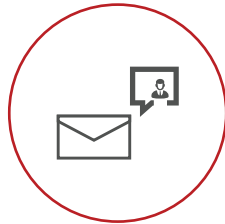


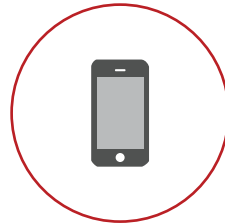
SOCIAL MEDIA AUTHENTICATION

Email databases often contain thousands if not millions of email addresses, but marketers are often unable to pinpoint high-quality emails connected to a mobile device. Social Media Authentication, or SMA, can validate emails associated with social media accounts related to social sharing, image sharing, blog, and e-payment ecosystems. Socially related emails are more likely connected to a mobile device, making them excellent candidates for relevant mobile marketing.

How is SMA Used?



Identify
socially connected
emails



Create
campaigns relevant to
mobile users



Target
social media
users

How Will SMA Improve Campaign Metrics and Understanding?

SMA provides additional understanding about the quality of an email address. With data quality as a top priority, you need to identify the best possible emails to send your campaigns to. Because an email connected to a social media account or mobile device is an active email, you can avoid low quality, inactive emails in your list and instead send your campaign to ones most likely to engage.

How Much Does SMA Cost?

Webbula only charges for email addresses we match to a social media user. If your email addresses or unknowns are unable to be matched, you owe us nothing! If we find you social media gold, we both win and you can send mobile relevant campaigns to high-quality email addresses.