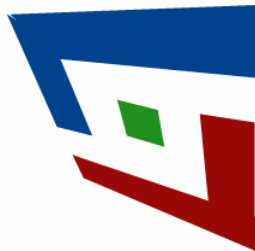


Empower your Business

Take your business to new levels with the power of txtNation



Case Studies

What our clients have been saying about us...



"The work involved was absolutely top draw, especially as this involved constant tweaks to the initial spec and txtNation worked closely to satisfy all of our requirements. For premium chat services I would strongly suggest that you look at txtNation."

Rob Thompson, textKiss

Objective

textKiss wanted to maximise their chat promotions online, focusing on the ROI as a measure of success.

Course of Action [Module Deployed: [People2People Chat](#)]

Several domains were setup and deployed online with targeted advertisements bringing in chat users from UK, USA and Europe. txtNation allow textKiss to manage all aspects of the chat services encouraging new users to participate.

Results

The results were better than expected with overall response rate 2x that of conventional methods of promotions to date.



"We have been consistently receiving end user feedback from the quality of the matches. I am gaining a great deal of exposure and it is international. I think you have a wonderful program and I am highly satisfied with the results that I am getting."

Phil Bayfield, VIP Texting

Objective

VIP wanted to go a step further with mobile chat and provide its customers with something of real value through the relationship.

Course of Action [Module Deployed: [Operator Chat](#)]

txtNation project managed the complete project for VIP. Each 'chat message' contains relevant matching criteria enabling them to communicate with a centralised txtNation managed database to validate each mobile user in real-time.

Results

Chatters were continually encouraged to text in for more matches and further advanced features. There were a total of 19,557 SMS messages in the first 3 months.



Taking Text Chat to a New Dimension

"Due to your service our chat traffic has increase over 300% within the last 3 months. You have an excellent program running, and an excellent business venture."

Mark Hunter, GTB

Objective

GTB wanted a direct communication medium with their audience, increase customer retention and drive 2 way messaging whilst promoting their fortnightly magazine via SMS chat.

Course of Action [Module Deployed: [People2People Chat](#)]

GTB's mobile strategy is now revenue generating and helps to position them as an innovator in SMS chat within the mobile sector.

Results

Over 232,000 mobile messages for GTB were received and nearly 3,000 loyal active users are signed up for the advanced chat features which include audio, video and picture profiles.

PrtChat

"The chat solutions which are provided by txtNation, are of a very high standard. The quality of the service with chat retention is of the highest level."

Steve Reddish, PrtChat Ltd

Objective

To launch the largest web promo possible under the constraints of the marketing budget. Convert users from web to mobile with as many innovative methods as possible.

Course of Action [Module Deployed: Operator Chat]

Provision of a fully managed multi-media premium SMS chat service. Our latest SMS service offers a fully managed interactive multi-media chat system, which links thousands of users with real moderators working in a home or office environment. In addition to the normal text chat, users also enjoy rich multi-media experience through pictures and videos, turning chat into a highly attractive, revenue generating tool.

Results

The initial campaign brought in 40,000+ SMS chat messages, exceeding all initial targeted goals.