



*“We’ve found Skebby, a young and dynamic company, to be the ideal partner for managing and sending SMS notifications”*

### **Challenge presented**

Adsentia is a company that produces solutions for new technologies. In our market, it’s imperative that we identify expert, competitive partners with whom we can build synergies. We needed to serve our clients’ requirements for communicating via text message with their users. This meant we had to choose a supplier who could guarantee the utmost reliability and competitive pricing, for organizing bulk and selective message sending, with the aim of keeping recipients informed and/or promoting goods/services.

### **Actions undertaken**

Adsentia integrated Skebby’s SMS gateway into its own systems to allow its clients to send information and promotions to their users. The service is managed through SaaS applications which directly interface the requests of end users with the Skebby gateway, with monitoring of remaining credit, by status, and operations log.

### **Benefits delivered**

Adsentia cut the costs of its service by offering its clients what it currently considers the best, most aggressive solution for sending text message notifications.

*“We’ve found Skebby, a young and dynamic company, to be the ideal partner for managing and sending SMS notifications from the technological platforms that we’ve developed for our clients”* explains **Federico Fratta, Founder of Adsentia.**

### **How can marketing and digital PR agencies benefit from SMS?**

#### ✓ **Announce promotions**

Offer your clients the SMS service. They’ll be able to announce promotions to their customers via simple text message.

#### ✓ **Generate new contacts**

Help your clients to create and grow databases of users who opt in to be contacted, in order to grow their business. Users can sign up to the service by sending a text and this way companies can build up a database of mobile numbers.

#### ✓ **Promote events**

Add SMS as a channel for promoting events that you organise for yourself or your clients.

#### ✓ **Improve customer service**

Help your business clients to open up a dedicated channel of interactive customer services using SMS.