



## Mobile Marketing Myths

- 1. Going mobile costs a lot.**

“A lot” is a relative term. But generally speaking, mobile campaigns won’t break your budget, especially if you use an integrated platform that allows you to do Text/SMS, Mobile Web, and rich media applications all in one place. And when you measure the “cost per engagement” that comes with mobile marketing, you’ll find better results for less expenditure.
- 2. It’s a jungle trying to navigate carriers, handset manufacturers and operating systems of devices.**

That was true before. Not now. With Whoop, we handle all that goop so you can focus on the content and applications you want to share with the world. Our Whoop Engine can deliver just the right content at just the right time to people opting in.
- 3. The Mobile Web is slow.**

With newer networks coming on line, the Mobile Web is picking up speed fast. With Whoop, subscribers can actually bypass some of the latency issues by using our software to stream video, audio, and graphics to a handset. With Whoop, it’s all about engaging with content, not browsing for it.
- 4. A lot of mobile marketing is just spam.**

Whoop adheres to the best practice guidelines of the Mobile Marketing Association which prohibits text spam. Whoop only delivers content that been specifically requested by an individual, and we make it easy for them to opt-out as well.
- 5. Diverting limited marketing dollars to mobile marketing is a waste.**

That’s what some said about marketing on the Web back in 1995. In the time it takes you to read this sentence, approximately 87 trillion actions took place on mobile phones around the globe. OK, we made that number up, but you have to admit that everything’s going mobile these days.
- 6. We’re already spending a lot of money on marketing, why spend more on an unfamiliar territory like mobile?**

One word: accountability. Whoop has extensive analytic tools built right into the software that can show you just what kind of response you are getting from your customers. And like we said before, you need to keep up with the competition.