



MobileDigital was founded in 2013 by Eibhlis Stuckey. Eibhlis has an Engineering Degree from NUI, Galway, Ireland and has worked as an IT Consultant, Senior Developer and Project Manager in Ireland, UK and Australia.

Since the introduction of the smartphone Eibhlis has firmly held the belief that native messaging capabilities within Android and IOS coupled with the capability to deliver visuals, would inevitably provide the most direct and valuable communication channel between organizations and their stakeholders.

During the early days the company designed and patented the unique capability to insert intelligent data tags onto the images within an MMS. Working with a number of innovative clients we were able to apply our patent to trial personalization of visual messaging as direct to mobile sales campaigns.

Initially we took on the role of sending and managing customer texts and trialled visual messaging using the Multimedia Messaging Service (MMS). The conversion rates the clients achieved with the personalized visual campaigns were well beyond expectations. Results were notably strongest in on-boarding, re-activation and coupon campaigns.

However, this business model was not sustainable. Multimedia messaging presented a very different ball game to simple text messaging (SMS). It didn't take long to discover a whole new level of complexity involved when dealing with visuals. When it came to producing visuals everyone involved seemed to have an opinion on brand usage, fonts, graphics etc. The experience made it clear that clients needed total control and flexibility to manage image production, timing and approval processes.

Encouraged by initial results and client enthusiasm for the offering, the company made the decision to develop an end user visual messaging portal based on MMS and SMS technologies. In 2015 the company raised funds and began development on the world's first end user managed text and visual rich messaging platform. MobileDigital has invested over \$2.2 million, as well as applying Australian Government Innovation and Development Grants totaling almost \$1 million to develop this unique world leading software platform.

The platform was released to select clients in Beta late 2017, and full release in Australia in February 2018. Since that date MobileDigital's clients have sent over 60 million unique transactions through the system, with no outage or issues.

In conjunction with input from innovative marketing professionals the portal continues to develop in its design and usability . The millions of lines of code that make up intouch have been developed here in Australia. Our development team's mantra has always been to create an easy to use, no code required, mobile specific communications platform that enables anybody with complete flexibility and in-house capability to produce rich mobile communications.

Our philosophy is to operate as a specialist mobile services provider. We work with organizations existing data management stack investments to achieve the best possible mobile engagement and business outcomes. To that end, MobileDigital have invested in building a comprehensive set of API's and webhooks to enable optimum connectivity to CDP and CRM systems.

In 2019 the company introduced the Add2Wallet module enabling firms to push, coupons, gift cards, loyalty and rewards passes to Android and Apple Wallets. This release enabled users to send push and update messages from within the intouch platform and include automated geo location and calendar sensitive messaging to passes stored in the wallet.

In 2020 the company developed Tap2Buy a complete text ecommerce ecosystem enabling intouch users to promote products to their clients mobile through personalized visual text messaging, and then enable them through an active Tap2Buy.link to make a one click, no password, no username, no logon rapid purchase.

In 2021 in response to client feed back, we invested in integrating intouch with Canva. The integration opened up design bottlenecks and gave total control of content, production and design to intouch users.

In 2022 the company became a Salesforce™ Independent Software Vendor (ISV) and integrated intouch as a SSO, (single sign-on)platform integrated with Salesforce™ Marketing Cloud™.

Going forward, the company will continue to work closely with our clients to develop new functionality that enhances their capacity and capability to engage easily and most effectively with their mobile clients.

Eibhlis Stuckey

Founder, MobileDigital