

adVerus Solutions

adVerus and SMS: Overview

AdVerus is a company providing the customers with the ability to communicate with their potential customers, subscribers, employees, etc. How does it allow you to communicate with them? AdVerus allows communication by sending bulk text messages to their cellphones.

What is bulk SMS? Bulk SMS is a way of sending text messages to many cellphones at the same time. It allows you to reach a large number of people at the exactly same time. You can send bulk SMS by logging into our website, where, additionally, you can create address books and manage your account, or by installing our API web script into your server. Why is bulk text messaging better than other ways or advertising? It is the most cost-efficient way of advertising, which means that your message reaches the customers for the lowest prices in the market.

AdVerus messaging solutions team comprises of highly skilled and highly experienced personnel in order to provide the best service. Our main goal is to provide you with the best quality service. We have been in the advertising business for almost two years, therefore, our team know what they are doing and what our customers prefer. The customer service team has been constantly making changes to improve their performance, as well as providing customer, who are willing to participate, with surveys on how to improve the performance. You can contact us any time with our suggestions!

Why SMS is so good?

Short Messaging Service (SMS) is the most popular way of communication in the world. Although texting is most popular between the teenagers and young adults, the elderly also are able to read text messages. SMS advertisements works for the wider public than other ways of advertising do.

What makes bulk SMS to stand out is their price efficiency. While you could be using other ways of advertising, none of them would be able to compare their prices to the adVerus. While using different types of advertising you will not be guaranteed that your message will be read, we do guarantee that! Have you ever met a person who does not read their text messages? No! This is the reason for the crazy popularity of the SMS advertisements. The world's largest companies use SMS not only to advertise their products, but also to keep the customers updated on the new products what leads to higher profits.

Additionally, by using SMS advertisements, you protect yourself from losing money, while other choices of advertisement do not provide you with that opportunity. How do we protect you? Have you ever heard of "invalid clicks"? If you have, then you should be glad, because there is no such thing as "invalid clicks" in SMS advertisements. Your money is protected!

Another benefit of SMS advertising is unique – age targetting. While many ways of advertising provide the geo or gender targetting, none of them can provide you with age targetting. People that use text messaging the most are between the ages of 14 and 45.

Solution Benefits

- High quality performance.
- Highly qualified team
- Guarantee that you will reach your potential customer
- Fast delivery of the messages
- Convenience of sending the messages: either via our website or by the API script
- SMS targets mostly people who are between 14 and 45 years old
- Cheapest way of advertising

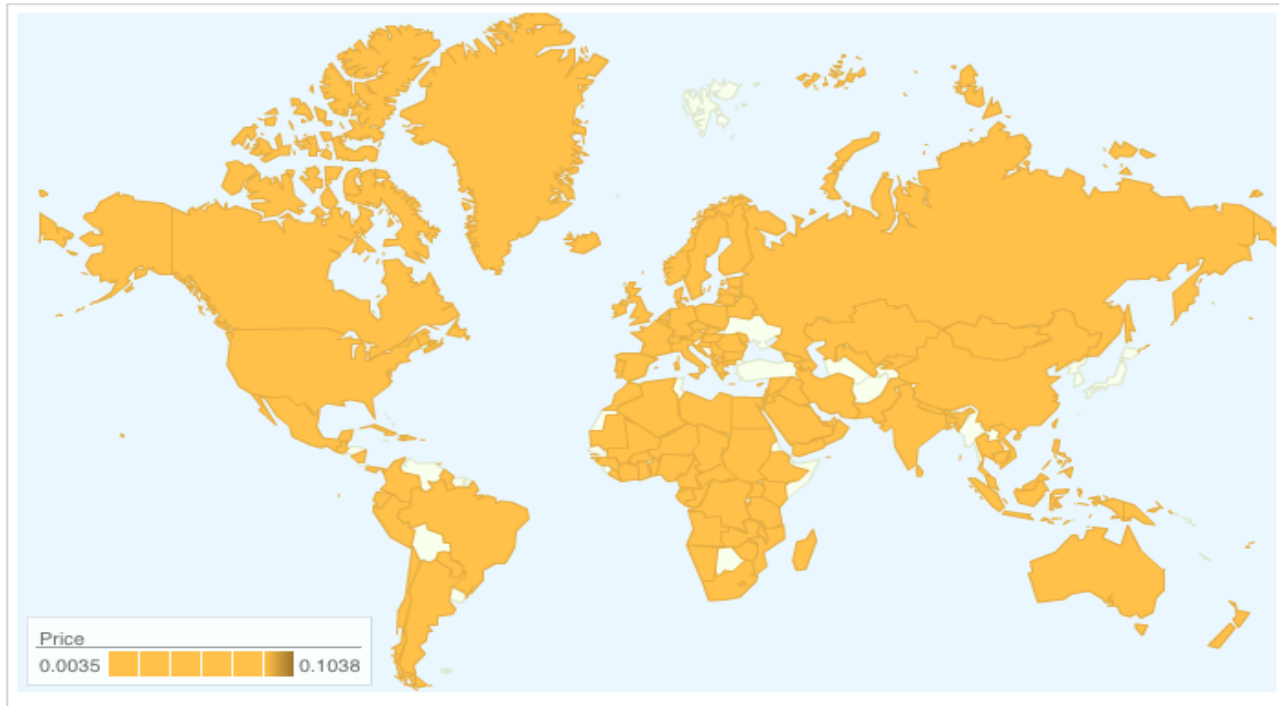
What is bulk SMS?

Short Messaging Service (SMS) is a way of communicating by sending text messages from cellphone to cellphone. The word bulk serves its purpose in the term bulk SMS. The term actually means sending text messages in bulk.

By using our website, you are able to send the text messages to the cellphone numbers that you enter by yourself. Therefore, the messages can be promotion-driven, advertisements. However, that does not mean that the messages have to be commercial. You can use our services just to keep in touch with your employees, to provide them with the news that are happening within the company, or just simply wish them happy birthday or happy holidays. there are many choices in how to use bulk SMS services.

Countries coverage & pricing

The adVerus has the coverage of more than 91% of the total countries in the world. We cover whole Europe, North America, Australia. The pricing depends on the country you want to send messages to. We have a detailed price list on our website, as well as an interactive map with prices.



Coverage up to 98%

We have the coverage of almost every country in the world

The adVerus first saw the light in 2010. Then we were only able to cover a couple of larger European and North American Countries. We kept expanding as our customers wanted to send text messages to smaller countries. Since the customers are our primary concern, we did everything we could to expand to the smaller European countries.

- Europe and North America are fully covered
- We are always expanding to provide best services
- Quality varies by country
- Our goal is the coverage of 99% by the end of 2012

Once we were able to cover the Europe, we started expanding in Asia, North America, and Africa. Soon we were able to cover the majority of those continents, providing satisfaction to our customers.

Expansion in Australia and South America came next. Fortunately, we are now able to cover the whole Australia

and the majority of the South American continent.

We are still expanding and trying to add the countries that we do not provide services in. Hopefully, by the end of the 2012, we will have the whole Asia covered. Additionally, if you have any specific country you need covered, feel free to contact us.

The lowest pricing possible

Providing the best quality services for the lowest prices is our primary concern

Our company has been in the advertisement business for quite some time, and what we learned from our past experiences is that pricing is extremely important to the customers when choosing the advertisement company. Therefore, we are trying to do the best we can in order to provide our customers with the lowest prices in the market.

The pricing of the services in the different countries depends mainly on the prices of the network providers in those countries. However, we are constantly keeping in contact with the network providers in order to give you the best prices in the market.

Currently, the lowest prices are available in European countries, such as United Kingdom, Germany, Ireland, Lithuania, Latvia, Estonia, France, Italy and Russia, as well as in North American countries, such as Canada and the United States of America.

- Always working to provide customers with lowest prices
- Prices vary mainly by country and its network provider
- The best prices are for the European and North American countries
- Constantly keeping in touch with providers

Discount system

The adVerus provides you with a unique opportunity to save money by using our services. Our main goal is to provide you with the best quality services for the lowest price. While prices of the text messages sent might not depend directly on us, we try and figure out the ways to let you save money. We have three different ways to provide you with discounts of up to 30%: refer other customers to use our services, add larger amounts of money to your account, send as many text messages as you can. Each of the methods alone can provide you with 30% of discounts. While discounts do sum up, the maximum discount available is 30%.

Overview

AdVerus provides the discounts up to 30%

We understand how important it is for our customers to save money and we try to provide the lowest prices possible. Not only we provide low prices, but also we have many ways to earn discounts and save even more money!

Ways to earn discounts:

- Refer customers to use our services; referring up to 10 people will give you a discount up to 30%
- Add more money to the account to get better discounts
- Send more text messages – the more messages you send, the better discount you will get
- You can sum up different methods of discounts to achieve larger discounts
- The maximum amount of discount is 30%; therefore, your discount will not be able to exceed the limit

Tell about us

Get discounts by referring people

Our website has a referral system, which means that if you refer a person, that person will become your referrals, and you can earn commissions – the discount – if that person is an active user.

The discounts available from the referral system:

- A person is considered active, if one sends 500 messages a month
- You can get discounts if you refer at least two active people – the discount will be 5%
- The more referrals you will get, the better discounts you will reach
- The maximum discount is reached after having ten referrals - 30%
- The discounts are renewed monthly, therefore the referrals have to be active in that month
- Each person you will refer will get 20% discount for the first two months
- You will get a 10% discount, if you refer at least four active customers
- The 20% discount will be given, if your referrals number will reach 7 active customers
- This method is beneficial for both – you, the customer, and your referral
- The easiest way to get this discount is for someone who does not send many text messages and nor is one a person who plans long-term

Send more SMS

Get discounts by sending more messages

Yes, you read it correctly. We give discounts if you use our services! It is the simplest way to achieve discounts. By sending more text messages, you can achieve the discount of up to 30%. You can start getting the discount of 5%, if you send at least 5,000 messages.

Benefits from sending more messages:

- Easiest way to get discounts
- No actions needed to be done additionally to using our services
- Low limit to get the discount – only 5,000 messages; it will get you 5% discount
- To achieve the maximum discount of 30%, you need to send 100,000 text messages monthly
- The discounts increase with the amount of messages sent
- The easiest way to get discounts for large companies

Add more money to your account

Get discounts by adding money to your account

In order to be able to send text messages, you have to have put money to your account, on our website, beforehand. Therefore, if you put large amounts of money, you will be eligible to receive discounts.

Why it is worth to put more money to your account:

- The discounts are available if you put more than €30
- The larger amount of money you put to your account, the better discount you will receive
- The discounts will be renewed monthly, what means that you will need to put money on your account every month, in order to be eligible for the discounts
- The maximum discount available is 30%
- The largest amount of money that will give you 30% discount is €150; however, there is not limit on how much money you can keep on your account
- There are two ways to add money to your account: PayPal and MoneyBookers
- The easiest way to maintain this discount long-term is to add as much money as you want every month; adding more money than you need will result in having too much money on your account and then you will not need to add more money on
- This is the easiest way to achieve discounts for somebody who plans in the long run

adVerus Services

Overview

The adVerus provides the customers with bulk SMS services, what is sending text messages in bulk. Our services are very easy, and fast – messages will be delivered in the matter of minutes. Especially, since we are using the SMPP connection, the messages will be delivered immediately! SMPP connection allows 300 to 500 text messages to be delivered per second. None of the other ways of advertising will be as fast as the adVerus.

The discount system available using our services just makes bulk SMS advertising even cheaper than it already is. You can save up to 30% off your monthly bill. There are three ways to get the discounts: send more text messages, invite other customers to use our services, or add more money to your account. All of the ways of achieving can be added up, but it cannot be added up to more than 30%. Additionally, for your convenience, there are two ways of adding money to your account: PayPal and MoneyBookers. We prefer both ways equally; therefore, it is entirely up to you which method to use.

Flexibility is another reason why we are such a unique company. We provide our services to up to 98% of the world. Our services are particularly expanded in Europe, North America, and Asia. However, the other continents are also almost fully covered!

SMS from adVerus web site

The main option of sending text messages is using our website. While using our website you can send text messages without any hassle – just by entering the messages and the recipients cellphone number.

In addition, you can create the address books if you use the same cellphone numbers as your recipients. Furthermore, our website provides you the ability to add money to your account. There are two ways to add money to your account: MoneyBookers and Paypal. You will only be able to send messages once the money is on the account.

SMS from your system by API

In addition to sending messages from our website, we provide an ability to send messages from your server, or website. This method can be more convenient for you, as you are not required to log in to our website every time to send messages.

We provide our customers with the API script, and the information that they have to add to the script, but the editing of the scripts are done by the customers themselves. However, if you ever need any help, feel free to contact our Technical Support.

Technical Support

The adVerus team contains some of the best technicians in the market. Not only is our team skilled and technologically advanced, but also it is extremely friendly and welcoming.

- **Developer Support** They will help you, shall you experience any issues with our API script, or any other integration of our services into your website.
- **Production Server Support** They will answer any questions you might have about using the website, sending text messages, account issues, and any other customer service related questions.

If you have any question, feel free to visit us at www.adverus.us/contacts and ask your questions!

Solutions for resellers

Lower prices from 100,000 SMS / month

Do you want to make money and be our reseller? We strongly encourage you! Additionally, we will provide you with amazingly lower prices, if you send more than 100,000 text messages per month. Do you feel like you will be able to do that? Then visit our website and register to start your own reselling business!

Powerful SMPP connection

Do you know what SMPP is? If not, then it is not a problem! SMPP is short Message Peer-to-Peer Protocol. It is the main protocol used in sending SMS messages, such as GSM, TDMA, CDMA, and PCD. It is particularly used when sending text messages in bulk. Additionally, SMPP provides the users with faster connection, what allows you to send as much as 300 to 500 text messages per second. Sounds Powerful, does it not? Yes, it does! In addition, it is only available for you - our resellers.

Contacts

If you have any questions regarding our services, feel free to contact us at:

- Skype: [adverus.us](https://www.skype.com/user/adverus.us)
- Email: support@adverus.us

Work hours

Our office is open Monday through Friday from 9:00 AM to 4:00 PM