



THE MOBILE COW OFFERS A UNIQUE
MOBILE SURVEY AND RESEARCH TOOL
FOR ALL MOBILE DEVICES

ALL NETWORKS
ALL HANDSETS
NO INSTALLATION
NO INTERNET
REALTIME REPORTS



Mobile Cow

What is the Mobile Cow?

The Mobile Cow is a mobile research tool, enabling you to get fast, accurate and real time information from any user with a mobile phone.

The questions or survey can be pushed to the user via SMS or MMS in the form of the USSD number, for example ***120*716#**.

This number is then dialled by the user who then completes the questions at their leisure.



What is USSD?

USSD is a solid, ubiquitous technology that works on virtually all devices. No installation of any app is required and the handset does not need to have an active internet connection.

USSD is actually well known in South Africa through hands on application: consumers use it to access mobile banking, airtime re-charge, directory services etc.

Dial ***120*716#** for an example.



1. USSD – the simple menu solution

Although most people don't know what USSD is, most of us have used it before! You know the funny looking #100# number you call when topping up airtime? That's USSD.

USSD works on all handsets and provides a crisp menu interface. That's why we have developed MobiSurvey – so you can easily run mobile surveys with a massive reach – to anyone in South Africa with a cell phone!

2. Why use USSD?

According to the Mobility 2011 research project, conducted by World Wide Worx, roughly 6 million South African's have internet access on their phones – but virtually ALL South African's with phones have access to USSD.

In terms of mobile reach, it's thus very easy to see that nothing can compare. It is ubiquitous - no special apps are required to be downloaded, and no internet access or set-up is needed on a user's phone. It just works!

3. Creating your Campaign

Campaigns can be set-up very rapidly in 2 easy steps: simply choose a USSD number such as *120*MYCOMPANYNAME#, and then login and create your Campaign.

Simple step by step surveys can be created on-line in a matter of minutes, or you can e-mail us your advanced menu process flow and we'll build it for you.

4. Reports - instant, quantifiable and colourful

Reports are available on-line 24/7 under your personal secure login, and report summaries can be scheduled and delivered automatically via e-mail daily, weekly and monthly.

Quantitative reports are available as a graphical pie chart which can be downloaded; as well as in an excel data file.

Qualitative reports are available in excel format for analysis or importing into your data house.

5. Live, real time reports

Our Reporting also includes an option to alert you instantly in real time if a user of your survey selects a certain answer.

This alert can be via SMS, e-mail or both. Very handy for cases when you need to know information in real time

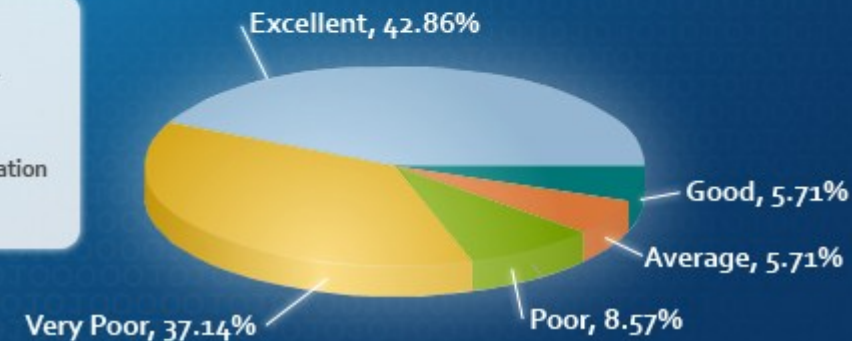


Mobile Cow



sms

e-mail





MobileCow®

How did we get our name?

We got the inspiration for our name from Seth Godin's Purple Cow.

Seth is a marketing guru and his Purple Cow book states that in a field of cows, the purple cow differentiates itself... clearly!

Our vision is to do the same in mobile surveys and research.



Try it out now!

To browse an example USSD menu, please type in ***120*716#** on your handset and press **CALL**

Contact Us

If you would like to know more, please contact us on **031 100 0237** or drop us an e-mail at **marketing@themobilecow.co.za**.

We'd love to hear from you.