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Introduction

The directors of InstaReach Solutions private limited have over 35 years of global advertising and sales experience. They have experienced the changes in advertising & communication technologies since the 70's, and have continually stayed ahead of these trends, delivering campaigns that generated quick Return on Investments and created new markets for their customers.

In an effort to offer our customers the future in advertising solutions, InstaReach was established to deliver ***“simpler, smarter and faster”*** mobile marketing solutions.

InstaReach understands that by using SMS as a communicating tool, ***businesses will be able to reach their target audience more personally and at an individual level.***

InstaReach Mission: To enable businesses to instantly reach their customers most efficiently.

InstaReach Vision: To be a global market leader in the mobile marketing industry by providing the latest in mobile technology and world class service.

How it works



Why Mobile Marketing

Statistics

- 30 crore messages are sent in India each day
- 50% of Indians own a mobile phone
- 98% of Hyderabad metro own a mobile phone
- 4% to 31 % response rate
- 100% of the target audience can be reached
- 80% consumers keep their mobile phones with them all the day long
- 94% messages are read instantly
- 39% of consumers prefer text messages to radio or TV advertising
- 40% higher responses rates when compared with a 3% response rate through direct mail and 1% with internet banner ads
- SMS has a 5 times better response rate than direct marketing, making it one of the most responsive marketing communications media.
- 4% to 31% success rate, i.e. out of 100 messages sent, 4 to 31 customers may walk through your doors
- 18-29 year olds use text messages more than they use voice calls to communicate.

The SMS Advantage

- Simplest, fastest and smartest mode of advertising
- Communicates directly to customer
- Reaches everyone
- High response rates
- Generates quality leads
- Extremely cost effective
- Measurable Return on Investment
- Brand remains with customers all the time
- Increases sales
- A direct response medium

InstaReach Software Benefits:

- **Fast Set-up:**
 - Open up an account with us in just minutes
 - Email to us your requirements and we'll have you ready to go by return email
- **Free Set-Up:**
 - No set-up charges
 - No minimum usage charges
 - No monthly fees
 - No hidden cost
- **Personalized Sender Name:**
 - Create sender name of your choice
 - Can be changed for every promotion
 - For example: the consumer receives a text from McDonalds, ICICIBnk
- **Unlimited Groups:**
 - You can create as many groups or campaigns as you like

- **SMS Scheduler:**
 - Send your texts at a designated time and date
- **Delivery Reports:**
 - Check delivery status of every single message
 - Download reports on daily/monthly basis
 - Analyze success rate
 - Measure ROI
- **Customer Profiling:**
 - Define Customer/group profiles
 - Customers receive your promotion based on your own criteria.
- **Template Messaging:**
 - Create your own message templates for easy use
- **Add Numbers Easily:**
 - Manually add numbers
 - Import an Microsoft Excel
- **Multiple Keywords:**
 - Create multiple keywords (e.g. sales, help, and brochure etc.) and then assign different options for each keyword.
- **Multiple Backup SMS Routes and Load Sharing:**
 - With multiple backup routes we guarantee a timely delivery.
- **Delivery Confirmation Reports:**
 - Analyze success rate
 - Measure ROI
- **Single-Click**
 - Send thousands and millions of message in minutes with just a click of your mouse