

GovDelivery Text Messaging (SMS)

GovDelivery text messaging capability serves the growing population of wireless device users, allowing subscribers to receive updates on cell phones, pagers, PDAs, and other text-message-enabled devices.

The text messaging feature is available as a delivery option when subscribers sign up for topics of interest.

“62% of all Americans are part of a wireless, mobile population that participates in digital activities away from home or work.” -Pew Internet & American Life Project, 2008

Benefits of GovDelivery Text Messaging

Provides real-time information wherever subscribers are located

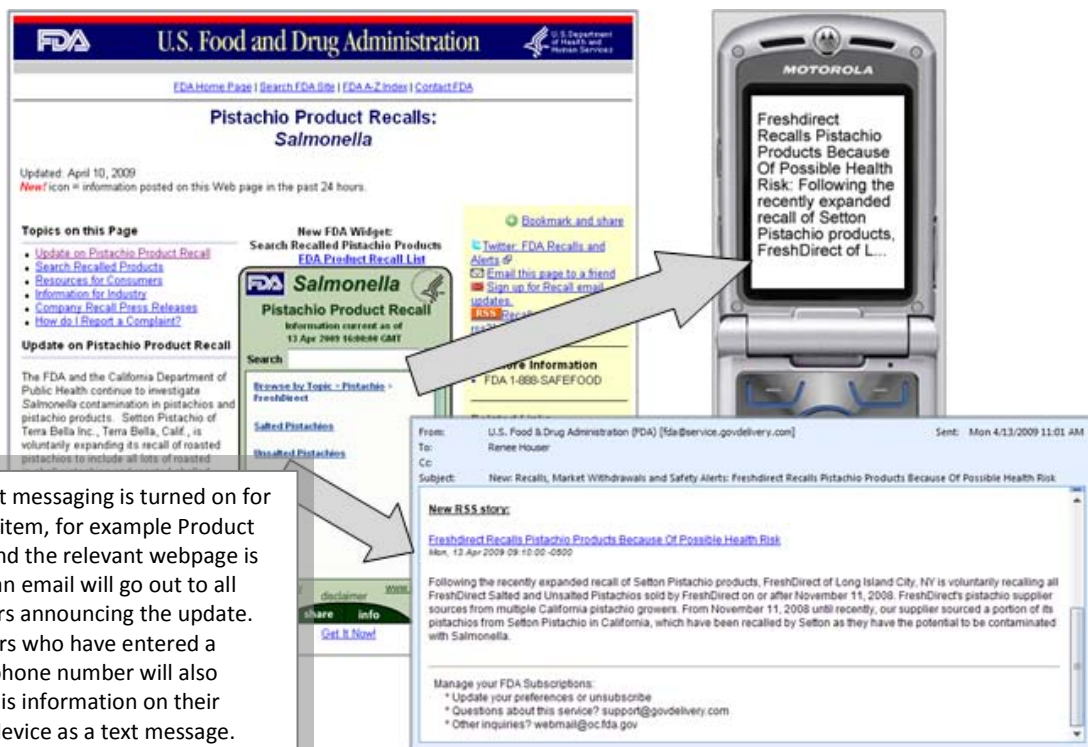
Text messages provide a succinct messaging channel for appropriately brief, time-sensitive content. The technology allows you to communicate relevant information to residents at their convenience. Messages can be automated or sent manually at any time.

Turnkey solution without concern for high transactional fees

Activating GovDelivery’s text messaging capability is straightforward and the change is effective immediately. Once activated administrators are able to add text messaging to all appropriate subscription items with only a few “clicks of a mouse”. The standard concern of the high cost of using SMS is irrelevant as GovDelivery does not charge a per message fee (although there are some volume limitations).

Integrates text messaging capability with email communication process

GovDelivery text messaging allows government organizations to further leverage its website and existing communication process by providing an additional automated channel to communicate directly with residents.



When text messaging is turned on for a specific item, for example Product Recalls, and the relevant webpage is updated an email will go out to all subscribers announcing the update. Subscribers who have entered a wireless phone number will also receive this information on their wireless device as a text message.

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