

Multi-Channel Communication

Plan Pricing

With Knexis, you get access to a Multi-Channel Messaging service with powerful Marketing Automation technologies. Our secure portal lets you create, manage and measure campaigns that can include text messaging (SMS/MMS), email, instant message, social messaging (tweets & posts), and automated voice broadcasts. Knexis solutions support application programming interfaces ("API's") for Flex 20,000 and higher plans.

All Plans Include the following

- ✓ One-on-One training where users learn the fundamentals of collecting contacts, how to send messages, and how to manage their distribution lists.
- ✓ Social Media Marketing – Increase brand exposure with viral marketing on Facebook and Twitter.
- ✓ Mobile Sign-up Pages – Customers can sign up from wherever they are using a mobile phone.
- ✓ Send From Phone – Send a message to an entire distribution list right from your mobile phone.
- ✓ Online Sign-Up Pages – Collect opt-in names, numbers, email addresses from an online form and store them in your database.
- ✓ Facebook Sign-up Widgets – Collect sign-ups on the world's largest social network.
- ✓ Two-Way Text Messaging – Interact with customers through mobile texting wherever you are using a short code and a keyword, instead of revealing your personal mobile number.
- ✓ Tutorial Videos – Learn how to use our many marketing and messaging features step-by-step.
- ✓ Mobile Voting – Launch interactive mobile polls that automatically collect mobile numbers.
- ✓ Yes/ No Responses – Grow your contact database and gain immediate feedback by asking audience a simple Yes/No question.
- ✓ Campaign Manager – View comprehensive analytics and reports on all your campaigns with a dashboard for each campaign.
- ✓ Mobile eCard – Celebrate special occasions with a visually grabbing multimedia mobile eCard sent to your audience.
- ✓ Text-to-Screen – Make events exciting by encouraging people to text-in messages onto a big screen. Collect numbers automatically with each text.
- ✓ Appointment Reminder – Notify people of future appointments or reservations with a quick mobile text.
- ✓ Shuffle Responder - Send an interesting fact, joke, or inspirational quote to your audience when your keyword is texted
- ✓ MMS (Picture & Video) – Send more than just text by delivering catchy pictures or short video clips directly to your audience's mobile phones.

Upgrade or Change Plans

Log-in to Control Panel > Go to Account > Go to Change Plan> Choose your new plan. Once you are on one of our paid plans, you will be billed monthly/annually until you cancel. You may cancel anytime from Control Panel> Account > Account Setting > Cancel My Account. In order to avoid the next billing, the cancellation should be submitted prior to the next billing.

No proration for partial months. If a customer changes a plan mid-month, features of the new plan will take effect immediately; however, the changes in message credits and plan charge will not be reflected until the next billing cycle.

Pricing Plans

FlexPlan	Price(Recurring Charge/Mo)	RollOver Credits	Max Mobile Keywords	Max Number of Email Contacts	Email	Instant Message	Social Message	API Access
Starter 1800	\$100		2	12,000	Included	Included	Included	
Starter 2800	\$135		4	18,000	Included	Included	Included	
Flex 4500	\$199	Included	5	30,000	Included	Included	Included	
Flex 7000	\$285	Included	7	45,000	Included	Included	Included	
Flex 10000	\$377	Included	10	60,000	Included	Included	Included	
Premium 20000	\$580	Included	16	100,000	Included	Included	Included	Included
Premium 40000	\$1,095	Included	23	200,000	Included	Included	Included	Included

Larger plans available upon request.

No proration for partial months. If a customer changes a plan mid-month, features of the new plan will take effect immediately; however, the changes in message credits and plan charge will not be reflected until the next billing cycle.
Unused Rollover credits are carried forward.

Text Credits Usage

Because of the file size that is being sent, there is a cost difference in terms of text credits between SMS and MMS.

- 1 Credit = 1 SMS
- 1 SMS text blast cost 1 text credit per mobile number, it is sent to.
- MMS text blast (*picture & video*) cost 6 text credits per mobile number sent to.
- E-Card text blast requires 6 text credits per mobile number it is sent to.
- Social Media blast (tweets & posts) are included (free).

Voice Delivery and Cost Summary

- You will be charged 4 message credits per voice message minute if you send a voice call.
- Total number of chargeable minutes will include the *full intro message, the full message body, full system help instructions*, and, if prompted by the subscriber, the full replay of the message body.
- Voice broadcast message maximums are two (2) minutes.
- Because the network is unable to accurately detect call interruptions, *in the event of interruptions, line cuts, or if the subscriber hangs up, the message credit charge will appear as a full and completed session.*

Purchase Additional Credits

Additional Rollover Credits	Price (Non-Recurring Charge)	RollOverCredits [†]
1,800 Credits	\$100	
2,800 Credits	\$135	
4,500 Credits	\$199	Included
7,000 Credits	\$285	Included
10,000 Credits	\$377	Included
20,000 Credits	\$580	Included
40,000 Credits	\$1,095	Included

Larger plans available upon

Additional Keywords

Plans include keywords that can be used with Knexis Multi-Channel Plan's shared common short code.

Mobile App

Branded mobile app with logo and messaging.

Mobile App	Price	*Request a quote
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- Send push notifications through the app to keep your audience up-to-date in real time
- Messaging capabilities are unrestrained. You can fit 25x more characters than SMS and you have free in-app messaging and photos.
- Recall any message you've sent, either for security purposes or to simple edit mistakes.
- Set messages to expire after a period of time so only relevant messages are read.
- Subscribers can personalize their subscription to receive only the type of messages they want.
- Easily keep track of open rates and receive delivery summaries.
- Send scheduled and recurring messages and automatically sort contacts into specialized distribution groups
- Compatible with both Android and IOS devices.

Additional Keywords	Price (Monthly Recurring Charge)
1 Keyword	\$15
5 Keywords	\$45
10 Keywords	\$65
50 Keywords	\$235
100 Keywords	\$280

Professional Services

Professional Services	Price (Non-Recurring Charge)	Price (Recurring Charge/Mo)
Advanced Support & Campaign Consulting (2 hours)	\$195	
Marketing Consulting (2 hours)	\$195	
Send It For Me Voice	\$29	*Request a quote
Send It For Me Text, Email, Tweet, Post, Mobile App	\$29	*Request a quote

Advanced Support & Campaign Management – Receive best practice hints and tips on how to run your campaigns. Learn how to execute tasks such as updating your contact lists, collecting contacts, setting up keywords, sending text and voice messages.

Marketing Consulting – A marketing specialist will discuss your marketing needs, educate you on specific ways we can help and provide you a marketing best practice plan using our software. Consulting including walking you through real time creating and delivering of text messages, creating coupons, and building loyalty program, if needed.

Send it for me – let our experts record your automated voice, send text messages, email, Instant messages, Facebook post and Tweets, on your behalf. Here is how it works:

Customer will provide a Knexis Sales Consultant with written note detailing the message you want us to – **voice record, text, email, tweet, post or push via mobile app**, on your behalf. Upon receipt by Knexis of your email request, an email response will be sent to you, including confirmation receipt of your message and next steps.

Required Information for *Voice Recording*

- (1) provide a written message stating exactly what you want recorded
- (2) provide date and time you want message delivered
- (3) Indicate which database distribution list you want messages sent from
- (4) provide your phone number so we may contact you with any questions

**Message delivery request must be submitted to Knexis between 9am - 5pm EST.*

**Same day request may take up to 2 hours for delivery and MUST be received by 3pm EST.*

Required Information for *Text Messaging*

- (1) provide a written message stating exactly what you want sent, message text must be 160 characters or less
- (2) include any images, images must have a media size limit of 430 kilobyte (KB) –larger MMS files may not be deliverable by some cell phone carriers
- (3) state date and time you want message delivered
- (4) Indicate which database distribution list you want messages sent from
- (5) provide your phone number so we may contact you with any questions

**Message delivery request must be submitted to Knexis between 9am - 5pm EST.*

**Same day request may take up to 2 hours for delivery and MUST be received by 3pm EST.*

Knexis is a Washington, Virginia–Baltimore Metropolitan area based company.

For information regarding how to start a multi-channel messaging program for your company, contact Knexis sales at 202-524-9739 or visit us online at <http://signup.knexis.com/>

Knexis Terms and Conditions and Privacy Policy available at <http://knexis.com/terms-of-use/> and <http://knexis.com/privacy-policy/>

