Telkom BUSINESS

Frequently Asked Questions - Mobiz Smart Marketing

1. **What do I need to start using Mobiz?**
   You'll need access to the internet from a desktop computer or laptop in order to use the code-free campaign builder. You can then use Mobiz campaigns for anything from brand awareness to sales by creating and sending personalised landing pages via SMS to your mobile database.

2. **What subscriptions or packages are available on Mobiz Smart Marketing?**

Offer Name	SMS Quota	Pricing Including Vat
Mobiz Smart Marketing (Basic Plan)	300	R99 M2M
Mobiz Smart Marketing (Starter Plan)	1000	R299 M2M
Mobiz Smart Marketing (Pro Plan)	1800	R499 M2M

3. **Are Mobiz links data-cost-free?**
   Yes! All interactions and engagements with Mobiz landing pages are data-cost-free to your customers. This means more customers are able to engage, improving the value of your marketing.

4. **Are Mobiz links Secure?**
   Yes! All Mobiz links are SSL secured so your customers will never have to worry about data security.

5. **What options do I have once I have depleted my allocated SMS Bundle?**
   You have the option to upgrade to a higher SMS package any time during the month. Telkom will soon introduce top up in future.

6. **Can I upgrade my package in the middle of the month?**
   Yes, you can request an upgrade or downgrade of your package at any time during the month.

7. **Does my SMS Bundle allocation carry over to next month?**
   Credits are replenished on the 1st of each month and expire at the end of the same month. If you sign up or upgrade in the middle of a month then any unused credits from your first month will be carried over the following month.

8. **I have my own domain; can I use it?**
   You currently cannot use your own domain for your SMS link. You can however link your own website within the landing page.

9. Which file format should I use when uploading my customer database?
The Mobiz platform currently only accepts .csv file uploads. .csv files can be created in Microsoft Excel, Google Sheets, etc. Your data will be uploaded as it appears within your file, so ensure that your data is formatted properly.

10. Is there an upload limit on customer entries within a database?
No, there is no maximum.

11. Will my database be stored indefinitely?
No, Mobiz will only store your customer data while your account is active (ie while you are subscribed).

12. How long are campaign links active?
Campaign links will be active for 3 months from the day of deployment. If a campaign link is active for longer than the customer data lifespan, the lifespan of the customer data will be extended to match the lifespan of the link.

13. Is Mobiz able to detect false mobile numbers?
Mobiz is unable to detect if numbers aren't real, registered numbers but is able to identify invalid numbers where the number format is captured incorrectly within a database. These invalid numbers will not be added to your database on upload.

14. Will customers be charged penalties if they Cancel, upgrade and downgrade at any time?
There are no fees associated with these requests.

15. How can customers opt-out of a campaign?
Customers can either reply "STOP" to your campaign SMS or open the URL in the SMS and unsubscribe from the Mobiz landing page. Mobiz will automatically manage your opt-out so you to ensure you stay compliant.