

# MAD about SMS

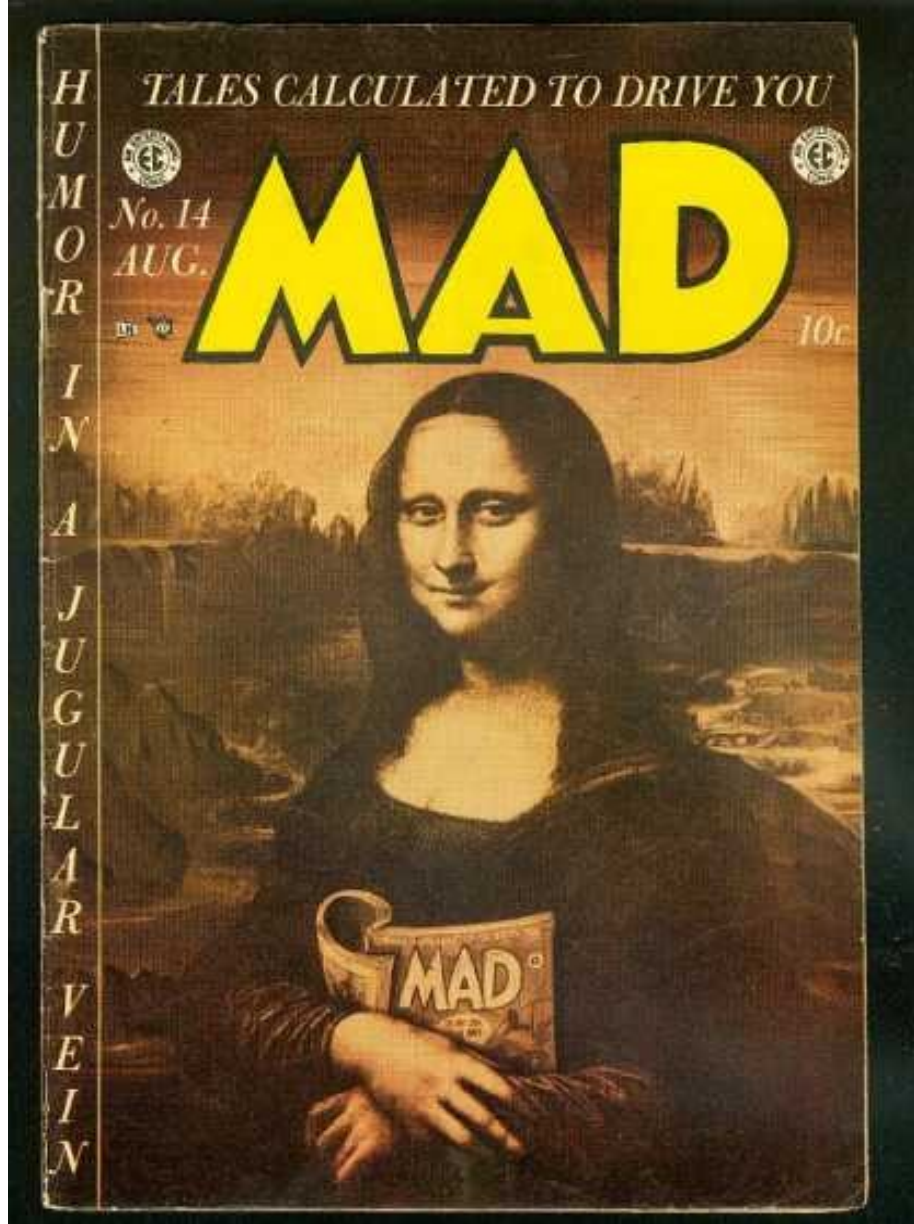
Mobile App Distribution using Twilio

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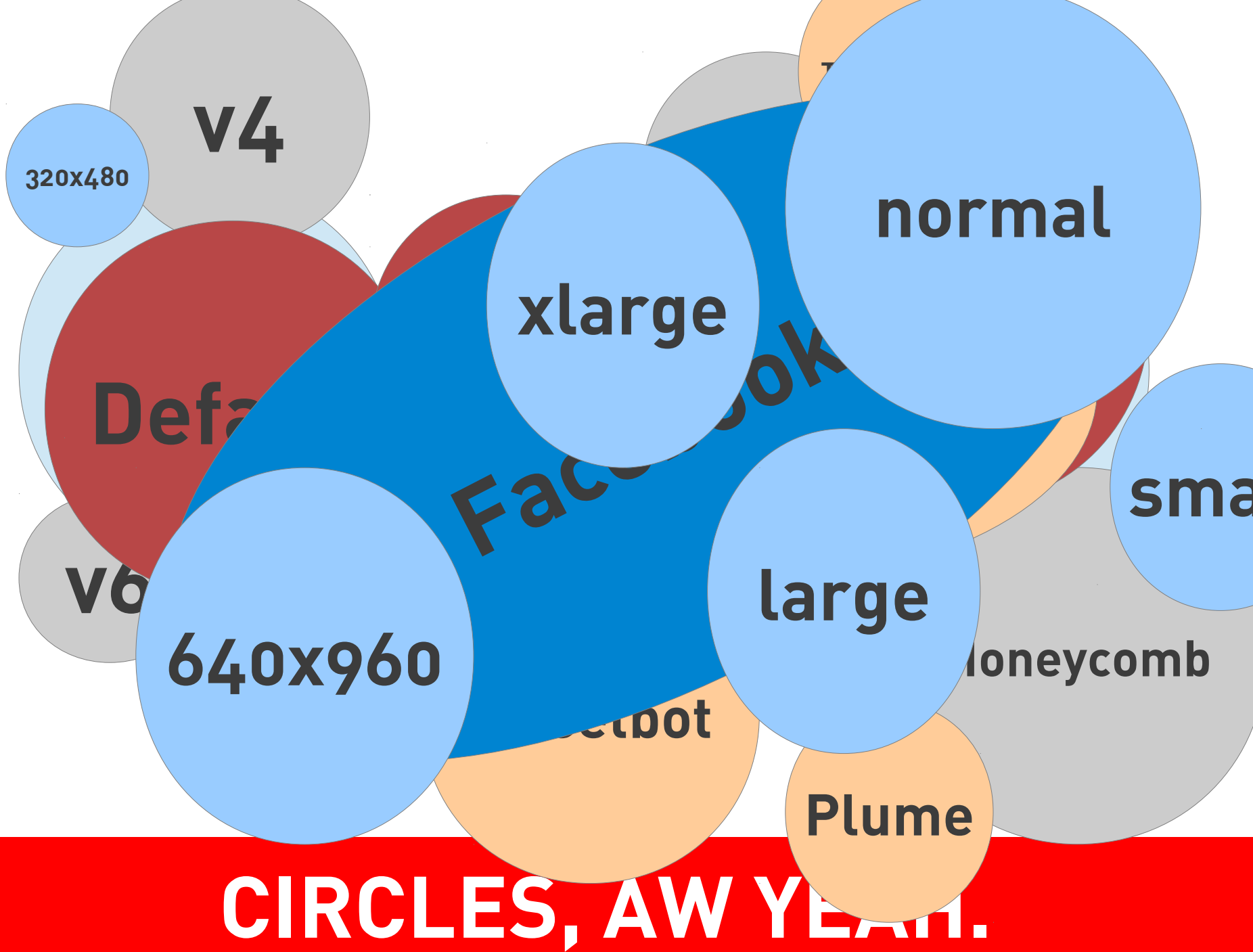
**HOLY BISCUITS**



**CALCULATED TALES**



**THE HORROR , THE HUMANITY**





**VENN WAS A DRINKER**



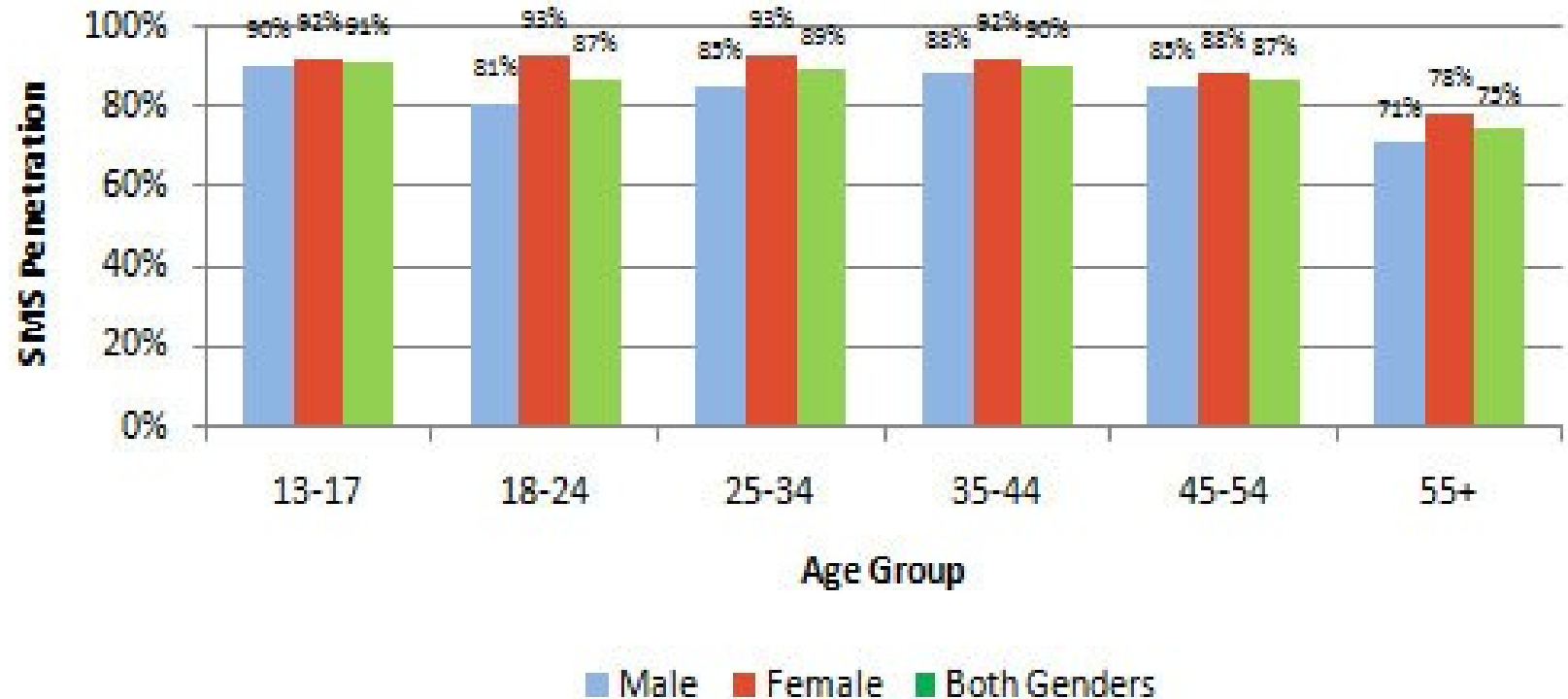
TWILIGHT • THE A-TEAM • JUSTIN BIEBER

**MAD**  
IND



**WHAT, ME WORRY?**

## UK: Percent reach of SMS by gender and age



Source: ComScore, June 2009.

**RESISTING ANOTHER BAR JOKE**





**FLOGGING THAT HORSE**



**RED SOX NEED THE HELP**

**O HAI.**





**LET ME BRING YOU UP TO SPEED**



**HOW IT WORKS**



**HOW DO YOU LIKE THEM APPLES?**



**DOWNLOAD!**



# FIVE STAR EXPERIENCE

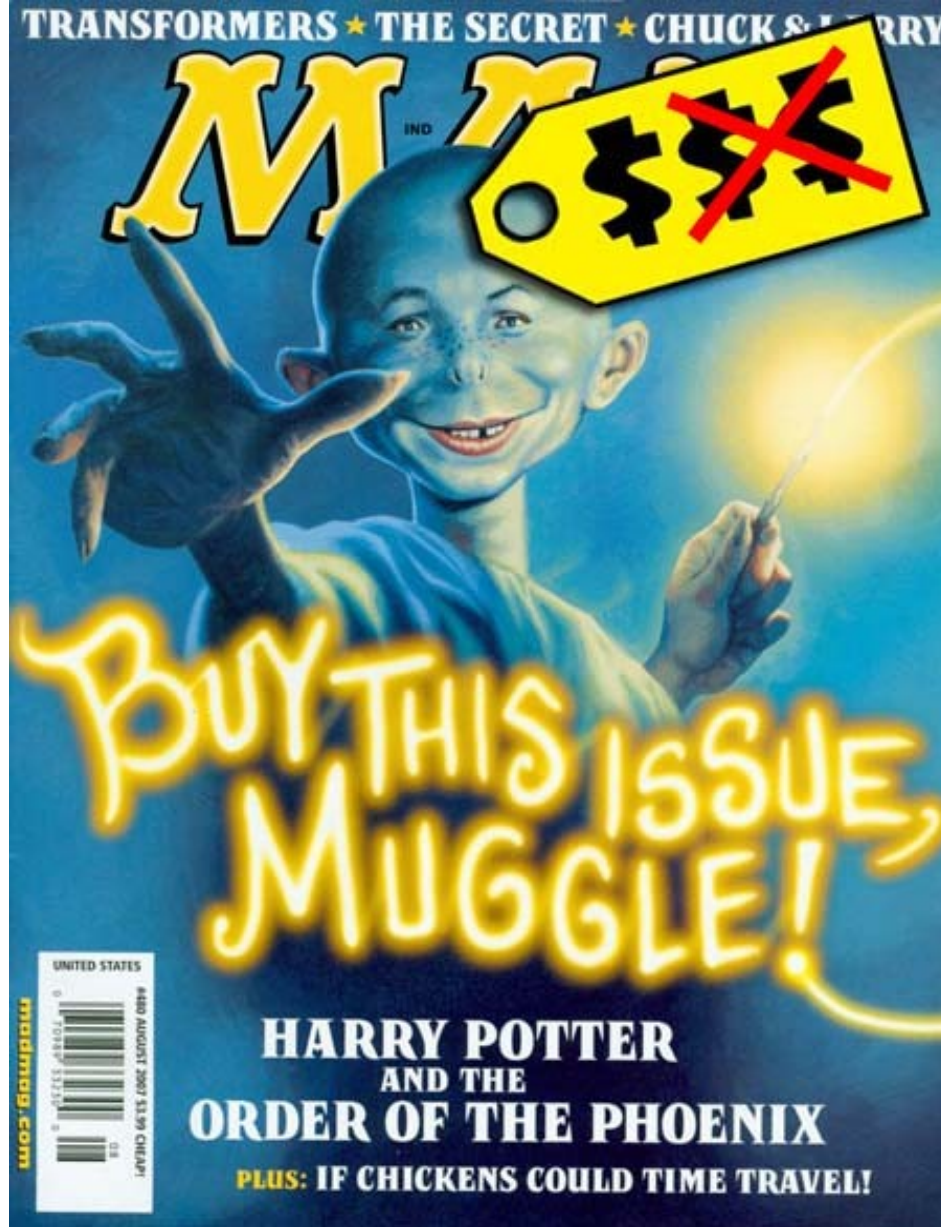
**DO IT LIVE**



# KEY BENEFITS

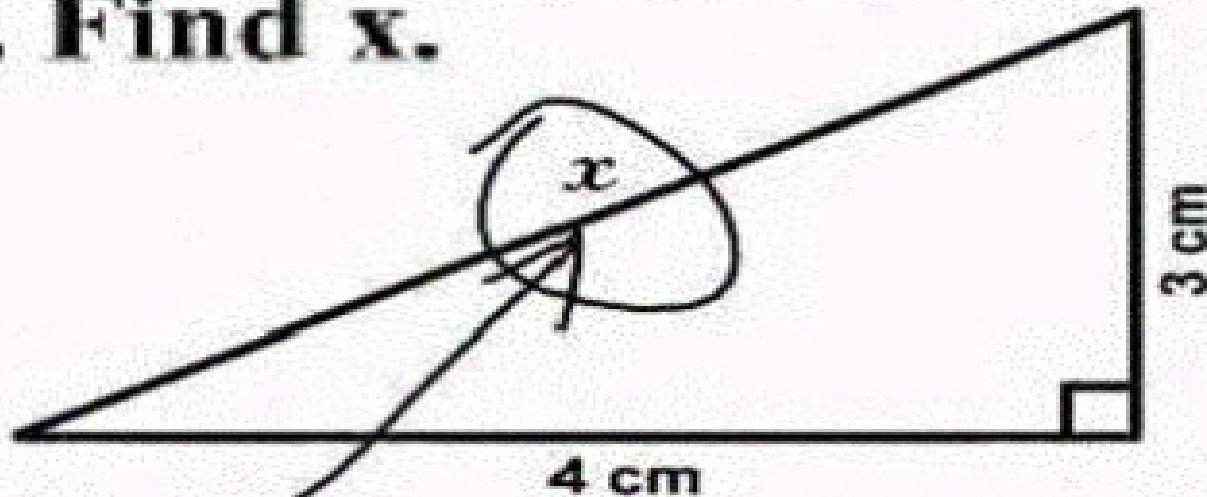


**DELIVERY IS CERTAIN**



**1 CENT. CHEAP!**

3. Find  $x$ .



*Here it is*

SIMPLICITY

The simplest solutions are often the cleverest  
They are also usually wrong

**SIMPLE AS  $a^2 + b^2$**

**PRO TIPS**





**MORE THAN JUST INVITATIONS**

# The world's radio stations, from Austin to Zurich

Text "TUNEIN" TO 42777 FOR THE FREE APP



**YOUR CREATIVES WANT SMS**

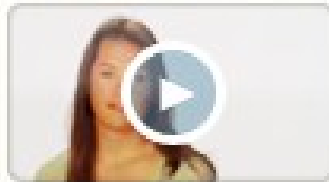


**REACH OUT AND TOUCH SOMEONE**

# **CASE STUDIES**



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family & close friends.



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Watch the ad

Get the app



Available for iPhone & Android

Open [path.com/download](http://path.com/download)  
in your phone's browser or  
**text it to your phone...**

Phone Number

#####



PATH





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# BELLY

Application form

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Last Name

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Phone Number

Vehicle Make

Model

# SIDECAR

# THANK YOU

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