription through **ppma.it**

## Privacy Policy Mobile Advertising



- **ppma.it is a privacy reference portal** for the advertising services provided by **rdcom**
- It was created to **ensure full compliance with GDPR legislation**
- Every SMS advertising message that is sent **by rdcom contains a link to ppma.it**
- It allows campaign recipients **to view the consent given and related privacy information, find out who is the Data Controller and Data Processor of the data and the relevant points of contact** and proceed with the immediate removal of the data held on our databases



# Thank you!

Sign-up to the **rdcom** platform and  
**SEND UP TO 250 EMAILS PER DAY**  
and **GET 20 SMS CREDITS FOR FREE!**

Find out more at

**[www.rdcom.com](http://www.rdcom.com)**

Contact us  
**+39 045.8841199**  
**[support@rdcom.com](mailto:support@rdcom.com)**