

DART's new texting tool is a powerful, all-encompassing SMS Marketing Service that will help you communicate with your potential customers through text messaging.

# DART Text Messaging Services

## **LIST BUILDING**

Easily build your database of contacts by adding a simple text line to your direct mail piece, social media page or website.

## **SCHEDULING**

Schedule text message campaigns to go out at any date or time - down to the minute. You can even choose whether or not to send the message to people who join the Contact Group after you schedule the message but before it is sent.

## **DRIP CAMPAIGNS**

Drip Campaigns allow you to automatically send a timed series of text messages to your Group of Contacts.

## **RECURRING MESSAGES**

Recurring Texts allow you to compose a text message that will be sent out on a regular basis - daily, weekly or monthly, with all sorts of scheduling options. They're great for messages such as recurring meetings, reminders, or weekly appointments.

## **PERSONALIZATION**

Every contact in your text marketing list is more than just a phone number. First and last name fields can be automatically merged into your mass text messages for a personal touch.

## **TRACK MESSAGES**

Whether you're sending simple text blasts or running multiple Keyword campaigns, our reporting provides valuable information, such as texts sent, messages received, and overall up-to-date contact counts. Find spikes, see results, analyze, refine, repeat, and profit.

## **TRACK YOUR CONTACTS**

Track when and how new contacts are added to your text marketing lists. Watch for opt-in spikes to see which marketing campaigns are generating traffic. Track reasons for opting out to learn from campaigns that didn't work.

## **DELIVERY REPORTS**

Our BETA Delivery Reporting features provide detailed information on the status of each message you send, at the Contact level. Please note - this is a new feature that is in Beta. Not all US and Canadian carriers presently provide delivery status, especially smaller, regional carriers.

## **VOICE BROADCASTS**

With DART Texting Voice, you can send out thousands of calls within minutes. Upload a file or just click "Call" and follow the simple instructions to record your voice message. Select the group of numbers you wish to call and you're all set! Customize the Caller ID and even leave voicemails. Not available for Alaskan and Hawaiian area codes.



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