



PRODUCT DECK

ABOUT US

MDS is MarTech Platform with aggregated digital tools built to optimise Performance Marketing, Customer Engagement, and AI-Driven Analytics to have a better understanding on Consumer Behaviour.

MDS Applications enable Marketers to scale Lead Generation and Customer Engagement. Marketers can gain valuable insights, automate tasks, target audiences more effectively, and measure and optimise their marketing efforts.

MDS has already helped 100+ Clients across Health, Real Estate, BFSI, E-commerce and Education to generate over 1.5bn and counting business while significantly improving their ROIs.

MDS is continually evolving in this vast landscape, with new technologies and solutions emerging regularly.

OUR PRODUCTS

SMART SMS

Industry's most powerful SMS Application with Performance Marketing Analytical tools integrated in Dashboard, Disruptive User Interface, robust Transactional SMS APIs for seamless integration with CRMs and 365-Day Service Support.

VOICE BROADCASTING

Broadcasting the message in real voice is a great way to communicate with your audience. Our interactive voice broadcasting solution helps you to send your pre-recorded voice message to mass. Expand your reach with our outbound voice broadcasting service.

OUR PRODUCTS

RCS

RCS is an advanced messaging protocol that enhances traditional SMS with features like multimedia sharing, read receipts, group chats, and interactive elements. Our RCS solution transforms traditional SMS into dynamic conversations. Elevate customer engagement with multimedia, group chats, and interactive features for your brand.

WHATSAPP

WhatsApp is a widely used messaging app allowing text, voice, and video communication. Our WhatsApp integration empowers your business with secure messaging, voice, and video communication. Seamlessly connect with customers, share multimedia, and manage business interactions efficiently.

SMART SMS: SMS WITH SUPER POWERS

Low cost lead generation tool



Phone number wise engagement tracking



WhatsApp, chatbot & landing page integration

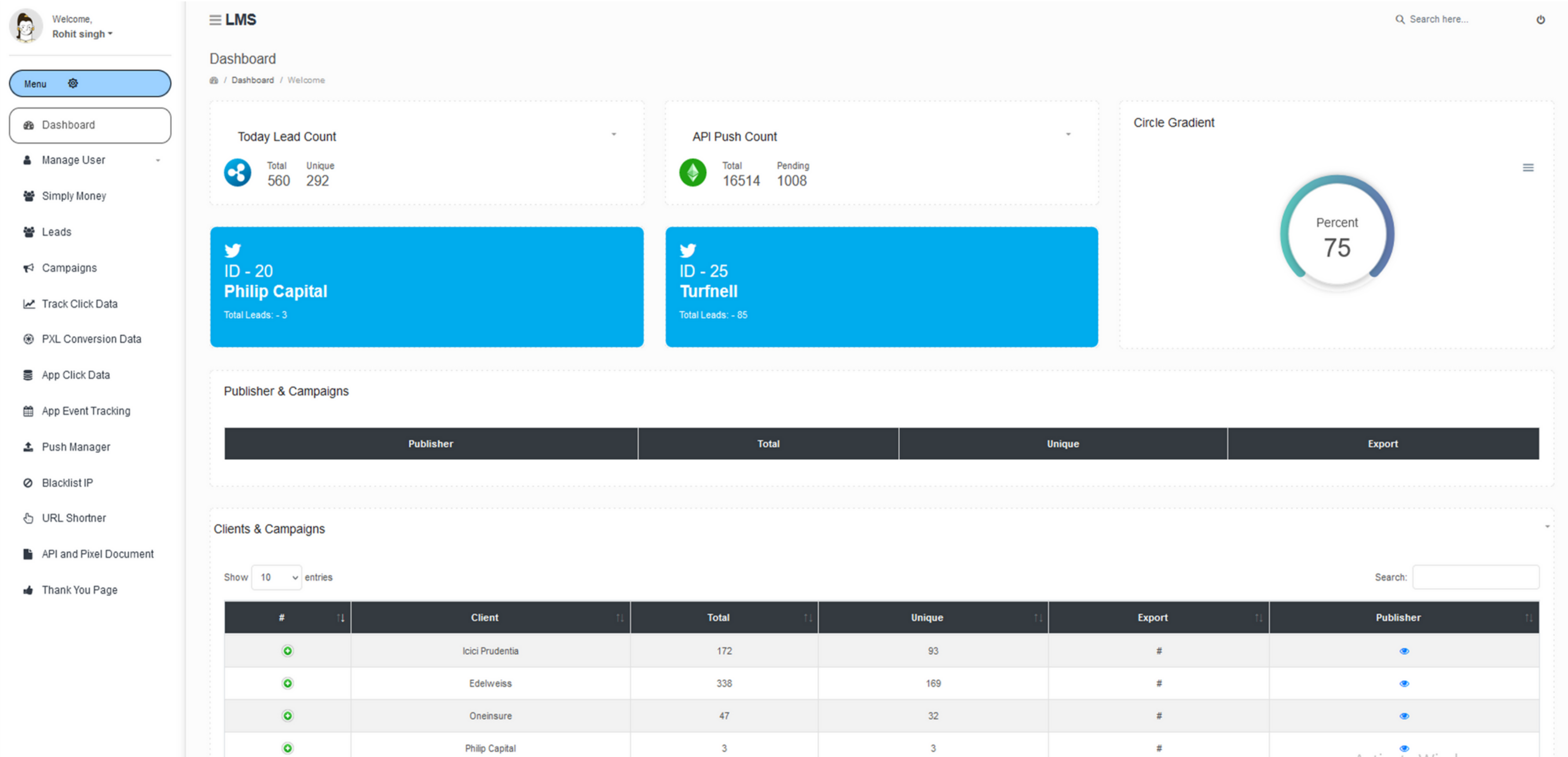


Data attribution




Google like analytics

LEAD MANAGING SOFTWARE




TRACK CAMPAIGNS LIKE NEVER BEFORE



Welcome,
Rohit singh ▾

Menu



Dashboard

Manage User ▾

Simply Money

Leads

Campaigns

Track Click Data

PXL Conversion Data

App Click Data

App Event Tracking

Push Manager

Blacklist IP

URL Shortner

API and Pixel Document

Thank You Page

LMS

21/07/2023

21/07/2023

Select Client ▾

Select Affiliate ▾

Select Campaign ▾

Show 10 ▾ entries

Search:

Date	Name	Mobile	City	Publisher	Medium	Campaign	Client	API Response
2023-07-21 14:33			Hyderabad	27-Manoj	None			None
2023-07-21 14:32			Hyderabad	27-Manoj	None			{\"LeadId\":\"1204275\",\"IssuelId\":\"32475334\",\"LeadType\":\"\",\"ResponseStatus\":\"true\",\"ResponseMe
2023-07-21 14:29			hyderabad	24-Amol	None			None
2023-07-21 14:27			coimbatore	20-Sameer	None			{\"Code\":\"400\",\"Message\":\"Lead Already Exists At Call Centre (Within 90 Days)\",\"ReqId\":\"A068:
2023-07-21 14:15			chennai	23-Prem	None			{\"Code\":\"200\",\"Message\":\"Success\",\"ReqId\":\"A068#8015807438#210723141553\",\"LeadCod
2023-07-21 14:14			delhi	25-Turfnell	None			{\"Code\":\"200\",\"Message\":\"Success\",\"ReqId\":\"A068#9451262331#210723141447\",\"LeadCod
2023-07-21 14:14			delhi	24-Amol	None			None
2023-07-21 14:13			delhi	24-Amol	None			None
2023-07-21 14:12			delhi	24-Amol	None			None
2023-07-21 14:12			delhi	24-Amol	None			{\"Code\":\"200\",\"Message\":\"Success\",\"ReqId\":\"A068#8709355568#210723141252\",\"LeadCod

www.mdsmedia.co.in

VOICE BROADCASTING : CUTTING-EDGE LEAD GENERATION TOOL TILL DATE

1

Autodial thousands of calls every day with human-like voice recording

2

Exceptionally powerful & result oriented

3

Exceptionally low cost per lead

4

Calls have the highest reception rate; hence lowest awareness cost

5

Conversation recording for training purpose

RCS (RICH COMMUNICATION SERVICES)

Custom Integration

We seamlessly integrate RCS into your existing communication framework, ensuring a smooth transition from traditional SMS.

Engaging Content

Our team creates compelling multimedia content, including images, videos, and interactive elements, to captivate your audience and enhance engagement.

Interactive Features

We implement features like read receipts, typing indicators, and suggested actions to make conversations more dynamic and responsive.

Personalization

Tailoring messages to individual preferences, demographics, and past interactions, we ensure a personalized experience that resonates with each recipient.

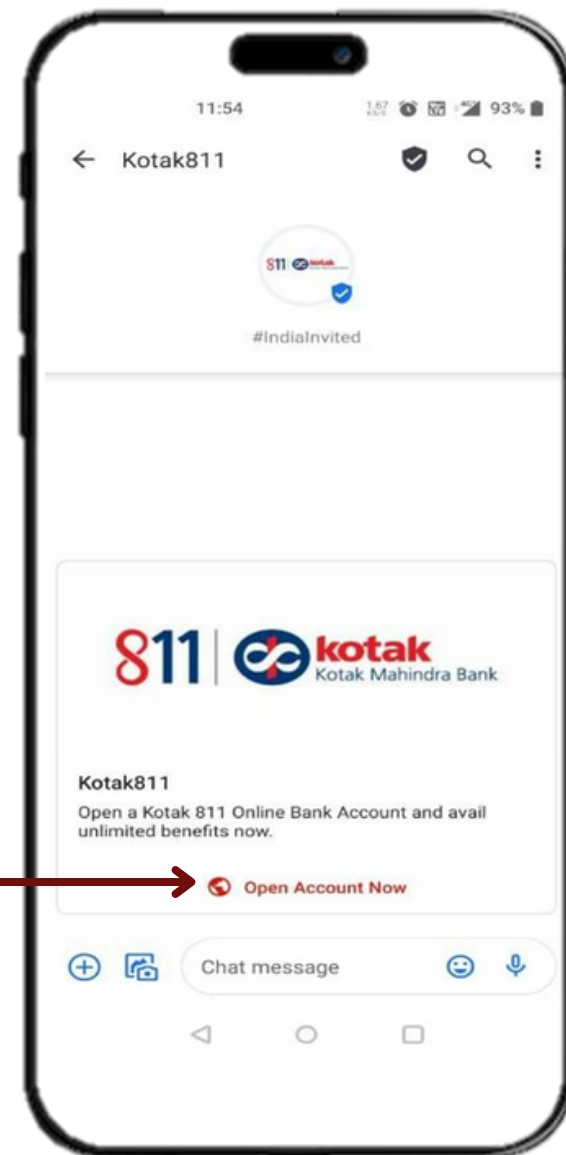
Analytics and Optimization

We track engagement metrics, analyze user behavior, and refine our strategies to continually optimize your RCS campaigns for maximum impact.

RCS ENABLES TARGETTED AND INTERACTIVE BRAND MARKETING

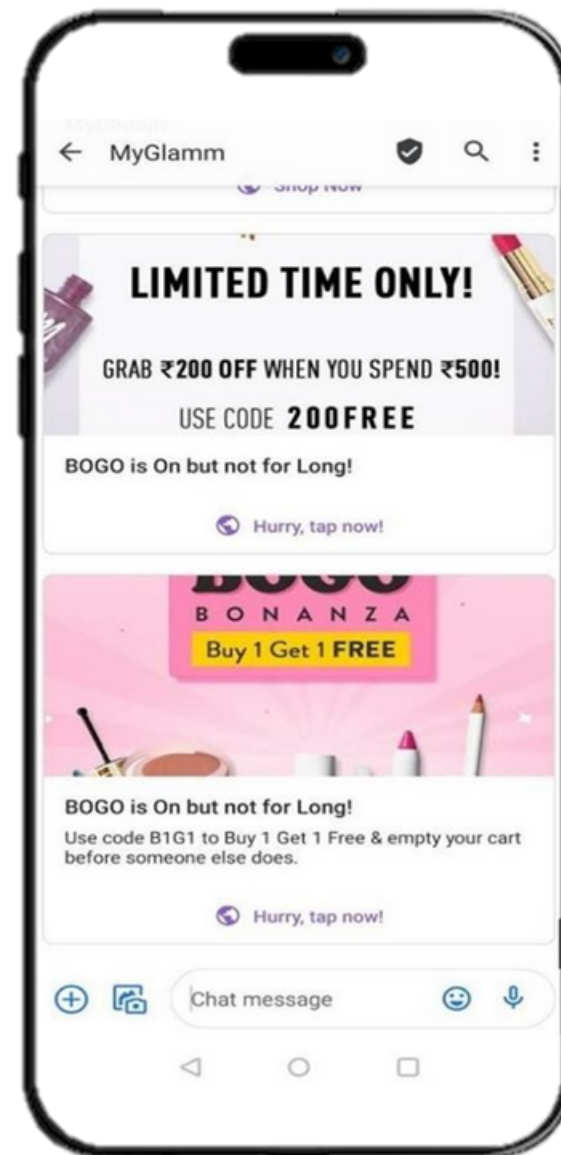
Pre-Purchase

Lead generation

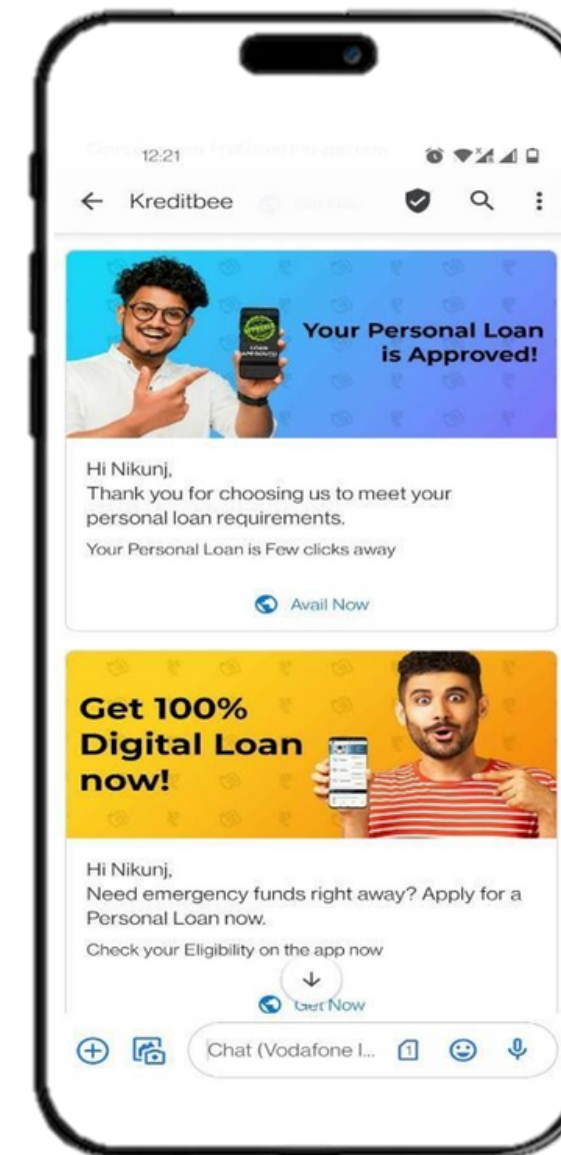


CTA button
redirects to
new account page

Promotions and offers



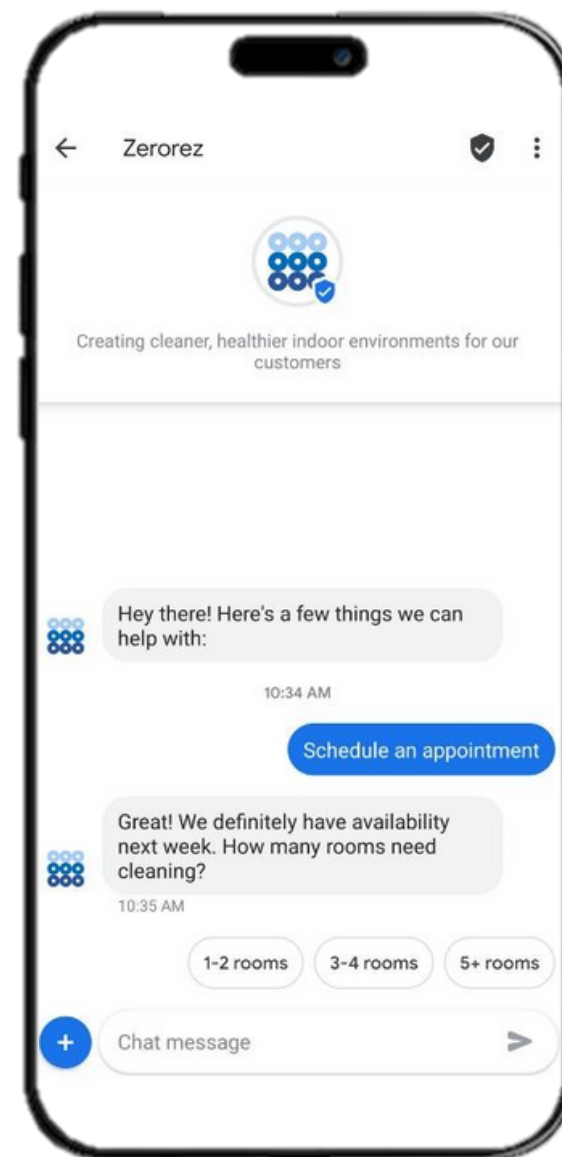
Drive app downloads



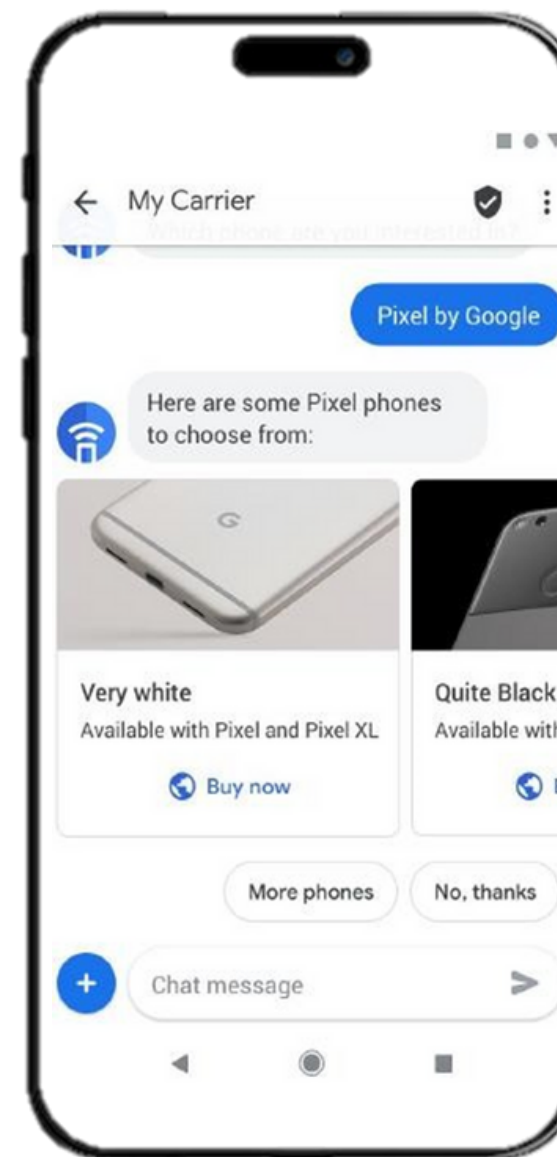
RCS ENABLES TARGETTED AND INTERACTIVE BRAND MARKETING

Purchase

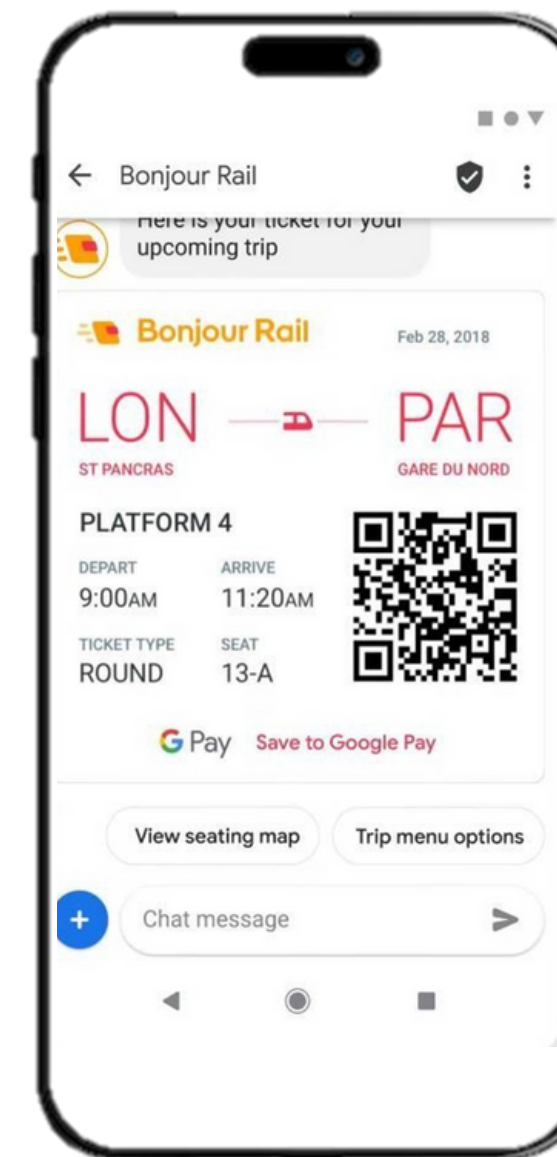
Bookings



Commerce



Transactions



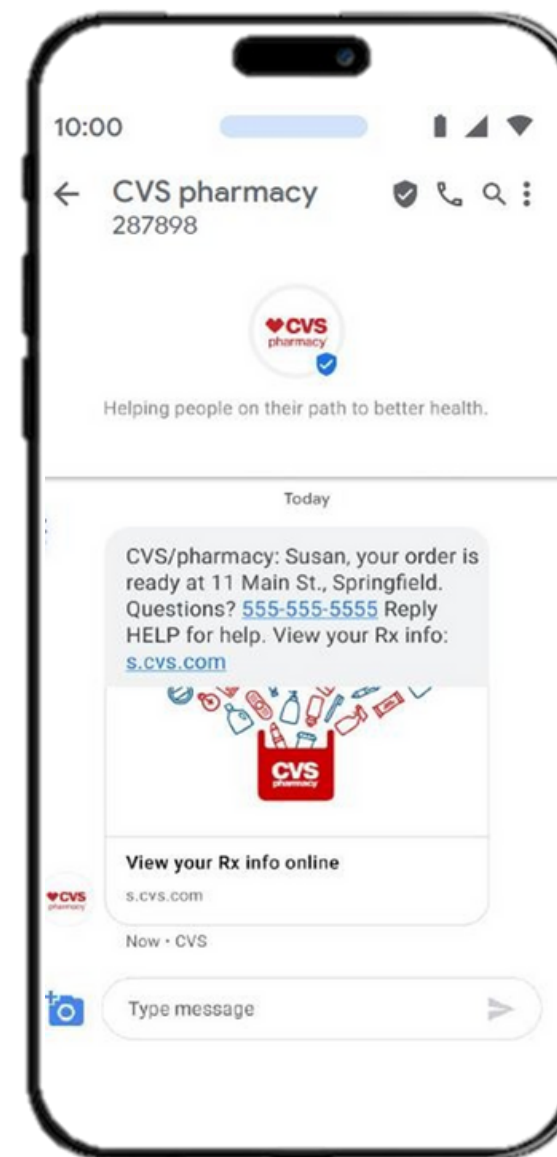
RCS ENABLES TARGETTED AND INTERACTIVE BRAND MARKETING

Post-purchase

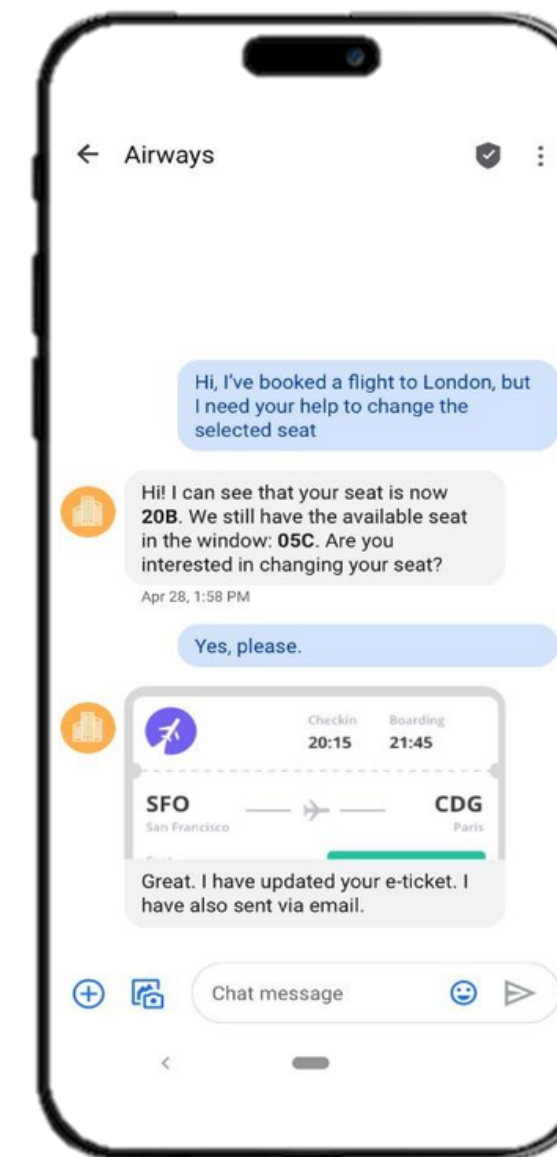
Service updates



Order updates



Customer support chatbot with human agent transfer



WHATSAPP

Strategy Development

We collaborate with you to define campaign objectives, target audience, and key messaging to ensure a focused and effective WhatsApp campaign.

Engaging Content

Our team designs captivating multimedia content, including text, images, videos, and GIFs, aligned with your brand's voice and message.

Interactive Features

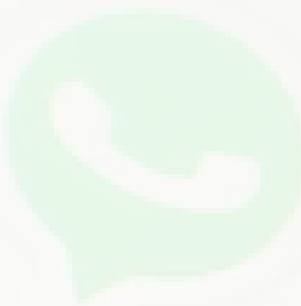
We segment your contact list based on demographics, behaviours, and preferences to deliver personalized messages that resonate with different segments.

Personalization

We set up campaign schedules and automation to ensure messages are sent at optimal times, enhancing engagement and response rates.

Analytics and Optimization

Our robust analytics track campaign metrics, such as open rates, click-through rates, and conversions, enabling data-driven insights to refine and optimize future WhatsApp campaigns.



WHATSAPP SERVICES

PROMOTIONAL WHATSAPP

A service enabling businesses to send promotional messages, offers, and updates to customers on WhatsApp. It's designed for one-way communication, focusing on disseminating marketing content.

BUSINESS WHATSAPP


A comprehensive solution that allows businesses to interact with customers using WhatsApp. It includes features like a verified business profile, two-way messaging, and access to messaging statistics, enhancing customer engagement.

WHATSAPP WITH BUSINESS API


A more advanced version of Business WhatsApp, it provides a programmable interface for businesses to integrate WhatsApp messaging into their applications, systems, and customer management processes, enabling automated messaging, notifications, and seamless customer interactions.

MILESTONES


2023



**200Cr+
YEARLY
CONSUMPTION**



**100000 +
CALL BACKS**



**1200000 +
LEADS
CAPTURED**

CLIENTELE





MDS DIGITAL MEDIA PVT. LTD.
HIGH PERFORMANCE REWARD

THANK YOU