

Testimonial

We used eNudge SMS to send just under 4,000 SMS efficiently, effectively and at a competitive price. The service provided by Contact Point IT Services in managing the campaign on our behalf meant that I could spend just a few minutes at the end of each day to review the results.

We received more than 90% of the responses to our SMS campaign within the first 2 days yet still received a handful of responses up to a week later. Our campaign involved a website subscription promotion aimed at capturing e-mails from prospects in our database that had not supplied their e-mail address.

As required by anti-spam regulation, eNudge's simple and effective unsubscribe function and subsequent management of unsubscribed numbers for future campaigns is a real Godsend.

The response rate we achieved surpassed our expectations and our experience with eNudge was both thoroughly enjoyable and highly productive.

Not only will we continue to use eNudge for our SMS campaigns, we have referred several of our premium 'VIP' Members to use eNudge to be compliant with legislative requirements as well as maintain their focus on their business while they leave the SMS campaign to professionals who'll make them look good in front of their clients and prospects.



Dr Marc Dussault

B Eng MBA MLS (LAW UNSW) DBA SDIAA GAICD FAIM

Managing Director

Jay Abraham Asia Pacific Pty Ltd

368 Sussex, Level 9
Sydney, NSW
2000