



How much is  
an interested  
Lead worth  
to you?

Do it yourself Mobile Marketing  
that you can setup quickly and easily

A database that is not maintained properly soon becomes worthless.

We take the time to understand your business and identify the right database mix that will deliver you the best return on investment

Aravind, DataNectar.com



# Going Direct to Consumers

## Mobile Marketing:

Since the introduction of the cellular phone, mobile technology has been evolving at a rapid pace. More than 600 mn Indians have a mobile device. In fact, mobile phone penetration exceeds cable television (130 mn), internet access (81 mn) and PCs owners (35 mn). Mobile phone is often the first thing a person looks at upon waking and the last thing they look at before going to sleep.

## Mobile Marketing

### Best Practices Followed

At Stardotstar, We Follow these guidelines and you'll keep your customers anxiously awaiting and eagerly participating in your mobile marketing campaigns!

## The HUMAN approach;

### Intelligence you Need

At DataNectar, our team obtains comprehensive intelligence through several sources; business releases, public filings, submitted releases, phone interviews, and a variety of industry news sources.

## Data Quality

### Quality over Quantity

While others boast hundreds of thousands of prospects, we provide high quality business intelligence and complete and verified contact information for successful targeted one-to-one communications.

## Find New Customers

### Increase Sales.

Lots of research, efforts, and work has gone into compiling this B2B, B2C database . These Contacts are a must for every serious business house who is interested in huge Indian market. Our full-time researchers are solely dedicated to building the data, verifying it and updating it for you.

Due to the vast number of selections available when using our Consumer marketing lists we are able to tailor make marketing lists for thousands of products and services.

+ SMS Marketing for Real Estate | Home Sales

+ SPA, Hair Salon Marketing

+ Mobile Marketing for Restaurants

+ SMS mobile marketing for retail

+ SMS voting and polls for mobile marketing



Infinite Expressions - Singular Pursuit!

# B2C

## All Consumer Lists

Due to the vast number of selections available when using our Consumer marketing lists we are able to tailor make marketing lists for thousands of products and services.

We work with a large number of industry sectors including: Automotive, Charity, Retail, Mobility and Investment so our catalogue will show preset profiles currently being used and are getting results from there respective sector.

### Our database assets across the

IT Sector, Manufacturing, Healthcare, Finance, Small to Medium Enterprises (SME), Media, Education, Hotels & Restaurants, Entertainment, Corporate, Traders, Designation-wise listing, High Net-worth Individuals (HNIs), B2C Categories, , Investors, Export/Import , Professionals, and other General lists.



# FAQ

## Mobile Marketing shortcode

SMSIntegra: Simply the Easiest SMS Gateway and Mobile Marketing platform available!

- + Instant Setup - You're up and running in minutes!
- + SMS Autoresponder - Return specific text to the user
- + Message Forwarding - Incoming messages to your keyword can be sent to email or a mobile phone
- + Over 75% of text messages are read by recipient
- + Personal, instant link between you and the consumer
- + Connect with consumer at the right place, at the right time

How it works SMS Shortcode keyword?

You simply choose a KEYWORD that identifies your company or campaign. Your customers and prospects then send a text message with your keyword to our short code (5667701).

When SMSIntegra receives an incoming text message to your keyword, the sender's mobile # is stored in your database for future mobile marketing campaigns, and they

receive the response that you have chosen.

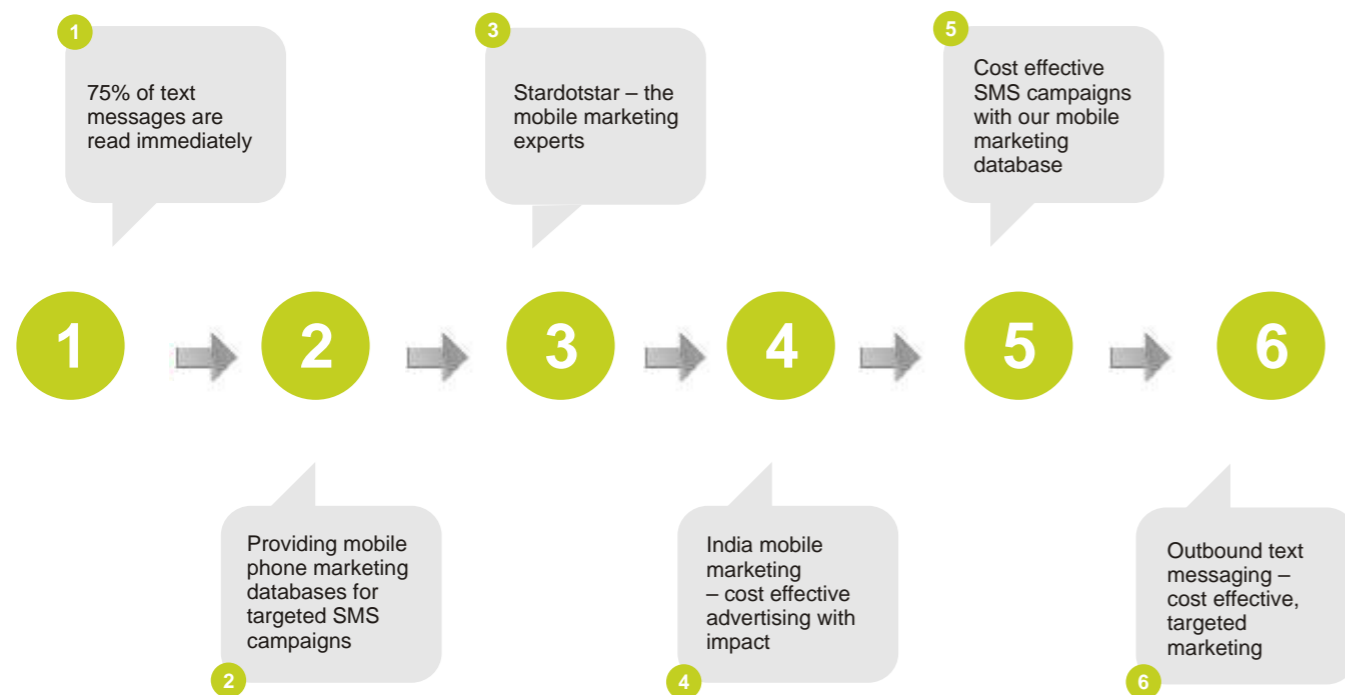
Using our built in applications, you can reply with a simple text message, hold a contest or vote, or send a link to a mobile web page. Using our powerful API, SMS can easily be integrated into your existing systems for customized content.

Whether you want to send coupons, a simple text message response, or connect to an elaborate SMS application or API, with SMSIntegra you'll be connected instantly! Our Mobile Marketing service is simply the easiest and most inexpensive way to integrate text messaging into your business. Mobile Marketing is no longer just for big brands! With SMSIntegra, small to medium sized businesses can have the same capabilities at a fraction of the cost.

Once I register a keyword, for how long do I own it? Your keyword remains in your account for as long as you make the monthly payments. If you cancel your account or fail to make your payment, the keyword becomes available for others to register after 30 days.

# Why?

## Mobile marketing 6 benefits:



# Contact us?

## Find your Datanectar office

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