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**SmsDome – Database Marketing (SMS/Email)
StarHub advertising**

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About StarHub Advertising (SMS & Email)

Starhub has a market share of approximately 30.8% ¹. This advertising service allows your business to blast **SMS and Email** to Starhub's database of 2,147,000 subscribers.

You can select your target demographics by these filters:

- Geographical
- Behavior Targeting
- Segment Targeting
- Demographic Targeting
- And more...



Broadcast methods: SMS & Email

Subscribers: 2,147,000

Post-paid: 61%

Pre-paid: 39%

¹ Singapore Business Review. TELECOM & INTERNET | Staff Reporter, Singapore (2018). [online] Available at: <http://sbr.com.sg/telecom-internet/news/chart-day-singtels-mobile-revenue-market-share-dipped-515> [Accessed 2 Feb. 2018].

Why Mobile Marketing

A powerful marketing channel with the highest engagement

Better Reach

- Ever-increasing smartphone penetration
- Multiple handset ownership - 2.4 devices/person
- Significant reach amongst Millennials
- Viral potential

Accountability

- Precise targeting
- Measurable and trackable
- Analytics

Better Engagement

- More time spent on mobile devices
 - the average Singaporean spends 3hrs
- Highly personal with 2-way interaction

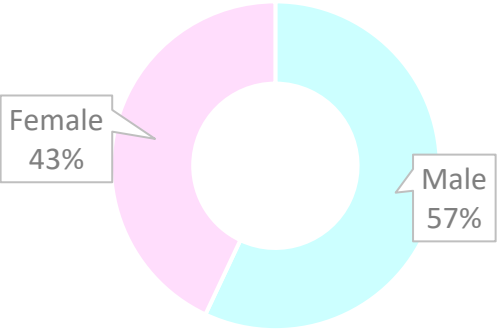
Significant Brand Lifts and ROI

- Increased awareness
- Increased purchase Intent
- Increased favorability
- Cost-effective

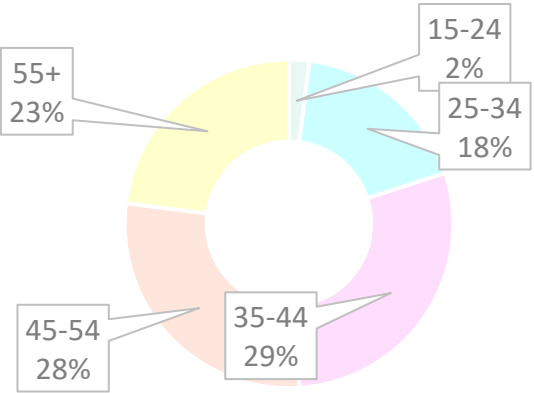
Database Characteristics

Gender

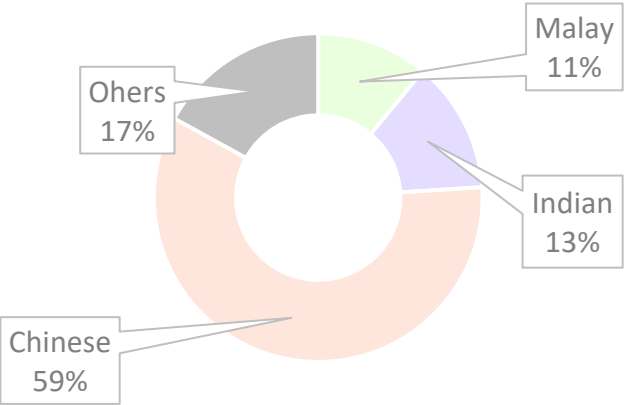
More male skewed of 57.21% | 34.6% are Affluent



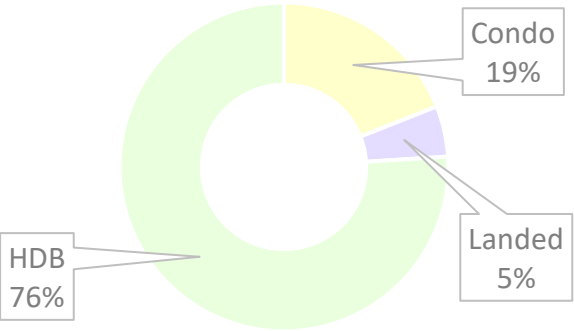
Age group



Race (Ethnic group)



Dwelling type



Standard Audience Segments

LIFESTAGE AUDIENCE

Youths	Polytechnic / University Students
Young Working Adults	Aged 18-29 & Currently Employed
Families with Kids	Households with children under 18
Active Seniors	Age >=55

DEMOGRAPHIC AUDIENCE

Affluent	Living in HDB 5 room & above and with high disposable income + High Net Worth Individuals
Heartlander	Living in HDB 1-4 room

BEHAVIORAL AUDIENCE

Value Seekers	Individuals who look for value for money
Travelers	Individuals who make more than 3 leisure or business trips in a year
Fashionista	Individuals who keep up with the latest fashion
Young Working Adults	Individuals who use all StarHub's services
StarHub loyalists	Heavy users of StarHub services
StarHub Premium Customers	Individuals who own a car
Car Owners	Those who love food and seek knowledge on different cuisines
Finance Savvy	Those who are keen on investing & stock markets
Health Conscious	Those that watch their health and seek knowledge on being more health conscious
Sports Savvy	Avid followers of sports content
Pet & Animal Lover	People with an interest in animals & pets
Music Lovers	Those who are heavy users of music
Movie Lovers	Those who are heavy viewers of movies
Digital Savvy	Individuals who are heavy social networkers, frequent online purchasers and are keenly interested in the latest gadget

SmartHub Audience Data Segments

DEMOGRAPHICS

- Gender
- Age band
- Property Type
- Nationality
- Resident Status
- Marital Status
- Language

GEO-LOCATIONS

- Radius Targeting
- Location of residence
- Location of workplace
- Mode of Transport
- Travel Pattern
- Visited POIs
- Visited Malls
- Beach Goer
- Park Goer

ONLINE PERSONAS

- Active Lifestyle
- Affluent & Upscale
- E-commerce Shopper
- Food Delivery User
- Online Investor
- Fitness Fanatic
- Food Lover
- Health Conscious
- Pet & Animal Lover
- Romance Seeker
- Sports Enthusiast

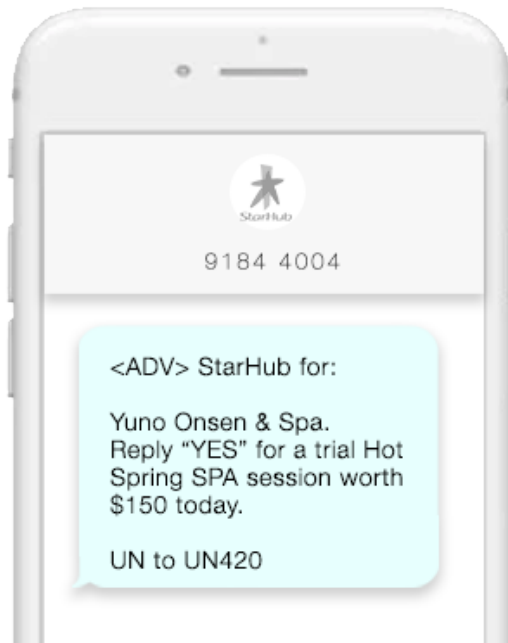
LIFE STAGES & MOMENTS

- Finding a job
- New Workforce
- Seeking for investment
- Buying a car
- Buying a house
- Moving new house
- Planning a trip
- Planning for retirement
- Expecting a child
- Getting married
- Young family with children

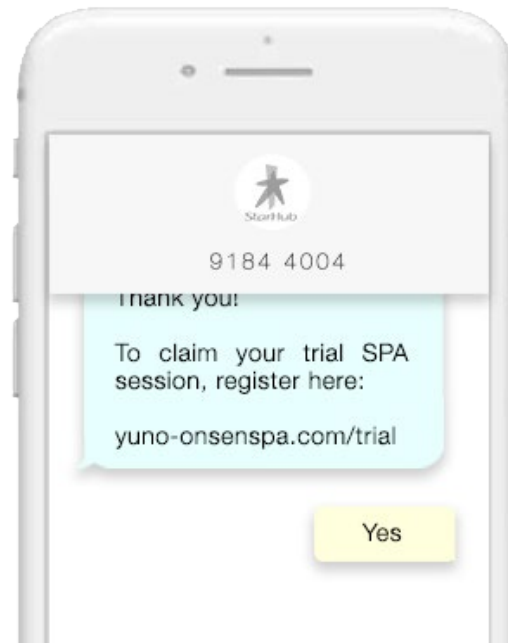
SMS Broadcast with Interactive Response (2-way SMS)

Mobile Broadcasts offers your business direct reach to target demographics via their mobile devices with interactivity. This method of advertising allows brands to engage audiences cost-effectively.

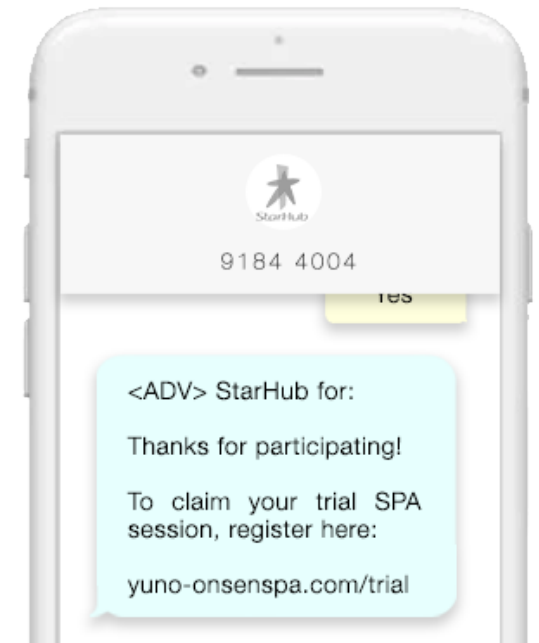
1. Advertiser's SMS broadcast to target demographics



2. Recipient's response to SMS broadcast



3. Advertiser's follow-up with a call-to-action (CTA)



Template: SMS

1. From: 9184 4004

2. Label: "<ADV> StarHub for"

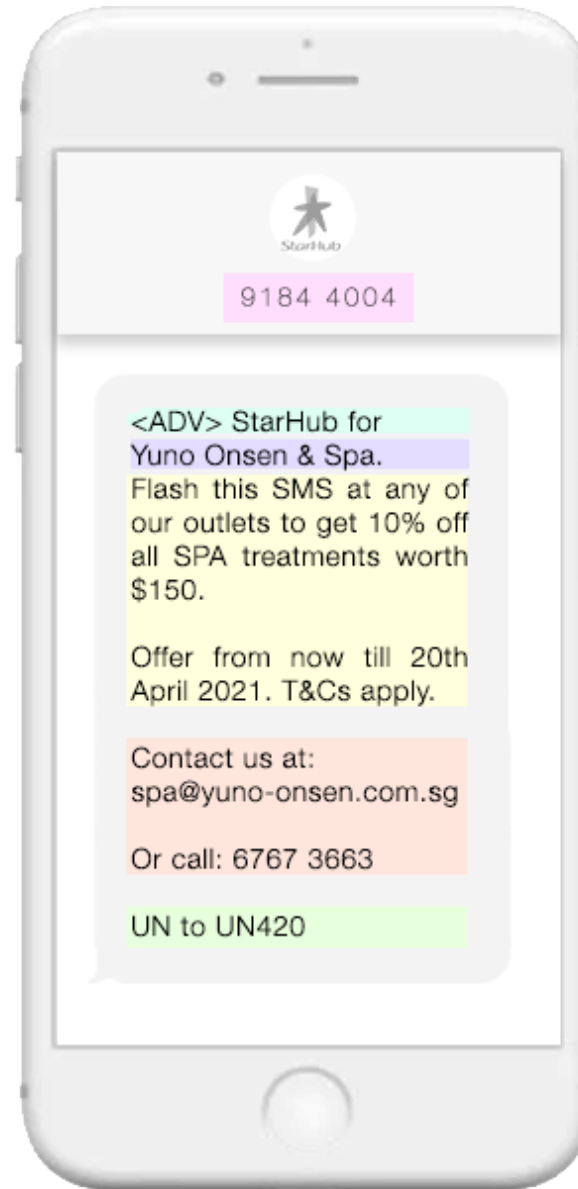
3. Sender name

4. Promotional message (Include if applicable):

- Promoted service
- Offer with pricing
- Duration of promotion
- Call-to-action (CTA)

5. Contact info

6. How to unsubscribe



Note: Please provide SMS copy & test blast numbers at least 5 working days (strictly) before SMS blast date (To be confirm for blast date availability).

SMS copy example:

<ADV> StarHub for Yuno Onsen & Spa.

Flash this SMS at any of our outlets to get 10% off all SPA treatments worth \$150.

Offer from now till 20th April 2021. T&Cs apply.

Unto UN420

Maximum 320 characters inclusive of spaces & SMS mandatory text highlighted in yellow above.

Template: Email Message

1. Compulsory header

2. Advertiser's banner space

3. Exclusive promo-mechanics space

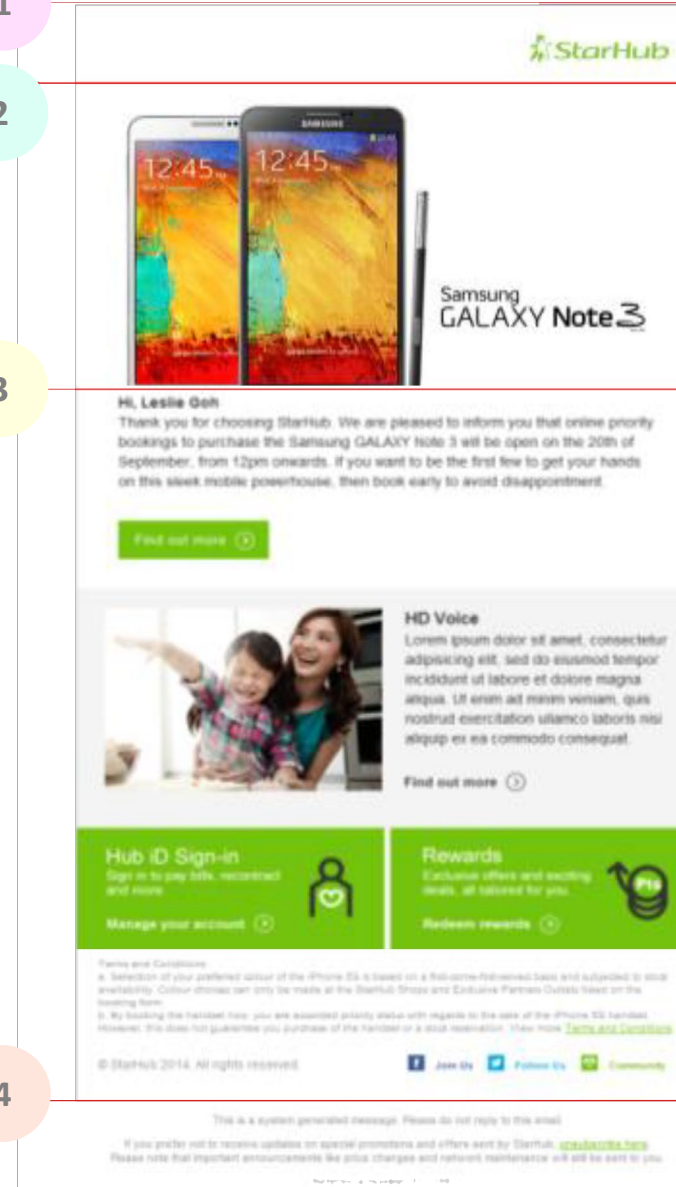
5. Compulsory Footer

1

2

3

4



Mobile Rate Card

DIRECT SMS	Setup/ Campaign (per 5 system campaigns)	Standard Rate/ Message	Additional Charges/message for			Interactive Response			Additional Charges for Long Message		Language Supported
			Geo- locations or Life Moments	Demographics or Online Personas	Standard Profile	Additional setup	Interaction report fee	2nd tier message onward	161-320 characters	321-480 characters	
Standard Audience segment (Leadtime 4-5 working days)	\$300	\$0.25	-	-	\$0.05	\$150	\$100/report	\$0.10	\$0.05	\$0.10	All languages
SmartHub Audience data segment (Leadtime 10 working days)	\$600	\$0.25	\$0.15	\$0.10	-	\$150	-	\$0.10	\$0.05	\$0.10	English only

T&Cs apply:

- 1. Standard Rate includes two complimentary standard profiles or one Demographics & Online Personas.
- 2. Each booking form or setup is limited to a maximum of 5 system campaigns.
- 3. For Broadcast messaging campaigns, 5 system campaigns is defined as either same campaign message with 5 different dates and time or 5 different messages for the same date and time.
- 4. Multiple messages are deemed as multiple system campaigns.
- 5. A minimum of 10,000 SMS per campaign for Standard Audience segment & minimum 20,000 SMS per campaign for SmartHub Audience data segment is required and it is to be utilized within 7 consecutive days.
- 6. All campaigns must be submitted for approval in a correctly filled order form and accompanied by materials that is compliant with the material specifications, before the order can be accepted . For campaigns with no profiling, booking and material deadline is 3 working days prior to the start date of the campaign. For Standard or Premium profiling, booking and material deadline is 5 working days.
- 7. Any material changes made up to 3 days before the campaign start date is subject to an Alteration fee of \$300 per change. No changes allowed less than 3 days prior to campaign commencement.
- 8. For incomplete material submission, StarHub will not be held responsible if there is a delay of the campaign.
- 9. For Broadcast message campaigns in Chinese or other non alphanumeric formats, each campaign message is limited to 70 characters only.
- 10. All orders are subjected to the prevailing GST
- 11. For the full Terms and Conditions, please refer to <http://medianetwork.starhub.com/>

EDM Rate Card

DIRECT SMS	Setup/ Campaign (per 5 system campaigns)	Standard Rate/ Message	Additional Charges/message for			Interactive Response			Additional Charges for Long Message		Language Supported
			Geo- locations or Life Moments	Demographics or Online Personas	Standard Profile	Additional setup	Interaction report fee	2nd tier message onward	161-320 characters	321-480 characters	
Standard Audience segment (Leadtime 4-5 working days)	\$330	\$0.25	-	-	\$0.05	\$150	\$100/report	\$0.10	\$0.05	\$0.10	All languages
SmartHub Audience data segment (Leadtime 10 working days)	\$600	\$0.25	\$0.15	\$0.10	-	\$150	-	\$0.10	\$0.05	\$0.10	English only

T&Cs apply:

- 1. Standard Rate includes two complimentary standard profiles or one Demographics & Online Personas.
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SMS Case Study: BMW



Broadcast date: March 2022.

Format: Promotional message to drive traffic for sign ups.

Target Audience: People aged 30-60, residing at district 10, 15 & 19, Affluent base & Car Owner or Visited (Leng Kee & Ubi) for the past 2 weeks.

Tracking:

- Commitment: 61,849 SMS
- Sent & delivered: 73,324 SMS
- Over-delivered: 18.55%
- Total clicks: 5,756
- Click Through Rate: 7.85%

*SMS CTR is approx. 4% - 6% and it depends on the nature & the SMS content



SMS Case Study: Vivo City



Broadcast date: March 2022.

Format: Promotional message to drive traffic for sign ups.

Target Audience: People aged 25-54, residing at district 03, 19 & 23.

Tracking:

- Commitment: 10,000 SMS
- Sent & delivered: 11,407 SMS
- Over-delivered: 14.07%
- Total clicks: 1,158
- Click Through Rate: 10.15%

*SMS CTR is approx. 4% - 6% and it depends on the nature & the SMS content



SMS Case Study: Heineken



Campaign objective: To raise brand awareness with a video marketing campaign.

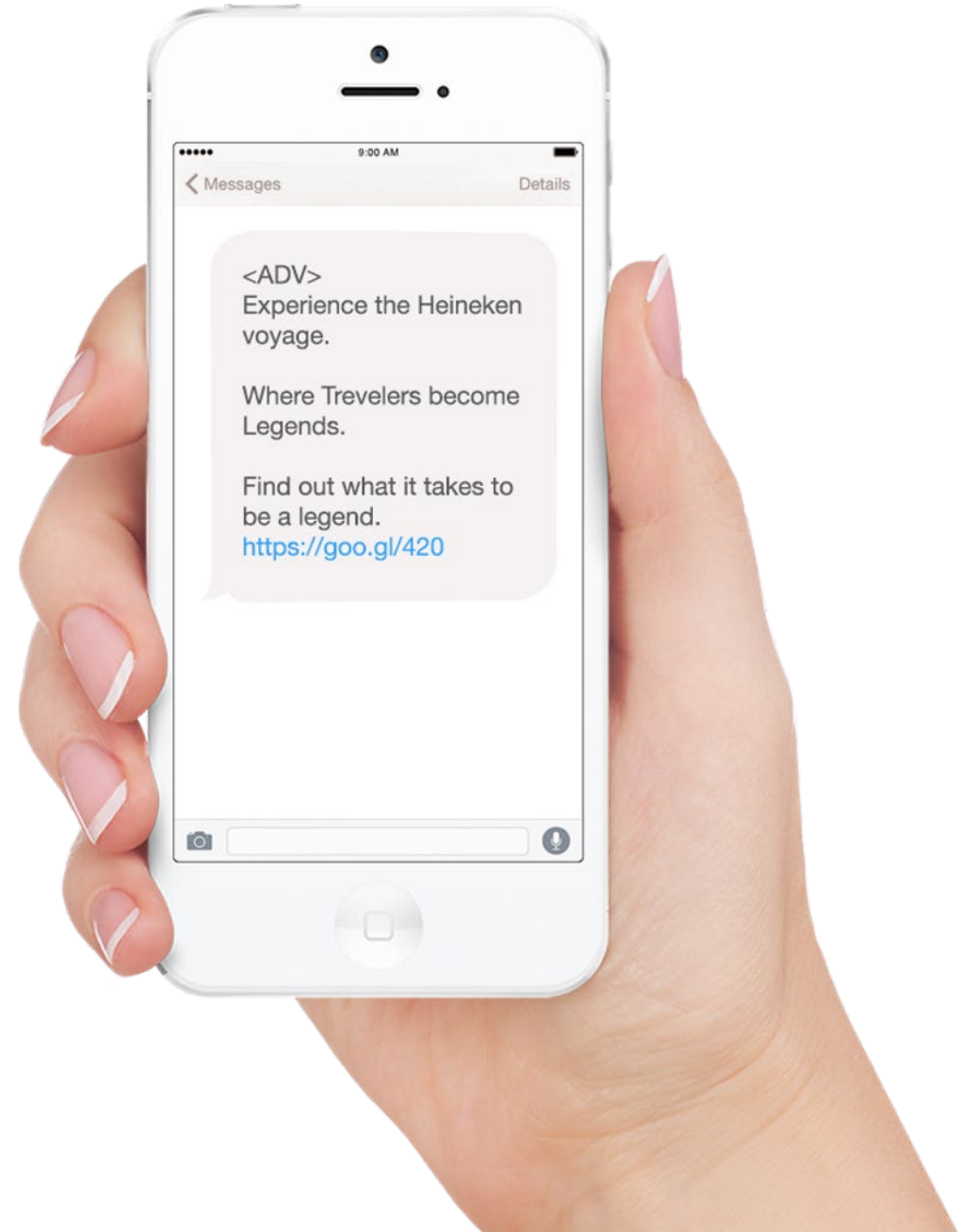
Format: SMS with link to video

Target audience: Male, 25-44 years old, smart phone users

Broadcast volume: 250,000

CTR: 7%

Conversions (watched video): 90%



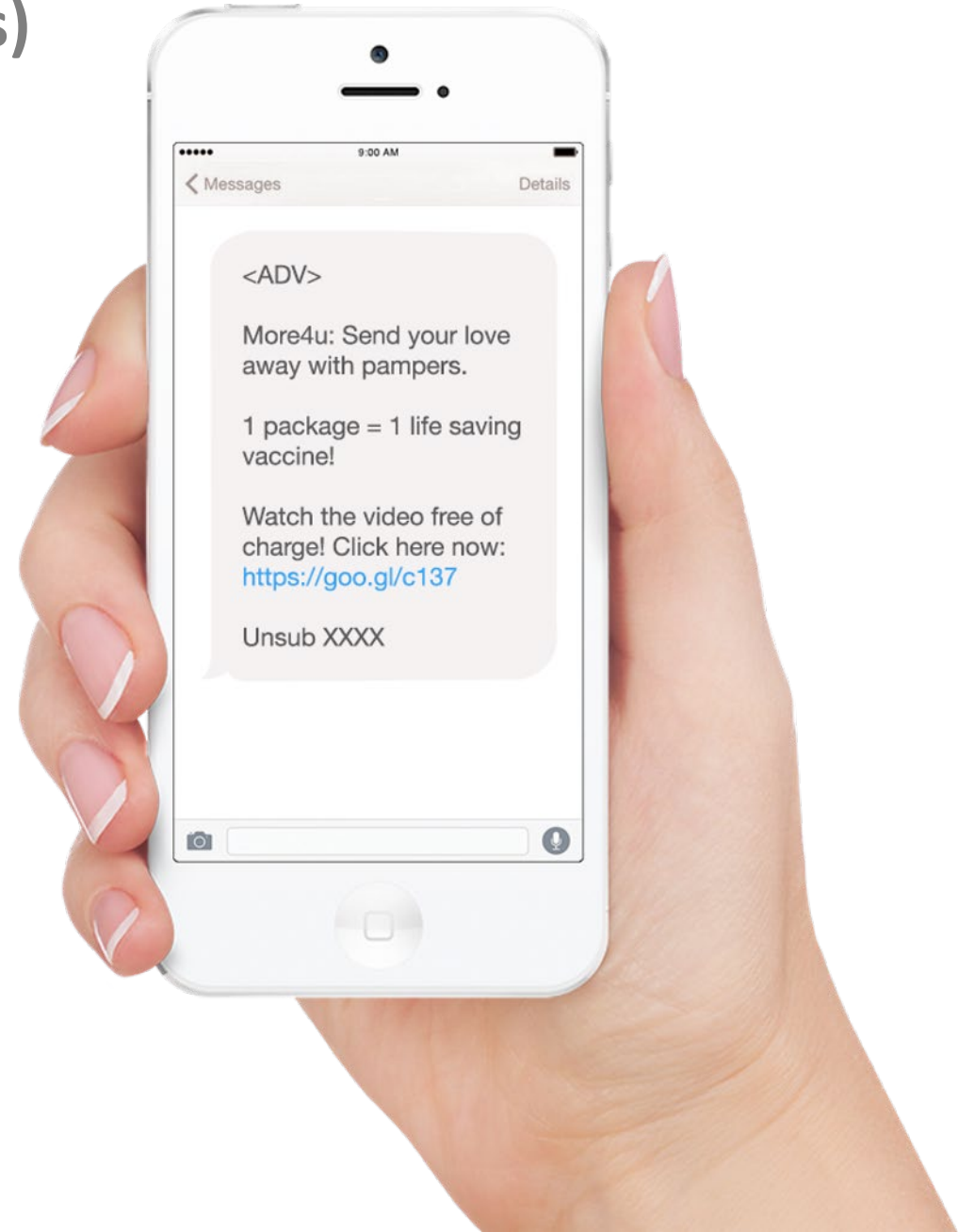
SMS Case Study: P&G Unicef (Pampers)



Campaign objective: Increase awareness of CSR program and to increase foot traffic to stores.

CTR: 2.09%

Conversions (watched video): 95.04%



SMS Case Study: The Effies Event

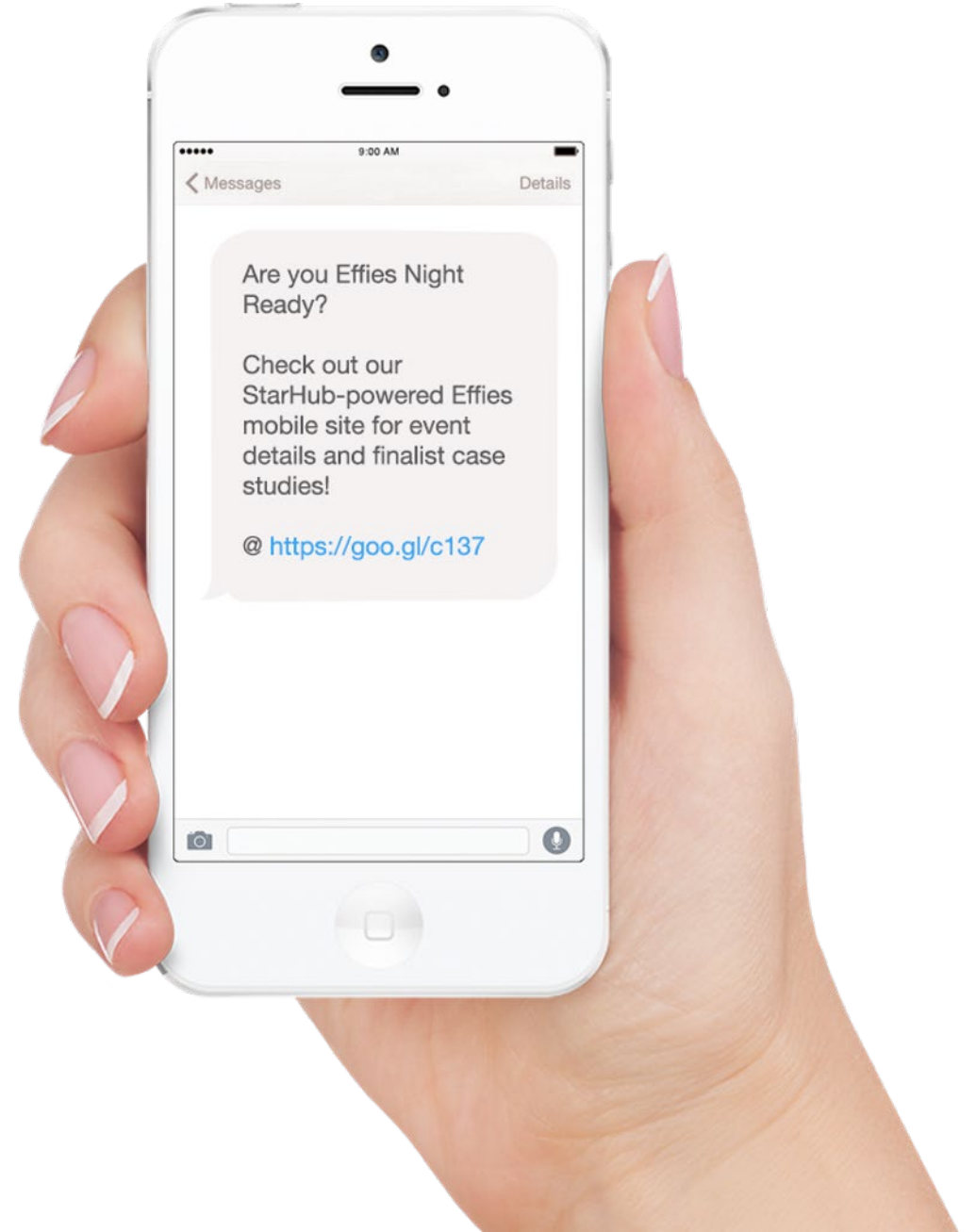


Campaign objective: To engage event attendees prior to the event date.

Format: SMS with tracking link

Target audience: The Effies attendees

CTR: 87%



Case Study: Unilever (Sunsilk Savana)



SUNSILK LIVELY CLEAN & FRESH

HIJABKU, GAYAKU!

Untuk rambut segar sepanjang hari

Undilah stail hijab kegemaran anda untuk memenangi jemputan eksklusif ke Bengkel Hijab Sunsilk bersama Scarflets

The advertisement features a large image of a smiling woman wearing a vibrant green hijab. To her right is a grid of 12 smaller portraits of women wearing various styles and colors of hijabs, including shades of green, yellow, pink, blue, and white. Below the grid, a long, flowing green fabric is draped across the bottom. In the bottom right corner, there are two green bottles of Sunsilk Savana hair care products, one standing upright and one lying down, with some water splashing around them.

Campaign objective: To get women to share their favorite head scarfs on social media to win Sunsilk products.

CTR: 9%

Conversion rate: 2%



Summary

- Because of the yearly phone-line/services updates by StarHub subscribers, StarHub upkeep a regularly updated database of customers.
- This enables businesses to more accurately target the correct consumer-pools; boosting conversions and improving ROI.

Thank you!

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