



# TxtSync

Text messaging made easier



# OUR MISSION WITH TXTSYNC



Our aim is to make bulk text messaging easier for businesses of any size. A personal and relevant text message can be powerful, whether it's providing information, promoting your services, or enhancing a customer's experience. It is our mission to help you harness this power.

Text messaging is part of a mobile user's lifestyle and it can be used in many ways such as reminders about important events e.g. dental or GP appointments or to notify a person that their MOT is due.

The beauty of text messaging is that it's not dependent on the mobile phone user having an app installed on their phone. It means you can always guarantee that your message will be delivered to the recipient's mobile device and in over 90% of cases is easily and quickly read.

TxtSync provides you with the tools to send and receive text messages via our intuitive web interface or via your own software using our Restful API. TxtSync can make it easy for you to engage with your customers with the minimum of fuss.



# SMS FEATURES

Our SMS features make SMS communications and SMS marketing a breeze. We already offer a large choice, but we're not stopping there. We'll continue coming up with amazing new ways to make your life easier and your SMS campaigns more successful!

*Here is just a handful of the amazing features that we can offer with TxtSync.*



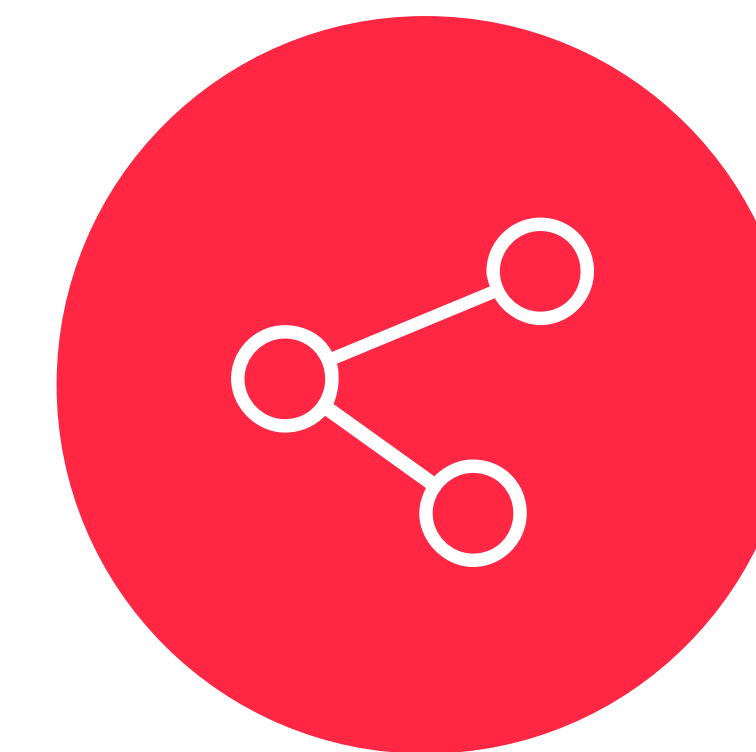
## Send Messages

Send SMS messages directly to your customers' mobiles through our easy-to-use online interface.



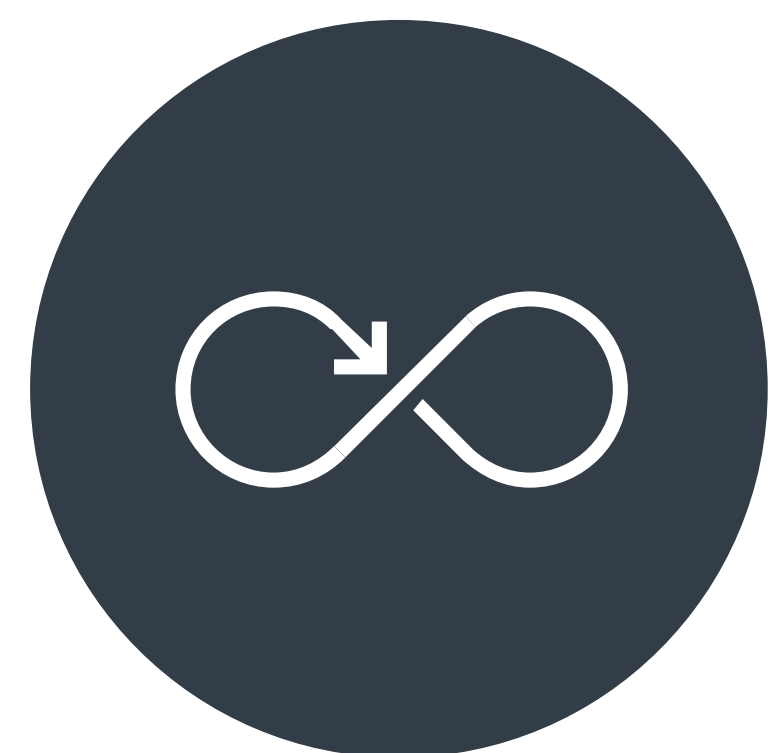
## Receive Messages

Inbound SMS can be captured and automatically logged against your contacts with ease. All you need is a dedicated number from us.



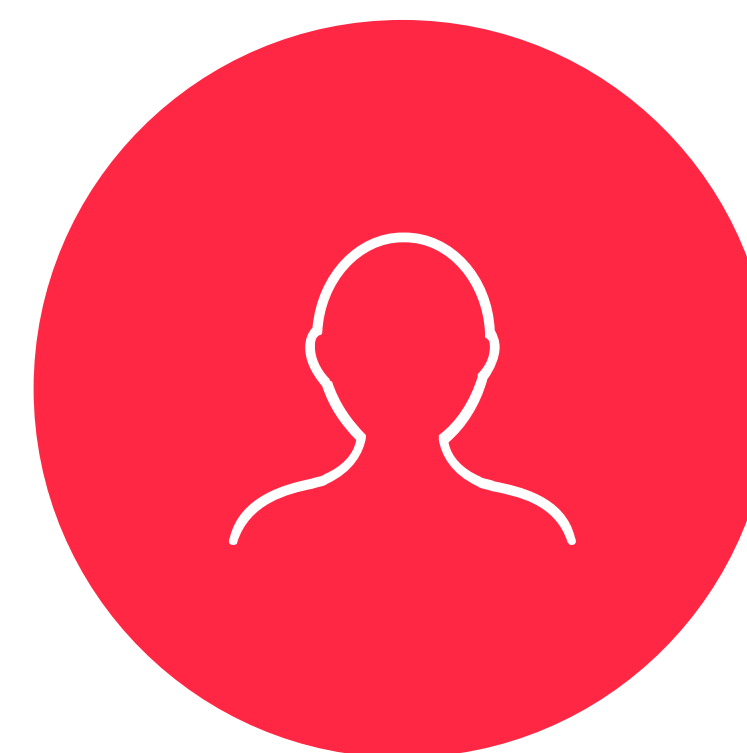
## Campaign Management

Send out your SMS in bulk with just a few simple clicks and track the success of your campaign.



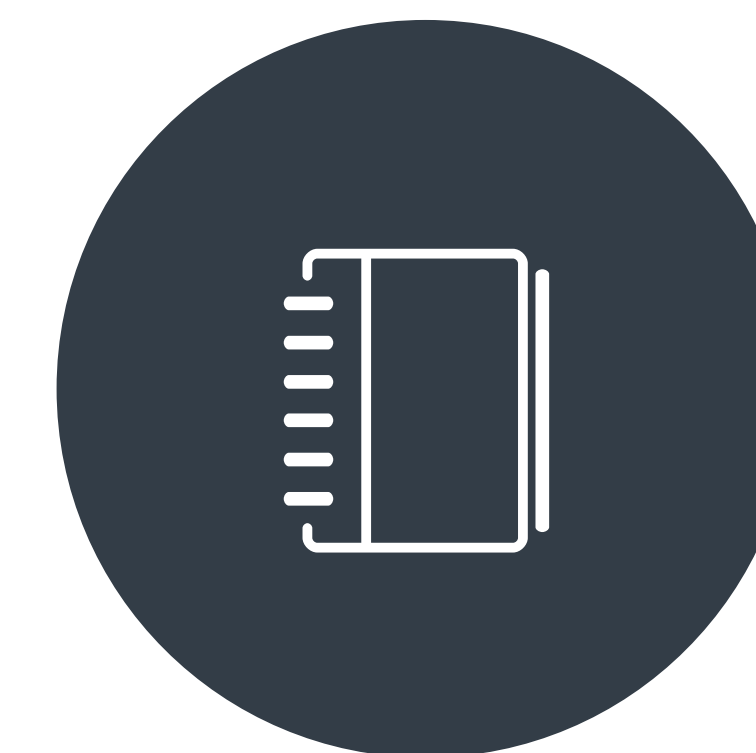
## Delivery Reporting

Keep tabs on how many of your sent SMS are actually being delivered to your customers mobile devices.



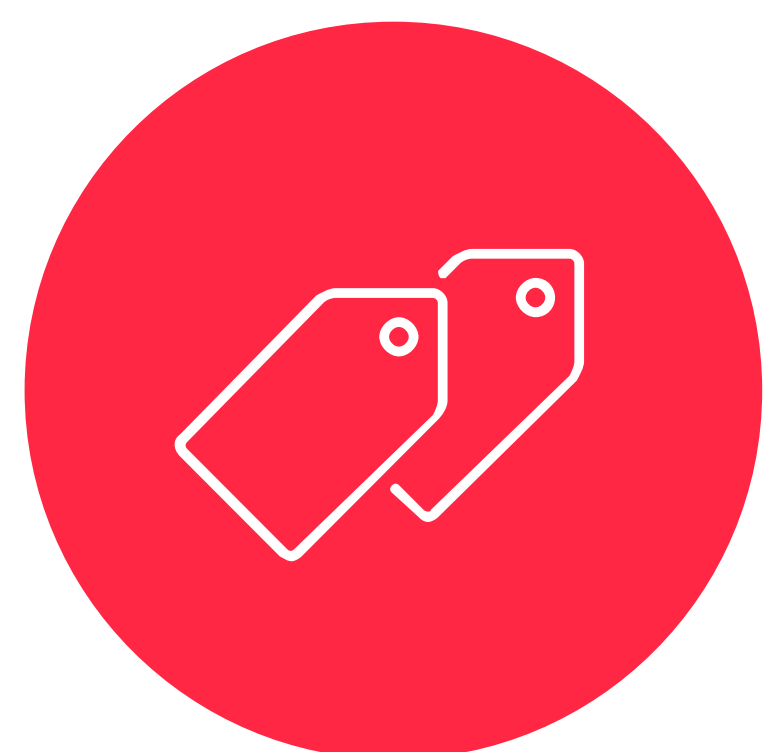
## Personalization

Keep your messaging personal and friendly by using our contact data merging to easily add contacts details such as first name to a SMS.



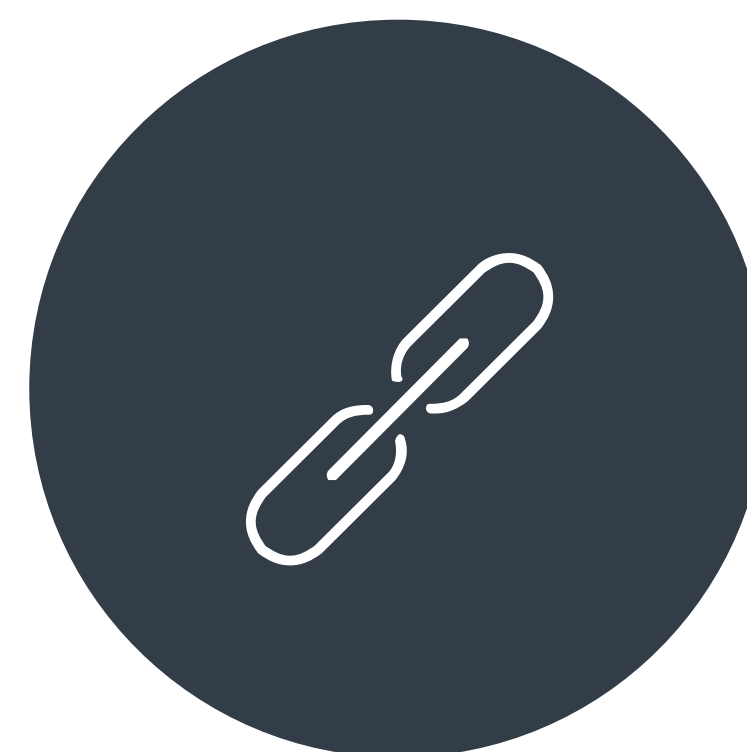
## Address Book

Keep a nice tidy address book of all your contacts who you can send and receive SMS to and from.



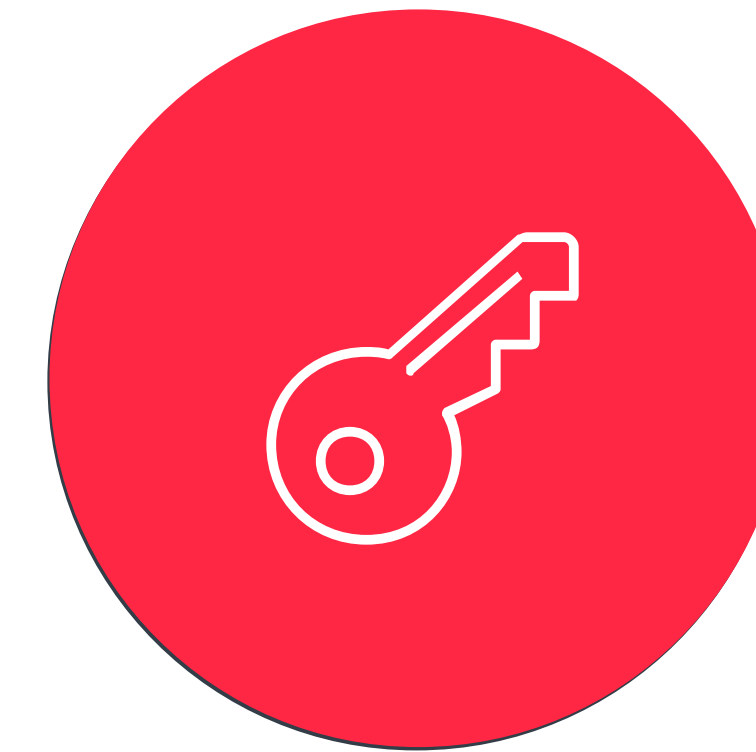
## Group Contacts (Tags)

Group your contacts by tags to organise your target marketing lists.



## Link Tracking

Find out what's working by seeing who's clicking on what links within your sent text messages.



## Branded Sender ID

Increase your brand awareness with customers by sending your SMS from a custom Sender ID.



# OUR WEB PLATFORM

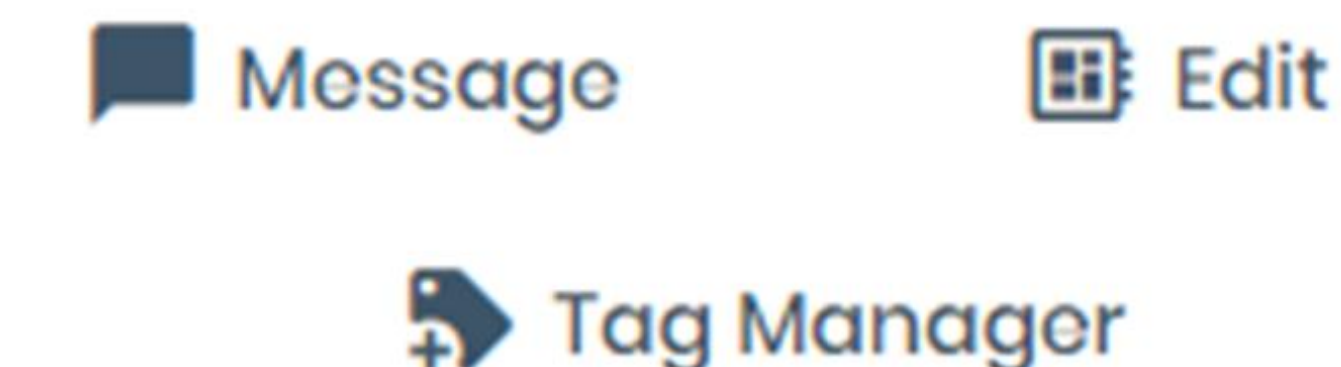
We've loads of fab features that make it easy to send and receive messages while tracking delivery and engagement of your SMS marketing campaigns directly from our web application.

- ✓ **SEND & RECEIVE TEXT MESSAGES**
  - ✓ **TARGETED TEXT MESSAGE CAMPAIGNS**
  - ✓ **CONTACT MANAGEMENT DATABASE**
  - ✓ **LINKS AND IMAGES VIA TEXT**
  - ✓ **REPORTING AND ANALYTICS**
- AND MUCH MORE!**

## David Cabaniuk's Summary



David Cabaniuk



Mobile Number  
**+447803409975**

Email address  
**warren.doyle@txtsync.com**

Conversation **Activity History**

☐ Automatically show links



David Cabaniuk

Hi David  
Your support case has been lo  
in touch shortly.  
Your reference is 00001006  
Sorry for any inconvenience

Saturday 19 January 2019 at 23:33:42 - Status: Delivered



TxtSync System

Mostly cloudy in the morning.

Sunday 20 January 2019 at 07:02:10 - Status: Delivered



TxtSync System

Try typing an @ symbol in the input box!



+447537182475 (Shared UK Number)



You have 160 characters remaining in your message



**WE ONLY USE TIER1  
MOBILE NETWORK  
OPERATORS IN THE  
UNITED KINGDOM**



**OUR PLATFORM PROVIDES YOU WITH THE ABILITY  
TO SEND AND RECIEVE TEXT MESSAGES WORLDWIDE IN MILLISECONDS**



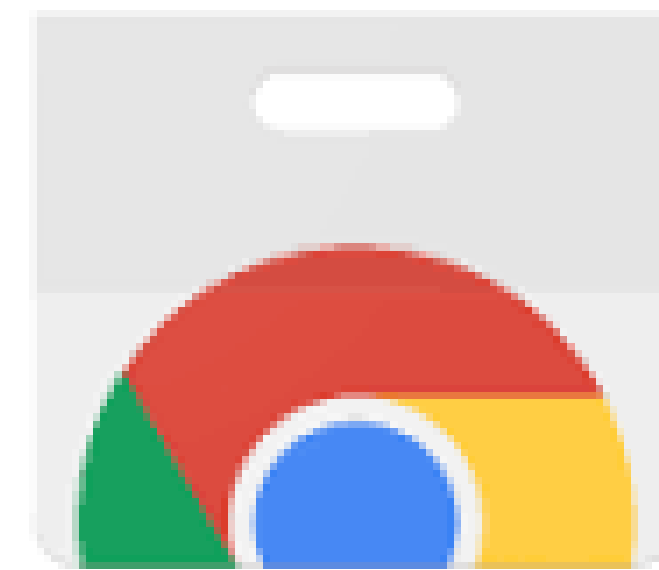


# OUR INTEGRATIONS

We offer so much more than simply sending out text messages. In fact, using our platform you'll soon discover loads of great ways to make life easier and business better. Whether you are integrating TxtSync into your Dynamics CRM, a workflow setup in Microsoft Flow or Zapier or even your own bespoke application via our API. We provide you with all the tools you require to send and receive text messages.



Microsoft  
Dynamics 365



Available in the  
Chrome Web Store



Microsoft Flow

zapier



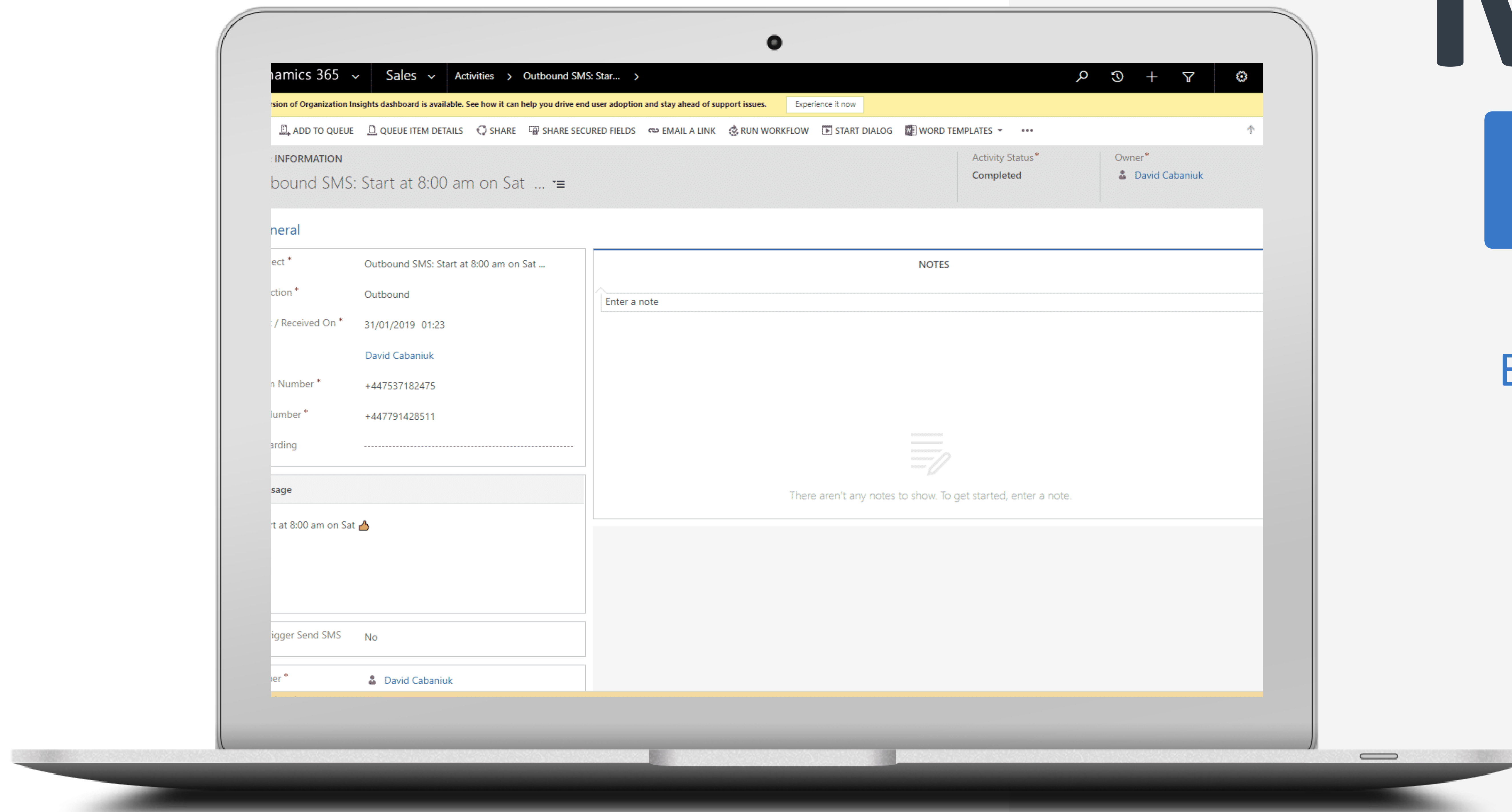
Microsoft  
Dynamics CRM



# MICROSOFT DYNAMICS

Enhance the power of your CRM solution by adding our SMS capabilities. Send and receive messages from your accounts, contacts and leads with ease.

[VIDEO PREVIEW](#)





# MICROSOFT DYNAMICS INTEGRATION

Enhance the power of your CRM solution by adding our SMS capabilities. Send and receive messages from your accounts, contacts and leads with ease.

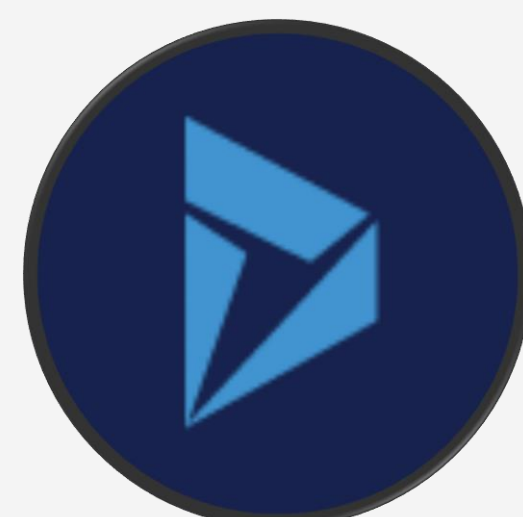
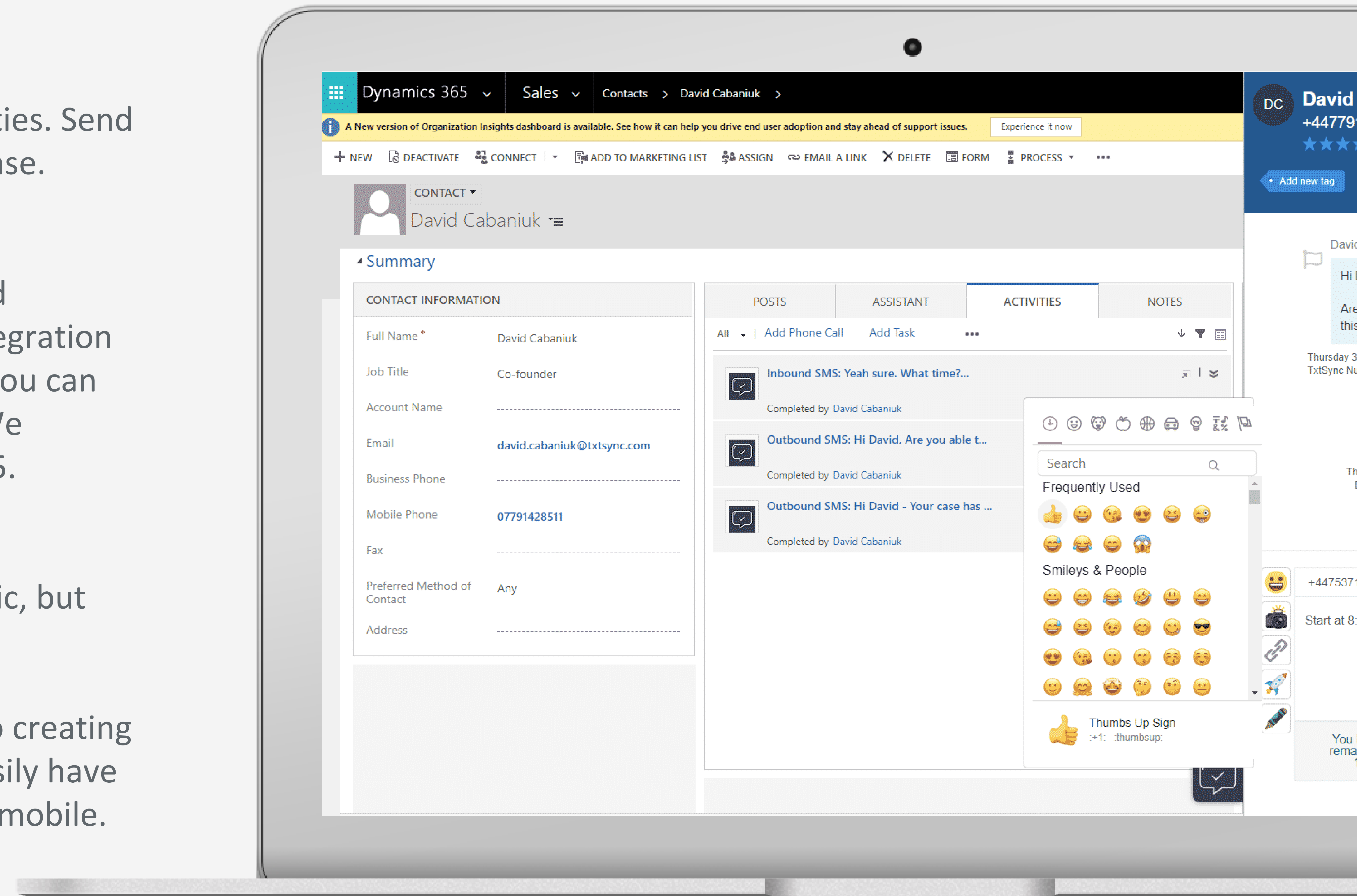
## Send and receive SMS directly from Microsoft Dynamics

Microsoft Dynamics is a powerful CRM that can be used to model and automate your business processes. TxtSync's Microsoft Dynamics integration allows you to easily incorporate SMS into these business processes. You can be sending and receiving text messages without leaving your CRM! We support both Microsoft Dynamics 2016 on premise and Dynamics 365.

## UI that delivers the ultimate user experience for SMS in Dynamics

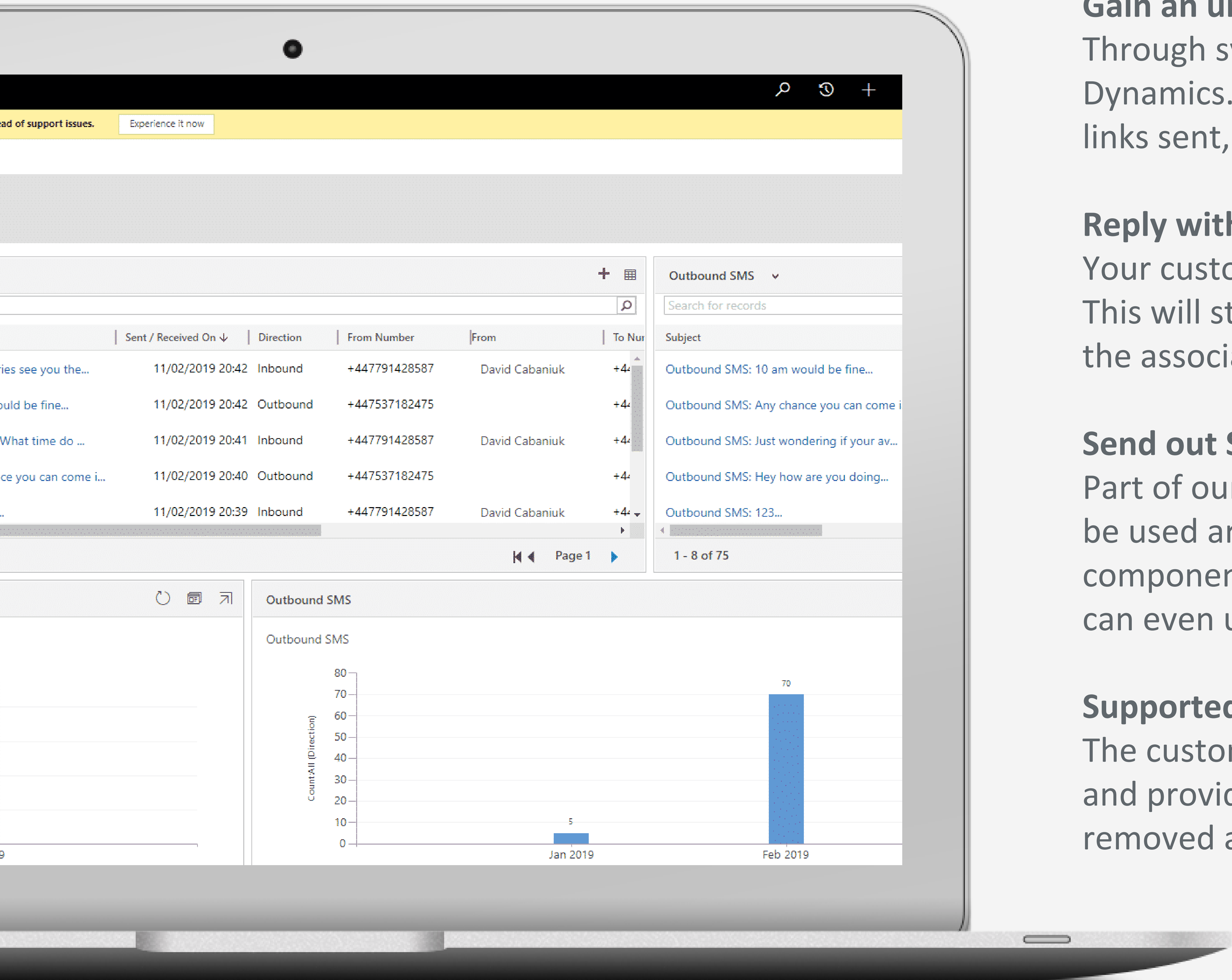
Using TxtSync's free browser extension you will experience a simplistic, but intuitive interface for sending and receiving SMS.

Never miss an inbound SMS with our screen pops and say goodbye to creating SMS activity records to actually send an SMS. With our UI you can easily have a natural SMS conversation with your customers like you would on a mobile.





# MICROSOFT DYNAMICS INTEGRATION



## Gain an understanding of your customer's engagement

Through synchronisation your contact's SMS statistics will be synced into Microsoft Dynamics. Details on total inbound, outbound and failed messaging is exposed, along with links sent, links clicked and a calculated customer engagement rating.

## Reply with stop and prevent further SMS communications

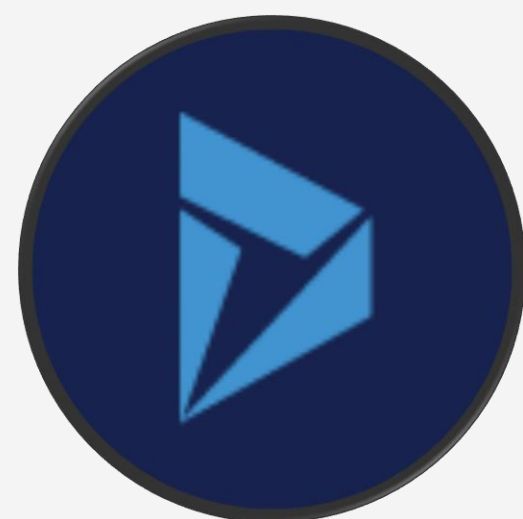
Your customer's can reply back to one of your dedicated numbers with the stop command. This will state that the customer no longer wants to receive SMS. Through synchronisation the associated CRM record will have its contact preferences updated.

## Send out SMS for scheduled appointments

Part of our solution provides you with a Appointment SMS workflow component which can be used around the creation, alteration & cancellation of appointments. The workflow component will allow you to send out SMS to everyone on your required attendees list. You can even use the workflow component to set up SMS appointment reminders!

## Supported Dynamics customisations that you can rely on

The customisations made to enhance Dynamics with SMS capabilities are fully supported and provided through a Managed Solution . This Managed Solution can be easily installed or removed at anytime.





# MICROSOFT DYNAMICS INTEGRATION

## Automatically push SMS records in to Dynamics against the relevant contacts

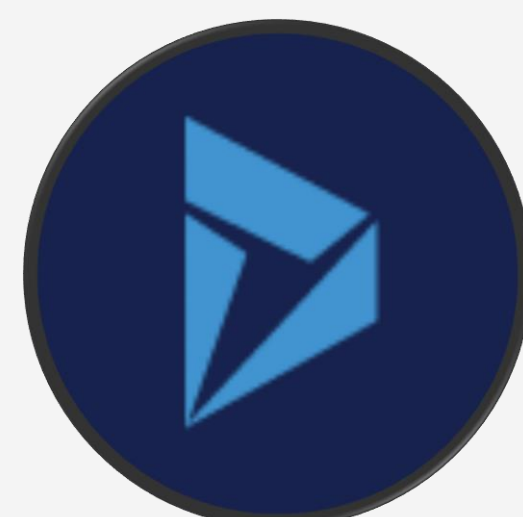
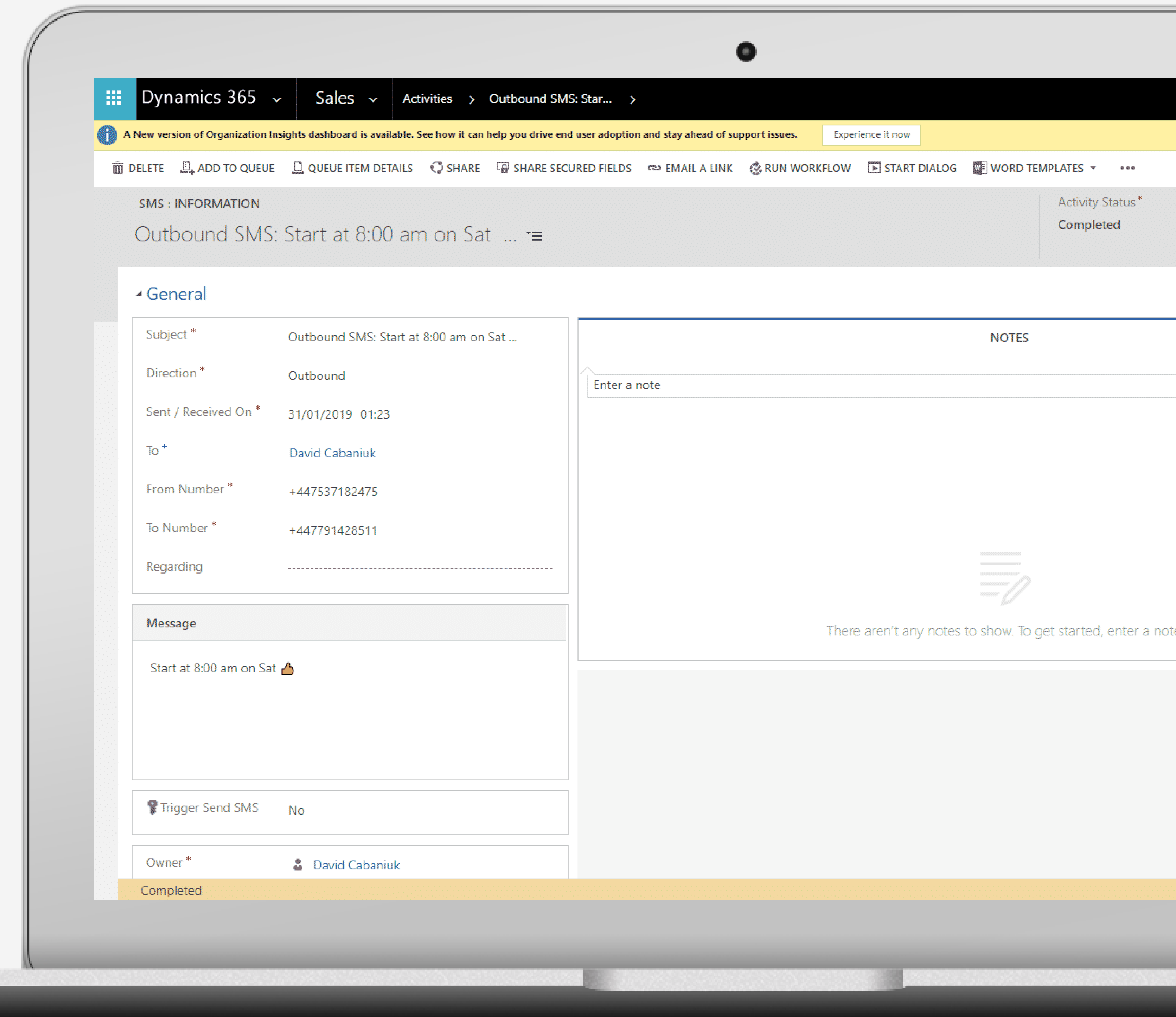
For the ultimate seamless user experience you can use our Dynamics Sync service which allows TxtSync to synchronise with your Dynamics contacts, accounts & leads. What's more TxtSync will automatically push all inbound and outbound SMS to the relevant contact records within your Dynamics system.

## Enhance your automated processes through the use of SMS

Easily add SMS to any existing, or new workflow process through TxtSync's workflow component. Simply state the From and To number along with the message body to send out your text. Plus keep a history of your SMS within Dynamics by choosing to create an SMS record.

## Send from Marketing Lists with ease

Through the power of sync you can send from marketing lists without any need for further customisations! Our simple step process will guide you through sending out bulk SMS that can be personalised and include tracked images, web links and even files! Whats more you can even track replies back into the campaign!





### **Unleash your creativity**

Our platform is built on our very own API and we encourage you to enhance your own workflows by using it to add text messaging capabilities to your systems. With fast response times and events triggered on webhooks, we've made it easy for you to seamlessly add SMS capabilities. Our SMS API hides all the complicated stuff and makes sending and receiving SMS easy for you!

### **Reliability when you need it the most!**

Our API is built in a serverless manor and deployed as a collection of Lambda functions behind multiple API Gateways. This environment is managed by Amazon Web Services , ensuring it is load bearing and can scale automatically to meet demand. The API takes advantage of AWS's worldwide network of edge locations to provide the lowest possible latency for requests and responses.

### **No hidden costs**

What's more, it doesn't cost anything extra to start using our API. We only charge for the text messages you send out.

### **Benefits summary**

- ✓ RESTful API
- ✓ Easy to understand API documentation – <https://docs.txtsync.com>
- ✓ Webhooks to keep in sync
- ✓ Super fast response time
- ✓ Built on Amazon Web Services (Europe)

# OUR OPEN RESTFUL API

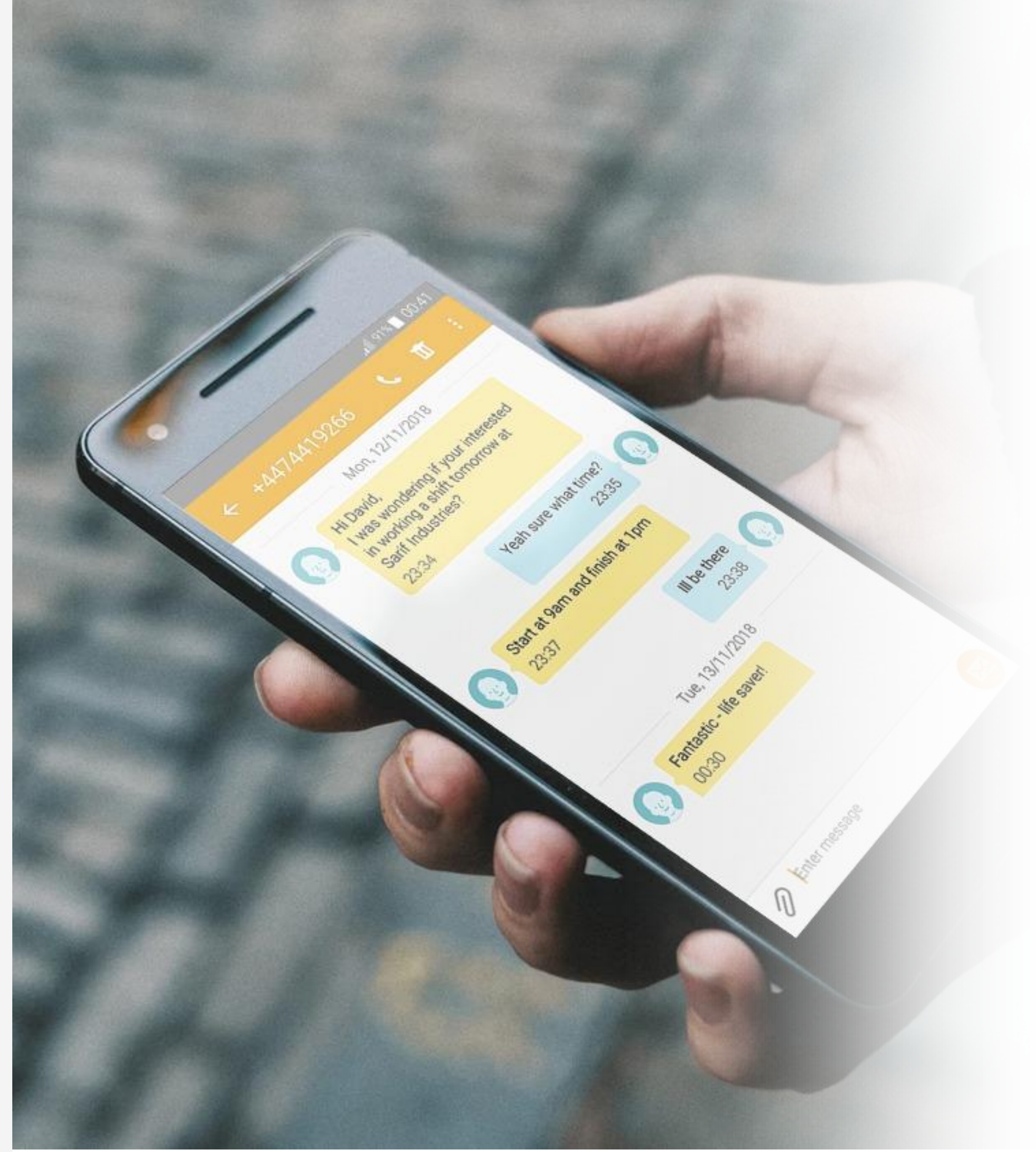
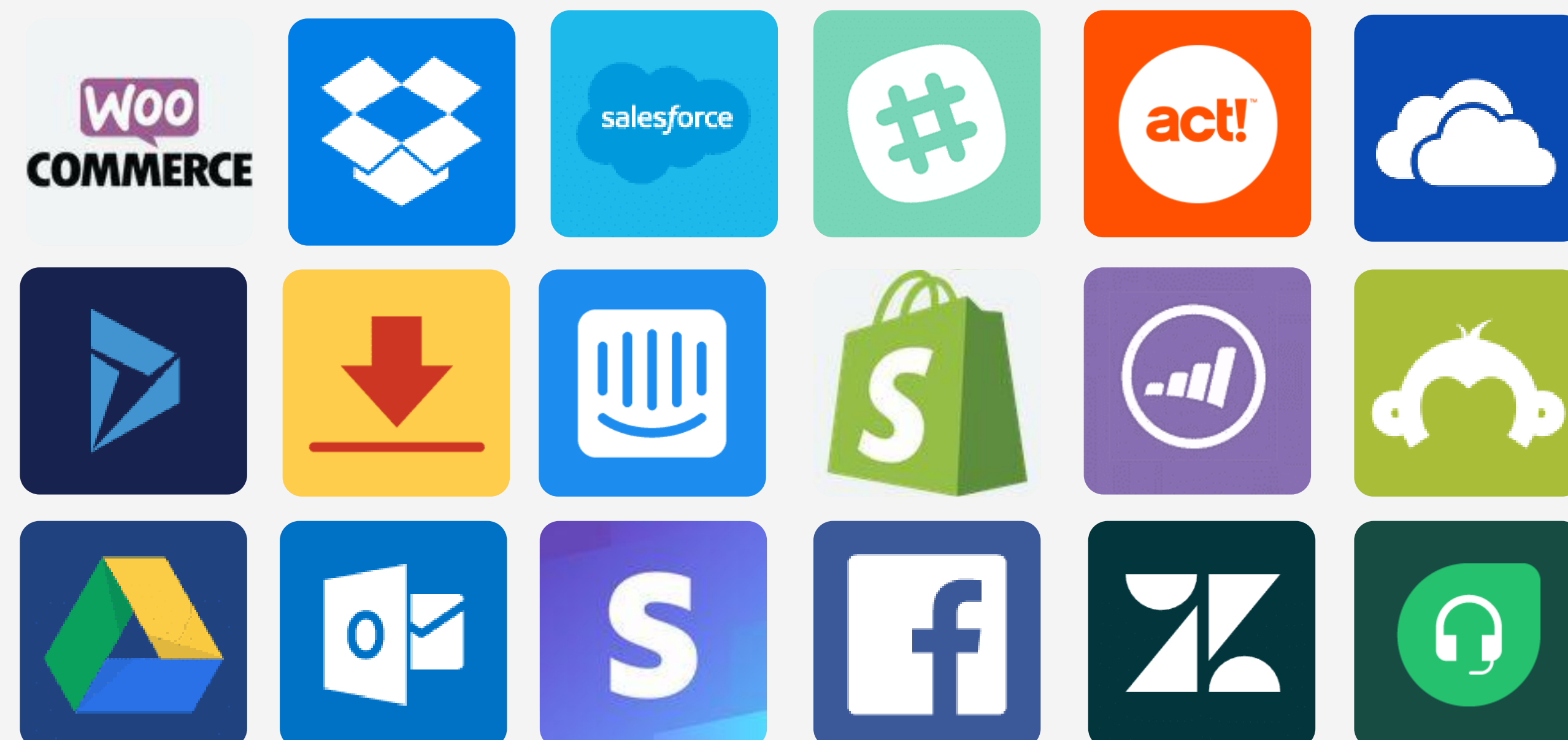




# ZAPIER & MICROSOFT FLOW

## Connect with thousands of apps

Zapier and Microsoft Flow connects with web applications in seconds and it's free to start using. We integrate with apps such as Facebook, Marketo, DropBox, Zoho, Capsule CRM, Insightly, Calendly, Docusign, FreshDesk, FreshBooks, SurveyMonkey, Slack, Quickbooks, Google Sheets, Google Docs & many more! Plus, Microsoft and Zapier are adding new integrations every day.





# GOOGLE CHROME EXTENSION

## Don't be limited by just your CRM - Use TxtSync from any website

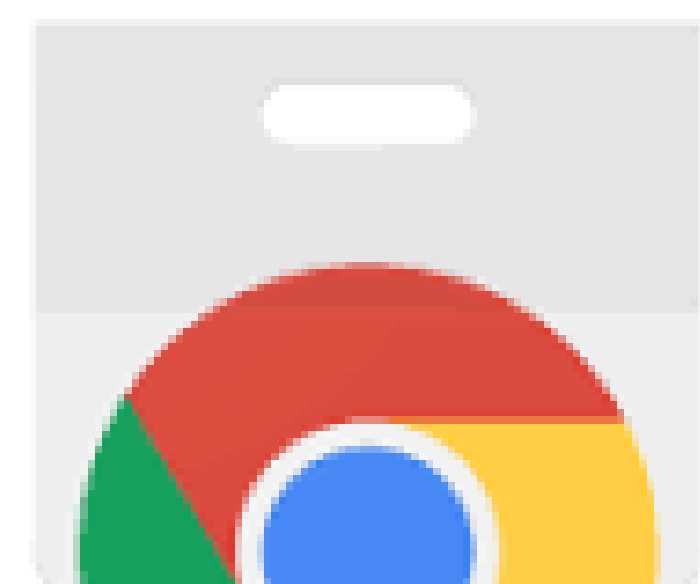
Being able to browse the web and send targeted text messages would be a dream for most people however here at TxtSync it is all possible out of the box.

Simply install our Google Chrome Extension and away you go!

You'll be able to send and receive text messages, create targeted text message campaigns, view your contacts regardless of what website you are browsing at the time.

## Notifications from within any webpage

Whether you are browsing LinkedIn or scrolling through online directories – if someone responds to a text message, you will receive an screen pop (notification) on the webpage so that you can view the message when you need it most. This enables you to quickly react and engage with that customer.



Available in the  
Chrome Web Store

Hey Jenny, I'll be free to work the shift if you still need me. Does Alan need the van or should I keep it with me? Cheers 😊

Warren Doyle  
Thursday 21 February 2019 at 01:50:18

DC

David Cabaniuk

+447791428587

★★★★★

questionnaire

https://txtw/m64y10uHP

Sunday 20 January 2019 at 16:44:57 - Status: Delivered - TxtSync Number: +447441926605

David Cabaniuk

Hi David  
What do you think to our new feature?  
xxx

Tuesday 22 January 2019 at 22:33:24 - Status: Delivered - TxtSync Number: +447441926605

David Cabaniuk

Amazing 😊

Tuesday 22 January 2019 at 22:34:42 - Status: Delivered - TxtSync Number: +447441926605

David Cabaniuk

+447537182475 (Shared UK Nui

Hey , are you free to work this weekend?

You have 110 characters remaining. You have used 1 text messages.



# WHAT OUR CUSTOMERS SAY ABOUT US

“

“The team at TxtSync were on hand to assist us in getting our integration all setup within a matter of minutes. I would highly recommended TxtSync for anyone looking at utilising text messaging within their business.”

Mark Seemann – Co-founder @ StaffCircle



# OUR TECHNOLOGY PARTNERS

TxtSync is a member of the **AWS Activate** program as well as a qualified business on the **Microsoft For Startups** Scheme. Being apart of these schemes enables us to be at forefront of technology. Both of these platforms enable us to scale TxtSync globally without compromising on cost and performance.

**aws**  **activate**



Microsoft  
For Startups

Microsoft  
Partner

We are currently standard Microsoft Partners but we are currently in the process of waiting for our **ISV Silver Partnership** to come through as our product has been launched on Microsoft App Source.



# NO HIDDEN COSTS

- ✓ **PAY AS YOU GO PLATFORM**
- ✓ **KEEP YOUR BALANCE POSITIVE AUTOMATICALLY**
- ✓ **FREE SHARED GLOBAL NUMBERS**
- ✓ **FREE CREDIT TO KICK START YOUR ACCOUNT**
- ✓ **LOCAL MOBILE NUMBERS IN OVER 40+ COUNTRIES**
- ✓ **NUMBER PORTING** (IN SUPPORTED COUNTRIES)
- ✓ **FREE BRANDED SENDER IDS** (IN SUPPORTED COUNTRIES)
- ✓ **DISCOUNTED RATES, SERVICE LEVEL AGREEMENTS AND DEDICATED ACCOUNT MANAGERS AVAILABLE FOR HIGH VOLUME CUSTOMERS**
- ✓ **SUPPORT CONTRACTS AVAILABLE TO SUIT YOUR BUSINESS WORKING HOURS**

When choosing a SMS provider, we know the final decision can come down to price.

We work with all the major UK mobile networks to provide you with a price that's truly competitive and if you have a high volume, we can definitely work out a discount for you.

Why settle for lower quality providers when you can use TxtSync and still save money?





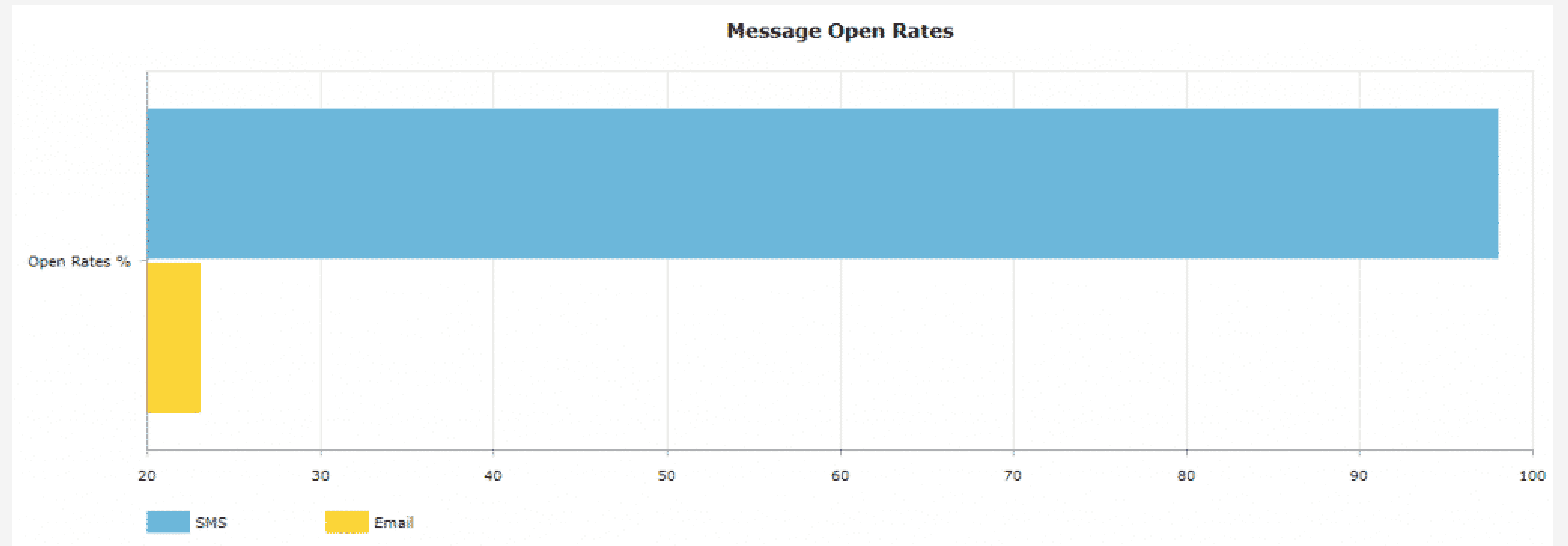
# KILLER SMS FACTS

Global demand for the A2P SMS market was valued at USD 55.0 billion in 2014 and is expected to reach USD 70.00 billion in 2020.

The 2 main reasons for this growth are the fact that SMS is pre-installed on every mobile phone and the open rates for text messages are outstanding.

98% of all SMS messages are read, 90% of messages are opened within 3 minutes and 90 seconds is the average response time for text messages. This 98% open rate is far superior to email which has an open rate of around 23%.

SMS is the only truly universal communication mechanism, which, irrespective of technology, can reach 7 billion devices and over 5 billion people globally. Ofcom's latest figures (2017) estimate that 76% of adults now own a smartphone, while a staggering 94% own a mobile phone. Therefore, the 24% of people in the UK who don't own a smartphone can't be contacted via social media and email but can receive texts. In the UK, 37.2 million mobile users have opted in to receive text messages from brands and businesses and 23.5 million customers responded to a business text message in 2017. This figure is expected to rise to 48.65 million by 2020.





# LET'S STAY IN TOUCH

We would love to stay in touch – if you have any questions or queries feel free to contact us via the following channels.



**hello@txtsync.com**



**0116 3500431**



**WWW.TXTSYNC.COM**

## **Our office:**

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Leicester  
LE1 5TE  
United Kingdom

## **Company registration number:**

11664465 *(England and Wales)*

## **VAT Number:**

GB 312 3563 37