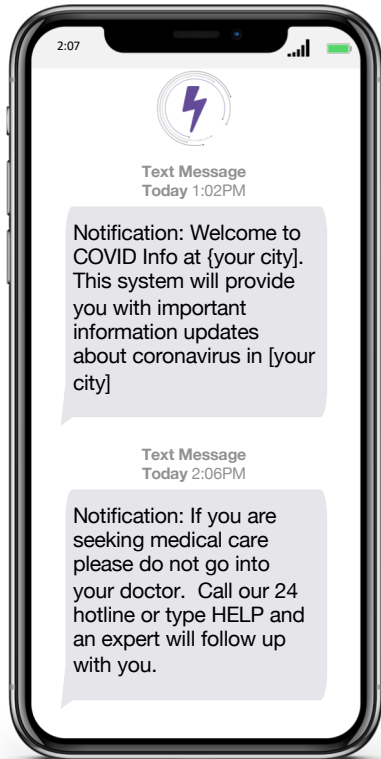# TURN-KEY TEXT COMMUNICATIONS FOR CRITICAL ALERTS

A mass text service is the fastest, most direct, and easiest way to reach people when facing a crisis or to deliver critical alerts. With Kerauno Launch you get much more than just a communications tool. We deliver a turn-key solution that combines professional managed service, along with feature rich text engagement capability. This means, no additional resources, no ramp up time, no learning curve, no training. We do it all and are ready to go as soon as you are.

2:07

⚡

Text Message
Today 1:02PM

Notification: Welcome to COVID Info at {your city}. This system will provide you with important information updates about coronavirus in [your city]

Text Message
Today 2:06PM

Notification: If you are seeking medical care please do not go into your doctor. Call our 24 hotline or type HELP and an expert will follow up with you.

96% OF AMERICANS HAVE A MOBILE PHONE

98% OPEN RATE OF TEXTS

90% OF TEXTS ARE READ WITHIN 3 MINUTES

91% OF USERS VIEW TEXTS AS USEFUL

500% MORE ENGAGEMENT THAN EMAIL

Pro-Service Management
No need to add resources. Our experts can develop unique messages &/or manage your messages for you.

Intuitive
Begin communicating immediately with simple controls for outgoing and incoming messages.

Mass Text
High volume communications - virtually unlimited throughput to reliably deliver your message.

Mobile Management
It's easy to implement and doesn't require a lengthy training. Manage it from a smartphone or computer.

Analytics
Gather valuable data and analytics to better understand your audience and deliver targeted content.

SMS and MMS
You are not limited to just words. Send information including videos, links and images.

6sqft

"New York City introduces text line for coronavirus updates."

NBC

"SF Launches text alert system for residents concerned about coronavirus."

FOX

"Coronavirus alert messages available for Hamilton County residents."

CBS

"Coronavirus Text Message Alert System Launched In Massachusetts"

TURN-KEY TEXT COMMUNICATIONS FOR CRITICAL ALERTS

Kerauno Launch Features

MASS TEXTING
High volume communication – our throughput is virtually unlimited to reliably and quickly deliver your messages.

MESSAGE AUTOMATION
Scheduling messages in advance is simple to use with our intuitive interface. Little work is required to deliver thousands of messages a day, a week, or month.

MOBILE MANAGEMENT
It's easy to implement and doesn't require a lengthy training. It's ready to go the moment you are. Plus, manage it all from a smartphone or computer.

SMS AND MMS
You're not just limited to words. Send QR codes, videos, posters, links, and more.

REAL-TIME RESPONSE
Instantly engage connections when it matters most; at any given moment.

DRIP CAMPAIGNS
Just set it and forget it. Build strategic campaigns around Keywords with scheduled messages to 'drip' content to your audience. When a new contact opts in, Launch automatically starts sending the recipient scheduled campaign messages, allowing for engagement in a variety of ways without any extra work.

REPORTING
Gather valuable data and analytic insights to better understand your audience and improve engagement across all communication platforms.

KEYWORD SELECTION
Choose unique, branded, and memorable keywords to manage multiple campaigns at the same time.

OMNI CHANNEL
Marketing with SMS improves lead nurturing and lead conversion results by helping you stay in contact with your prospects.

Enhanced Interactions

VOTING
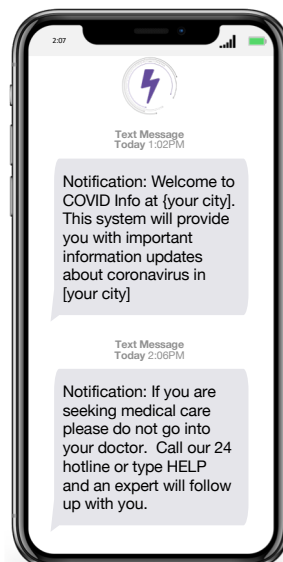Real-time voting lets customer's voices be heard.

INSTANT SURVEY
Get instant feedback to help guide decisions.

SCHEDULED MESSAGES
Keep customers or employees in the loop to improve engagement before, during, and after an event.

MMS
Express your voice in unlimited ways. Delivering images sent via text ensures a rich and impactful view.

INSTANT UPDATES
Give customers the inside track the moment it happens.

SECURITY
Direct delivery is critical when keeping employees or customers informed the moment an emergency situation might arise.

⚡Kerauno Launch

TEXT ENGAGEMENT PLATFORM

The power of text (SMS & MMS) is delivered through its simplicity, directness and ease of use. That's why we developed the Kerauno Launch Text engagement platform, which delivers real-time, two-way, mass texting capabilities for direct communication with customers, employees, fans or anyone else your business requires. Our platform combines powerful capabilities with an easy-to-use interface. That means it's easy to get up and running and even easier to maintain. With Kerauno Launch, you engage faster, with greater impact, all while saving you time and increasing productivity.

WHY TEXT ENGAGEMENT?

98%
TEXT GETS SEEN
98% of all texts are read.

90%
TEXT IS IMMEDIATE
90% of messages are opened within 3 minutes.

100%
TEXT IS PERSONAL
Right to your phone and meant only for you.

90%
TEXT IS PREFERRED
Almost 90% of Americans would prefer to communicate with businesses and brands via SMS.

96%-97%
TEXT IS UBIQUITOUS
96% of Americans have smartphones and 97% use text: from Gen Z, Gen Y, Gen X, and even baby boomers.

50+
TEXT IS EASY
American consumers check their smartphones 50+ times a day and some up to 300 times.

KERAUNO LAUNCH FEATURES

MASS TEXTING
High volume communication – our throughput is virtually unlimited to reliably and quickly deliver your messages.

MESSAGE AUTOMATION
Scheduling messages in advance is simple to use with our intuitive interface. Little work is required to deliver thousands of messages a day, a week, or month.

MOBILE MANAGEMENT
It's easy to implement and doesn't require a lengthy training. It's ready to go the moment you are. Plus, manage it all from a smartphone or computer.

SMS AND MMS
You're not just limited to words. Send QR codes, videos, posters, links, and more.

REAL-TIME RESPONSE
Instantly engage connections when it matters most; at any given moment.

DRIP CAMPAIGNS
Just set it and forget it. Build strategic campaigns around Keywords with scheduled messages to 'drip' content to your audience. When a new contact opts in, Launch automatically starts sending the recipient scheduled campaign messages, allowing for engagement in a variety of ways without any extra work.

REPORTING
Gather valuable data and analytic insights to better understand your audience and improve engagement across all communication platforms.

KEYWORD SELECTION
Choose unique, branded, and memorable keywords to manage multiple campaigns at the same time.

OMNI CHANNEL
Marketing with SMS improves lead nurturing and lead conversion results by helping you stay in contact with your prospects.

Kerauno Launch

CONNECT WITH YOUR AUDIENCE IN MORE ENGAGING WAYS

VOTING
Real-time voting lets customer's voices be heard.

CONTESTS
Drive new ways for customers to get engaged with your brand.

INSTANT SURVEY
Get instant feedback to help guide decisions.

MMS
Express your voice in unlimited ways. Delivering images sent via text ensures a rich and impactful view.

SCHEDULED MESSAGES
Keep customers or employees in the loop to improve engagment before, during, and after an event.

INSTANT UPDATES
Give customers the inside track the moment it happens.

PROMOTIONS AND COUPONS
SMS coupons can boost sales with instant delivery and higher open rates than email or social coupons.

SECURITY
Direct delivery is critical when keeping employees or customers informed the moment an emergency situation might arise.

DEVELOP AND DEEPEN ENGAGEMENTS

Maybe you need to instantly notify communities/schools/local government in emergency situations, or rapidly update key resources on a critical change, or real-time feedback from customers. The power of text is at your fingertips and with Kerauno Launch, you have the reliable, secure and scalable solution you can count on to drive your business forward.

INDUSTRY USES

SPORTS TEAMS
Enhance fan engagement and administer team and management communications via text.

MILITARY
Keep the base informed, notify specific divisions or ranks of key updates, automate notifications, and set reminders for key duties.

GOVERNMENT
Manage emergency notifications, court appearances, police/EMS alerts, and feedback.

UTILITIES
Alert customers during outages, issues, and fixes and automate employee updates.

MARKETING AGENCIES
Connect with clients or customers, accelerate buyers' journey, or improve lead generation with the power of text.

INSURANCE
Deliver timely notifications to improve collections and boost customer retention.

UNIONS
Ensure everyone is mobilized when the moment strikes and ensure critical updates are read.

EDUCATION
For time sensitive information, students and parents are much more likely to open a text updating them on situations that impacts the school. Also, in the event of an emergency situation when every second counts, text is the fastest and most direct way to send alerts.

POLITICAL CAMPAIGNS
Engage voters, establish real-time feedback, and incite action.

FITNESS CENTERS
Keep members motivated, improve satisfaction, and reduce churn.

HOTEL AND HOSPITALITY
Delivery of information to guests and employees is imperative for customer service. Integrate text offering can boost satisfaction, revenue and productivity.

PLACE OF WORSHIP
Engage your congregation outside the church, improve turnout, inspire action, and drive fundraising.