

The Official Brand Kit for

rumbleup,  switchboard
&  **VIDEOZIP**



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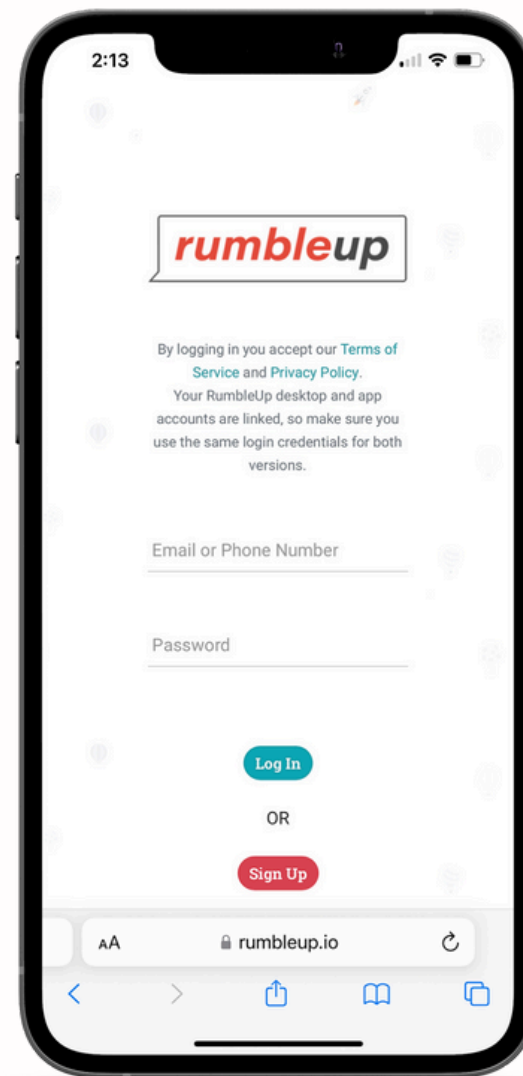
Company Overview



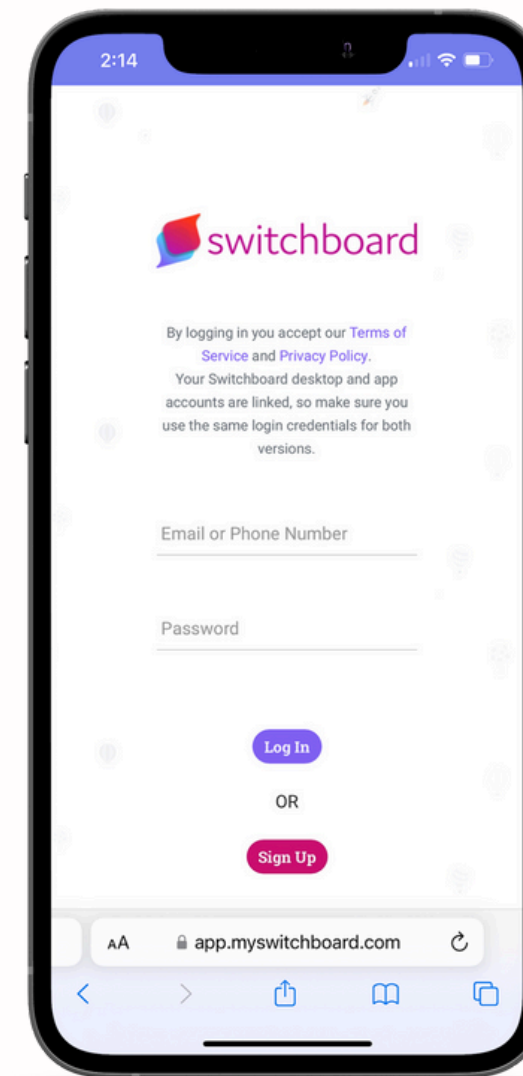
Our Mission As Switchboard Labs, LLC

Switchboard Labs' trio of brands creates new opportunities for messaging to deliver personalized and engaging experiences for our clients and their audiences with powerful, beautiful, easy to use and hassle free platforms.

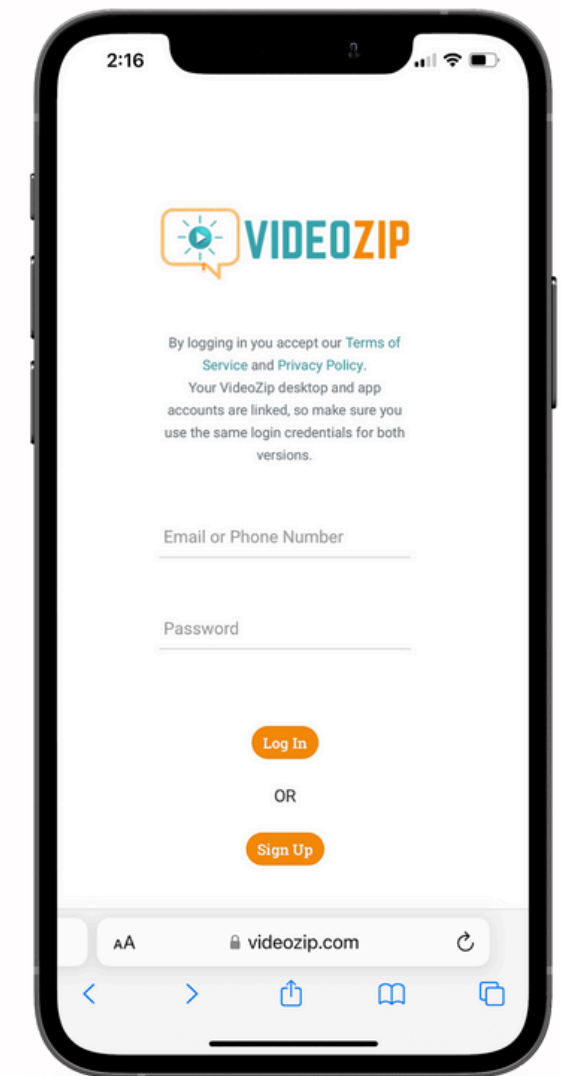
Our brands deliver the best video compression and texting experience in the industry.



**RumbleUp: Political
P2P Texting**
(2018)



**Switchboard: A2P Texting
(Political + Non-Political)**
(2021)



**VideoZip: Video Compression
+ Optimization**
(2022)



Standard Company Descriptions

SHORT | 165 CHARACTERS

RumbleUp is an award winning political P2P texting platform used by all the GOP national committees along with 3,500+ campaigns and organizations across the country.

LONG | 761 CHARACTERS

RumbleUp is an award winning political P2P texting platform used by all the major GOP national committees (NRCC, NRSC, RGA, and the RSLC) along with 3,500+ campaigns and organizations across the country to quickly engage any size audience via SMS, MMS and Enhanced Video Text. Our unrivaled feature set and dedicated support team provide personalized solutions for every use case including every type of campaign and political organization, PACs, IEs, state parties and caucuses, advocacy groups, non-profits, ballot initiatives, call centers, polling and survey firms, membership organizations, and official government offices and agencies. Join our growing family of political pros who are reaching their goals with the market leader in conversational texting.

EXTENDED BACKGROUND | 1255 CHARACTERS

RumbleUp is an easy yet powerful P2P texting platform that enables human-powered text conversations at scale trusted by 3,000+ clients and all GOP national committees to quickly engage any size audience via SMS, MMS and Enhanced Video Text. We were founded in 2014 as a tech startup creating solutions for mid-to-large size political organizations seeking to engage their supporters and activists via mobile channels. We are now expanding the types of clients we work with outside the political realm while continuing to focus on personal, scalable engagement in an increasingly fragmented and distracted world.

RumbleUp has worked with 3,500+ clients to send over 250 million text messages since 2018, including to individuals affected by natural disasters and COVID-19. Our platform includes a robust CRM, whitelisted phone carrier access as well as iOS, Android and web-based interfaces. RumbleUp can help clients acquire verified cell phone numbers for any geographical area, sorted by demographics, etc. and equip each volunteer or staff member to have 2-way conversations with up to 1000 people per hour. RumbleUp can thus enable scalable, instant communication with any public audience or within a large organization or between overlapping organizations.





Standard Company Descriptions

SHORT | 126 CHARACTERS

Video sells. Switchboard brings the very best video/audio quality to your text "SMS" marketing to hyper-engage your audience.

LONG | 516 CHARACTERS

Video sells. Switchboard brings the very best video/audio quality to your text "SMS" marketing to create immersive, surprising in-the-text-message experiences that win more business.

We are a team of texting professionals who understand the amazing power of personal, two-way conversations enhanced with video that engage customers and move them to action. Our sleek, intuitive platform was designed with busy people like you in mind, making it easy to gather opt-ins and send video messages people will love to open.



Standard Company Descriptions

SHORT | 179 CHARACTERS

Videos too big for a text? Not anymore! Send high quality videos via SMS for the first time with VideoZip, the best video-to-text message video compression software on the market.

LONG | 488 CHARACTERS

Finally - a way to send high-quality videos via text message! Introducing VideoZip, the best video-to-text message video compression software on the market able to provide you and your text subscribers the best multimedia experience possible.

Texting is the most visible communication channel, and video is the most powerful and engaging type of content. That's why we engineered the best-in-class video compression software able to transform most common videos down to a text-able size.

The Importance of Brand Identity

Our brand identities should guide the choices we make for our copy, fonts, imagery, etc.

All of our written and visual assets should tie back to our company's identities.

Spending some time finding the style that resonates with our audience and aligns with the personality of our brands will go a long way, **and starts with aligning all written and visual content with our company's identities.**



Switchboard Labs' Brand Identity

Can be outlined with the following questions:

1. What are our company values/principles?
2. How do we want to communicate our company's values/principles?
3. What emotions do we want our customers to feel when they interact with our business?

- 1
 - a. Think before you act, act with purpose
 - b. Don't deprive your teammates of your honest feedback -- and share it with them directly
 - c. Strive to be doing the best work of your life right now, so you can be even better tomorrow
 - d. Respect the processes we've established until we create a better way to do something
 - e. We prove our mettle when facing daunting tasks or trying to achieve a difficult goal
 - f. If you need help, ask for it. If you don't understand something, start asking questions
 - g. Personal accountability: own your mistakes, and be recognized for your achievements
 - h. Our highest achievements are what we achieve as a team
- 2 Through consistent, well thought out internal and external touch points with stakeholders that match our brand voice
- 3 Confident and comfortable



Design Elements Brand Styling

RumbleUp Branding Methodology



The RumbleUp brand is clean but bold. It exudes power and energy to make viewers feel confident and energetic. It has a masculine energy - dominating while not being overbearing (not too flashy or in your face). Writing and designs are tasteful while projecting strength and established confidence. We are the market leaders in conservative P2P texting and thought leaders in our industry, so written and visual branding should reflect this. We are 1st place so we do not punch down at competitors.

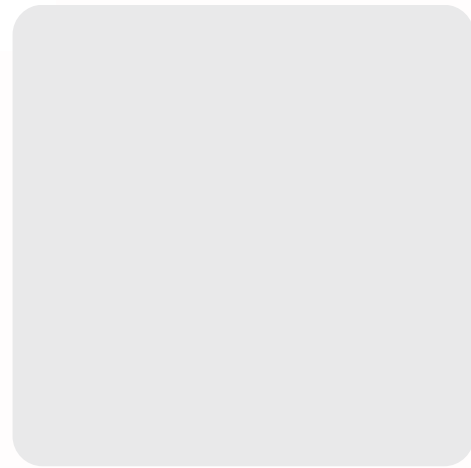
Our primary brand colors are red, white, light & dark grey, teal, light yellow/beige. Gold and light variations of our red and teal are secondary brand colors. We also often use light & dark green in fundraising or right vs wrong related designs.

Try to avoid gradients. Designs primarily use straight lines, with elements that are not overly stylized or cutesy in any way. Incorporates a lot of cell phone/messaging imagery. Rocket ships and boxing references are also on brand. Classic corporate cartoon people are often used. The inclusion of real photography should be tasteful and not overtly cheesy (we do not use extremely cheesy stock photos). Designs should be fresh while also still catering to our largely conservative audience, so no black and white photos or older generation phones.



Official RumbleUp Brand Colors

Primary



#E9E9EA



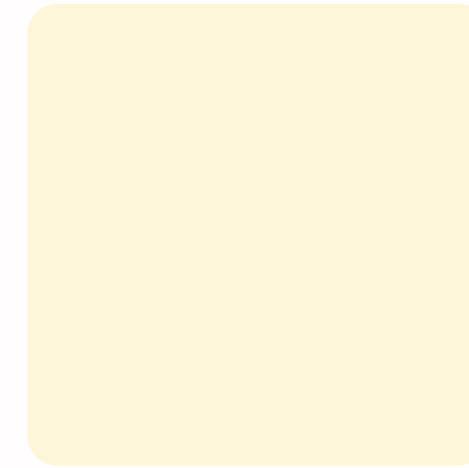
#4C4C4C



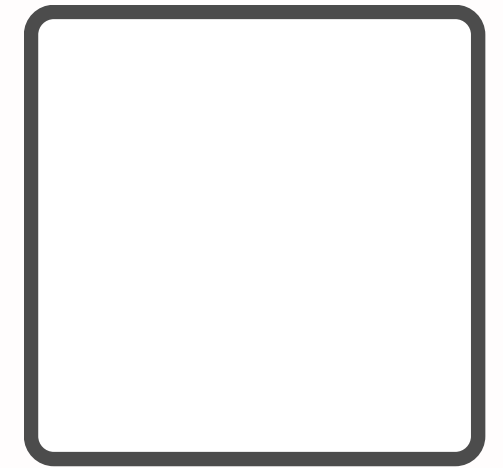
#E74C3C



#02A8B5



#FFF6D7



#FFFFFF

Secondary



#F5B7B1



#94D4DA



#B8E5E8



#B99C3C



#008037



#80CD47



Official RumbleUp Brand Fonts

Headings

Aileron Heavy

Primary

Aileron Heavy Italicized

Closest to logo font

Flex Headings &
Sub-headings

Montserrat

Primary

Gordita

Secondary

Roboto Slab Regular

Used on website

Body

***Open Sans**

Primary (*also a flex
subheading)

Open Sans Light

Secondary

Arial

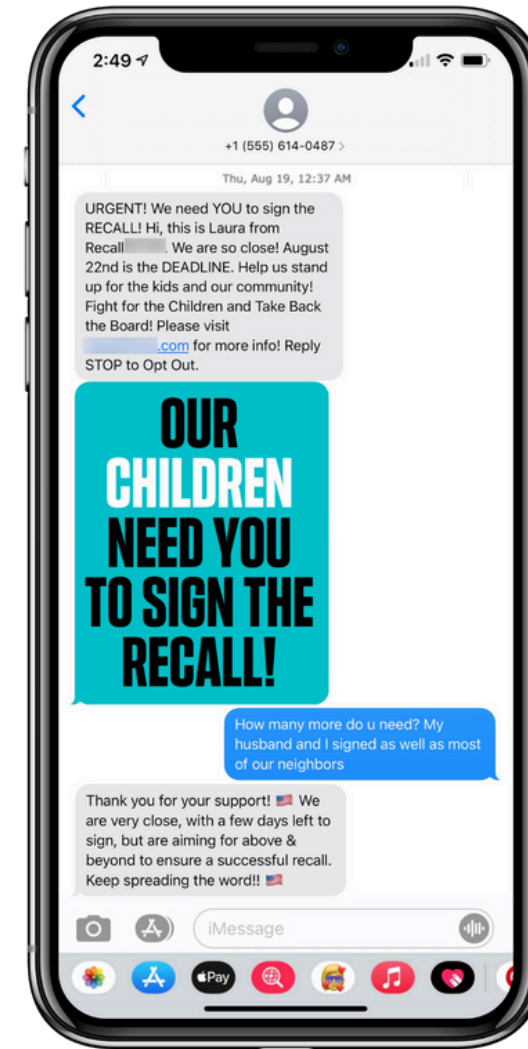
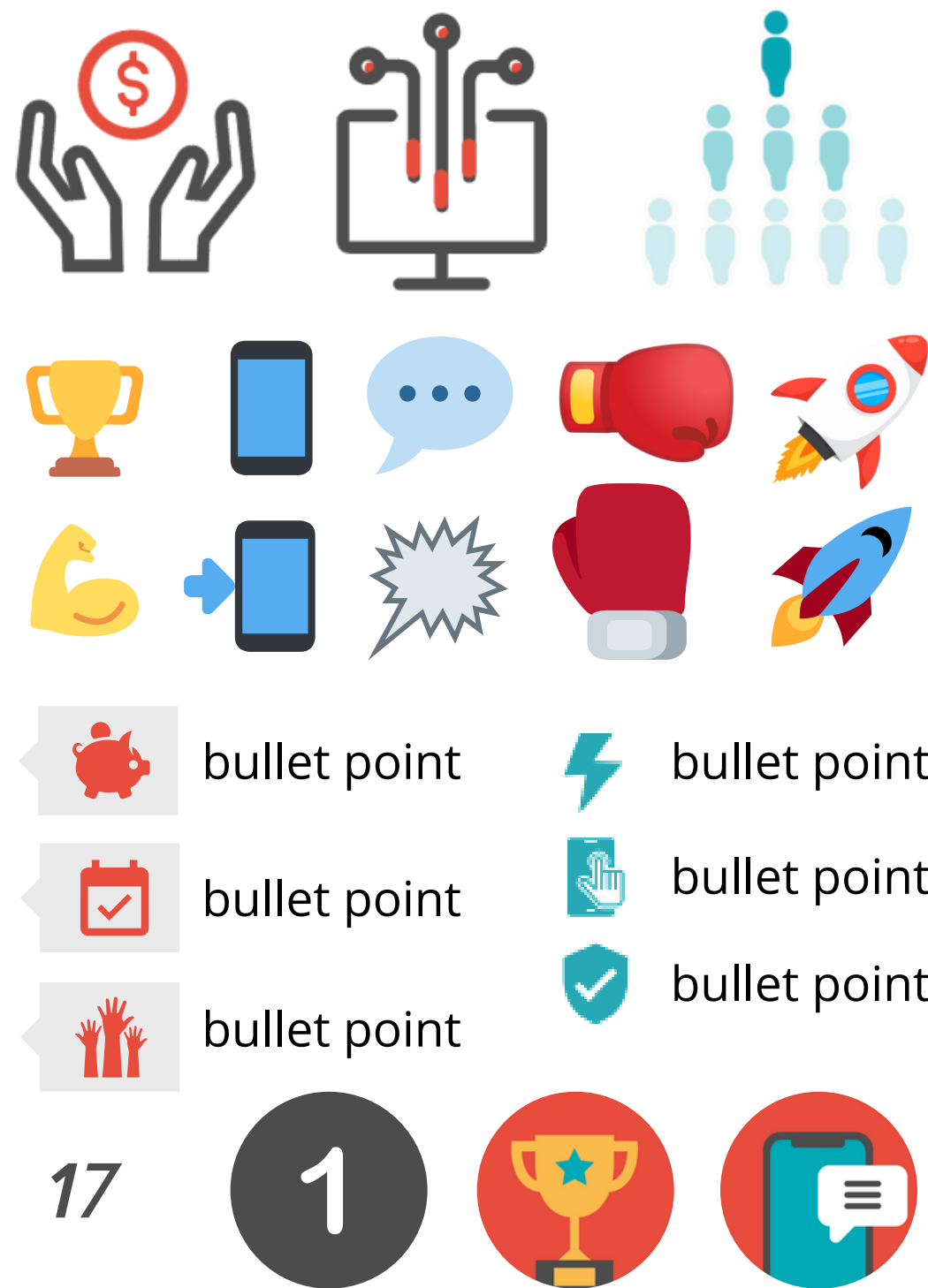
Used in emails

Roboto

Used on website



On-Brand Icons, Graphics, & Photos





Examples of Current On-Brand Content

Ads & Graphics

P2P ADVOCACY TEXTING

A SCHOOL BOARD RECALL SUCCESS STORY

rumbleup is Powering the Red Wave

Find Out Why The Best Choose RumbleUp Today!

Congratulations!

rumbleup

• 2021 WINNERS •

One Pager

rumbleup

Bringing you award-winning Enhanced Video Texting since 2020

RumbleUp Enhanced Video Texting (EVT)

- 1 EVT allows you to send clear, 30+ second made-for-TV videos to all phone types and phone carriers
- 2 Videos are embedded directly in 640 character messages, not linked
- 3 Custom captions are added to make videos accessible to phones on silent
- 4 Send your content directly to your audience and capture their attention
- 5 Other compression services can't match EVT quality, and the audio often cuts off completely

With EVT ads are clear, 30 seconds or longer, AND include closed captions.

Without EVT, ads are pixelated, shorter, and the audio can be cut off completely.

Reed AWARDS Winner 2022
Most Innovative Product of the Year
Reed Award, 2022

Best Ad Technology Innovation
AAPC Gold Pollie, 2020

Innovation in Texting
CampaignTech Award, 2021

Best Use of P2P Texting
AAPC Gold Pollie, 2020

Best Use of Mobile Technology
Reed Award, 2022

RumbleUp Offers a Full Suite of Features

- ⚡ Individual link tracking
- 👉 Easy & intuitive interface
- ✅ Trusted by 1,500+ clients
- ✔️ Highest delivery rate of texts
- 📊 Transparent & accurate reporting
- 👤 Expert customer support

www.rumbleup.com • Text or Call Us! 833-530-4400 • sales@rumbleup.com

Email

The Gold Standard in High Quality Video Texting Since 2020

Our Enhanced Video Texting (EVT) technology is the gold standard in sending high quality, full-length campaign videos, made for TV or digital, to voters via text. Millions and millions of voters have received a video text from our platform since 2020.

Don't just take our word for it - no other video compression technology has won every major AAPC Pollie Award!

Best Ad Technology Innovation
AAPC Gold Pollie, 2021

Best Use of Mobile Technology
AAPC Gold Pollie, 2022

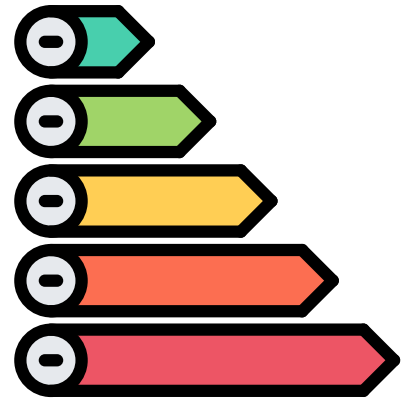
Best Use of P2P Texting
AAPC Gold Pollie, 2021



Off-Brand Icons, Graphics, & Photos



<- Not in our brand colors

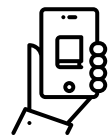


<- Not customizable to be in our brand colors (can be adjusted in photoshop though)



words

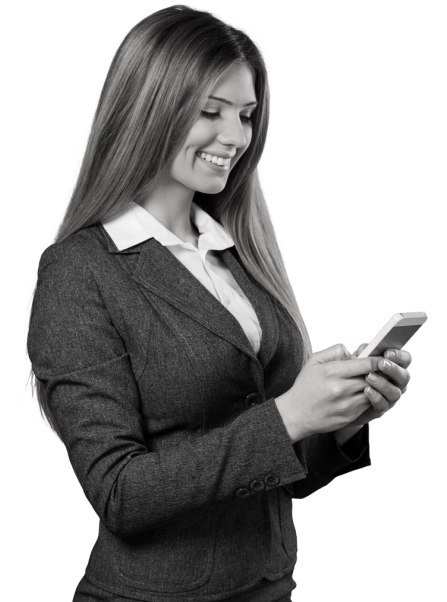
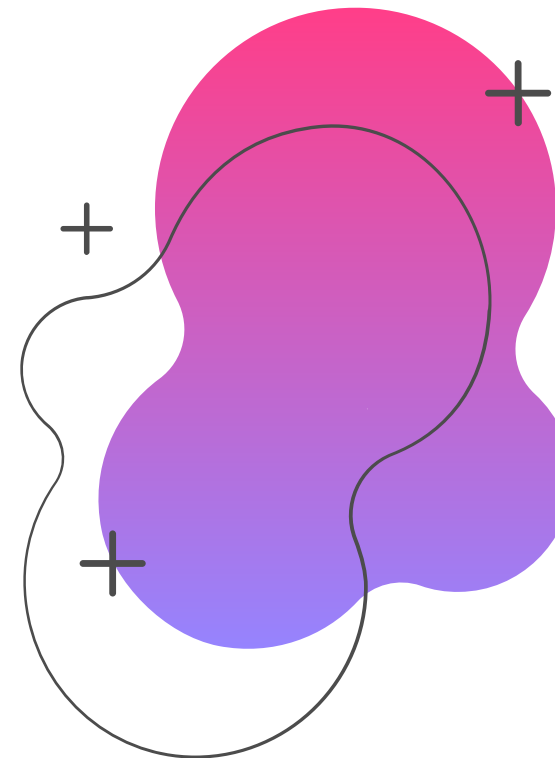
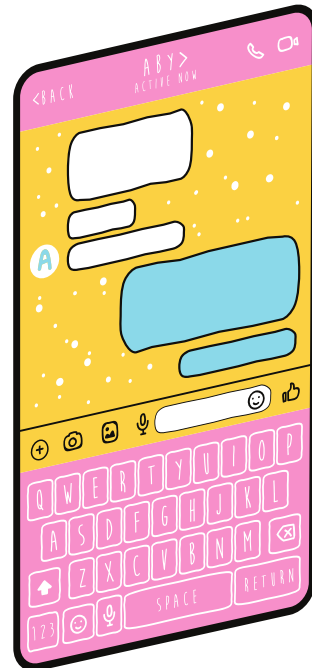
<- Do not mix solid, outlined or multi-colored icons together in the same design. They need to be consistent (all solid, all outline or all multi-colored) to look professional.



words



words



Switchboard Branding Methodology



The Switchboard brand is clean, fresh, modern, beautiful, and fluid. Designs are stylish, aesthetic, and forward to cater to a larger audience. Enticing and energetic in a next level way - exudes newness and excitement. It has a feminine energy, with bright colors, stylized curves and gradients. Writing should sound more conversational in nature, but still professional.

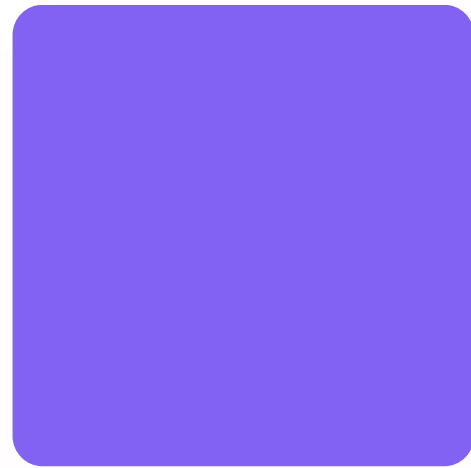
Our primary brand colors are the six distinct colors in the logo. Our main secondary colors are black, white and bright blue, found throughout our website and in our custom graphics. Pictures should include some of our colors, but we have found that pictures containing pink are easiest to find. Orange and gray are occasionally used in our custom graphics, but should be used sparingly.

The dominant color in a design should not normally be the magenta color unless designing with our other brands (such as this brand kit) - opt for the dominant background colors being black, white or blue. Space & galaxies are a prominent motif. We do not use traditional lineography graphics - things should be open, and more artistic and abstract in nature (the website is a great reference for this). Neon is a unique element but should not be overused, and try to only use over black or other dark color (especially w/ titles). Use more unique cartoon people instead of classic corporate ones.



Official Switchboard Brand Colors

Primary



#8162F3



#718BF6



#39B9F7



#CE0D73



#EE1F3D

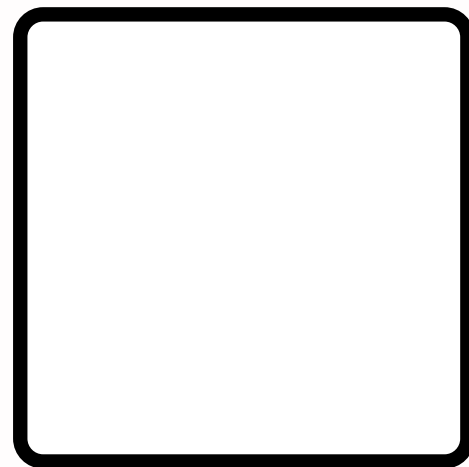


#FE2721

Secondary



#000000



#FFFFFF



#008037



#F783AC



#EE6741



#DBDBDB



Official Switchboard Brand Fonts

Headings

Futura PT

Primary on website

Gordita

Primary - Closest to logo font

Flex Headings &
Sub-headings

Montserrat

Primary

Gordita

Secondary

Roboto Slab Regular

Used on website

Body

Open Sans

Primary

Open Sans Light

Secondary

Arial

Used in emails

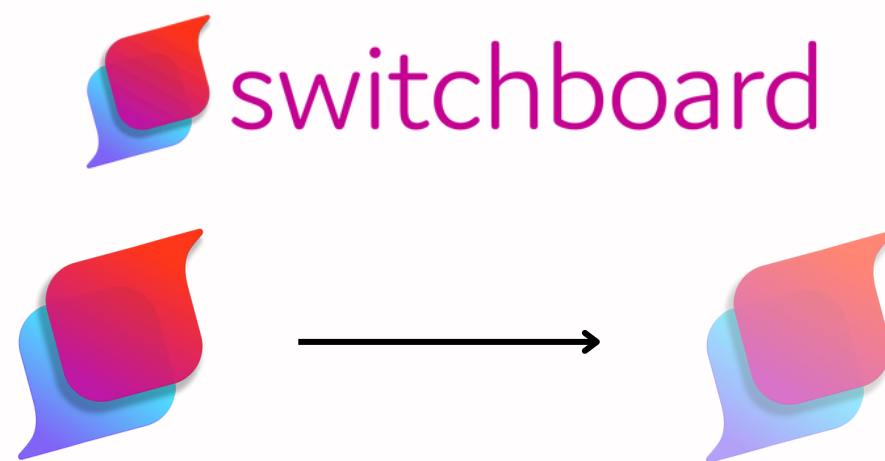
Semplicita Pro

Used on website



Correct & Incorrect Use of Logos

Correct Use: 0 degree angle and up to 60% transparent on our icon only. Monochrome & is occasionally acceptable on swag.



Incorrect use: angled, backwards, upside down, squashed/stretched, lighter than 60% transparent on our icon, any transparency to our full logo and our logo over patterns or unflattering colors. Never use the prototype Switchboard logos.





On-Brand Icons, Graphics, & Photos



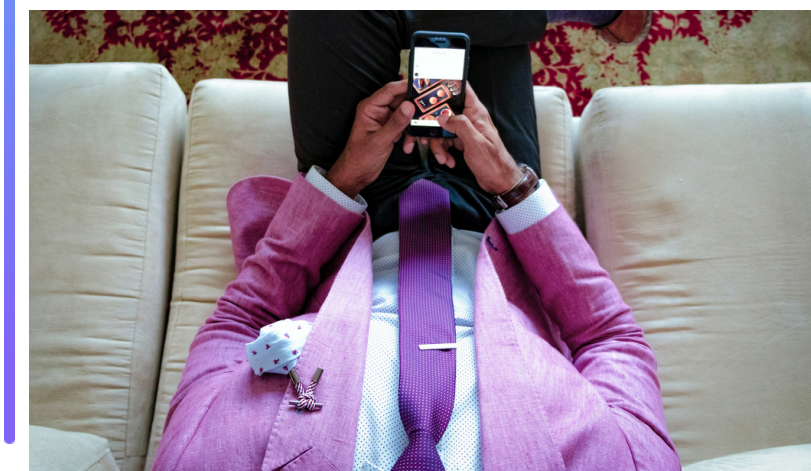
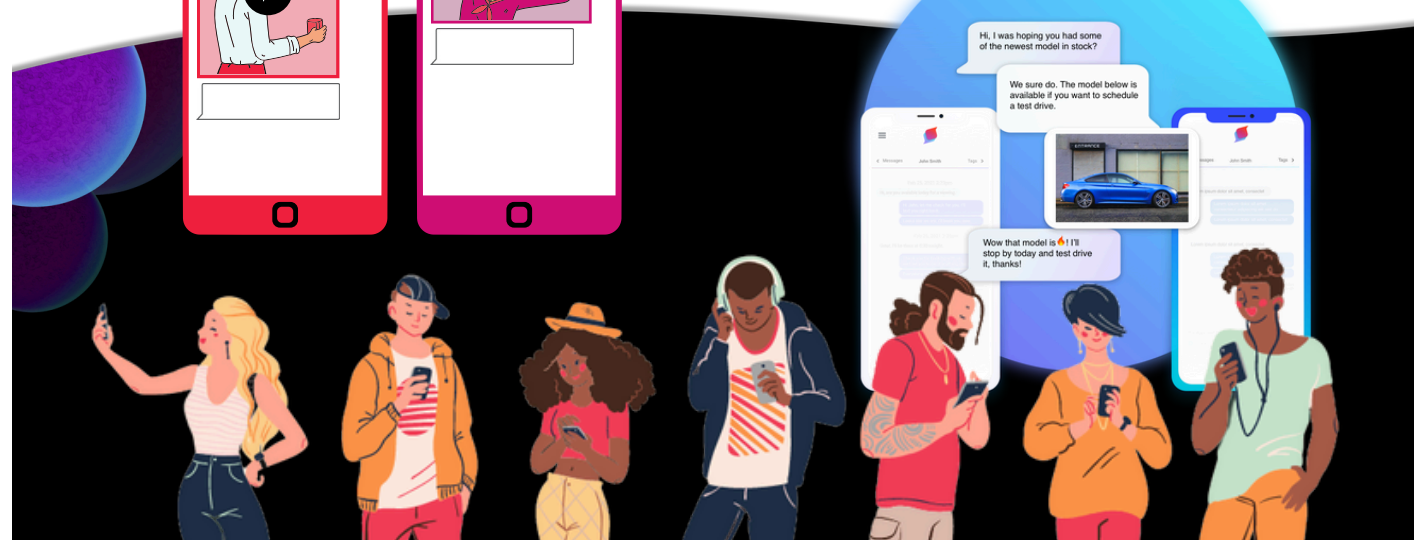
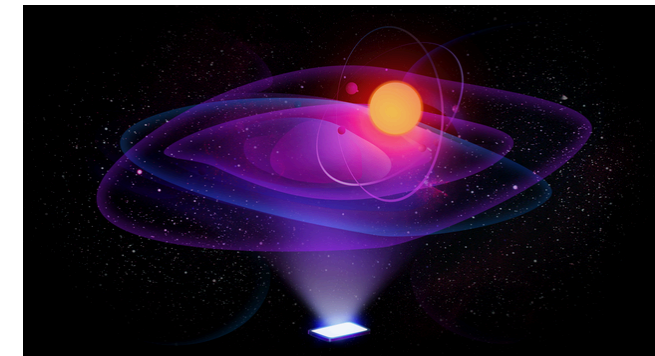
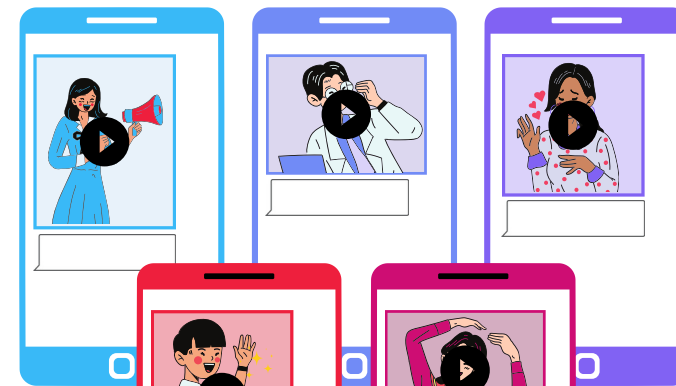
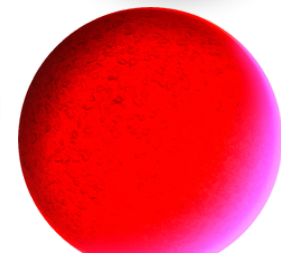
 bullet point

 bullet point

 bullet point



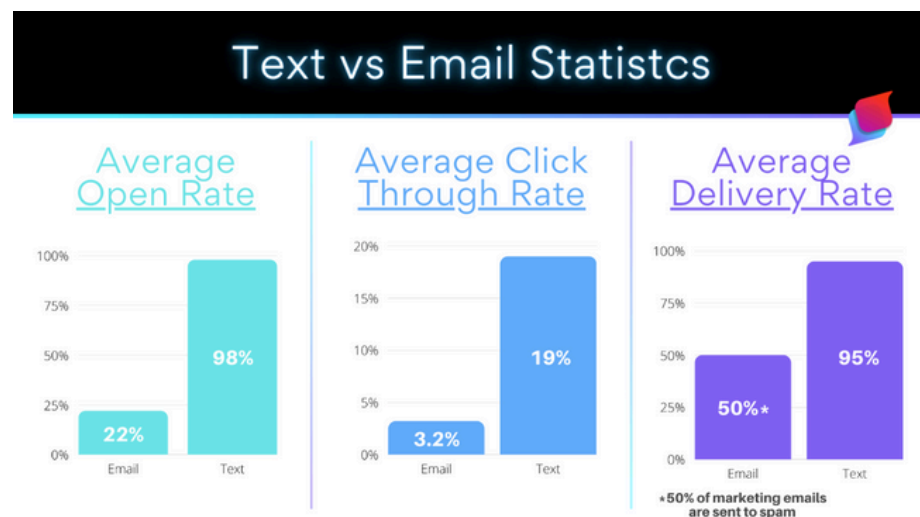
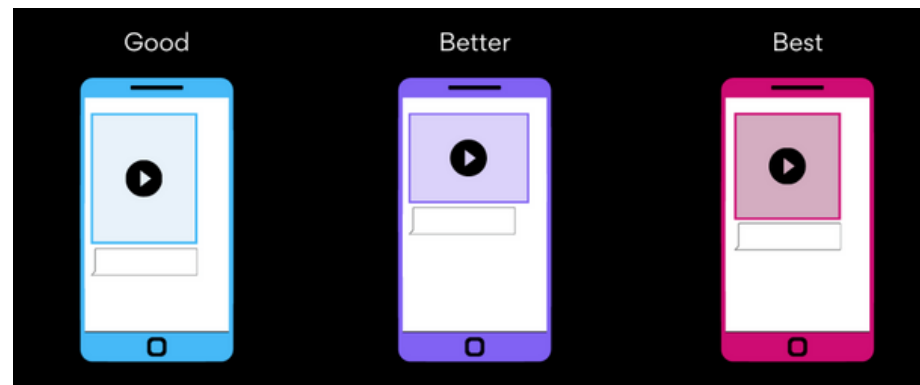
24





Examples of Current On-Brand Content

Graphics



One Pager

switchboard

Video sells. Switchboard brings video to texting.

Switchboard Enhanced Video Texting (EVT)

- 1 EVT allows you to send clear, 30 second videos to all phone types and phone carriers
- 2 Videos are embedded directly in the message, not linked
- 3 Custom captions are added to make videos accessible to phones on silent
- 4 Send your content directly to your audience and capture their attention
- 5 Other compression services can't match EVT quality, and the audio often cuts off completely

With EVT ads are clear, 30 seconds or longer, AND include closed captions.

Without EVT, ads are pixelated, shorter, and the audio can be cut off completely.

Switchboard Offers a Full Suite of Features

- ⚡ Get texting in under 15 minutes
- 📅 Preschedule your messages
- ⚙️ Auto-response and auto-tag messages
- 🔑 Use custom text-in keywords
- 📱 Smart QR Code Opt-in forms
- ✅ Industry leading delivery rates
- 👉 Easy & intuitive interface
- 📊 Most accurate reporting
- 👤 Unlimited customer support
- ⌚ Save on time and costs

www.myswitchboard.com • Text or Call Us! 833-245-2534 • sales@myswitchboard.com

Email

Welcome to the next evolution in texting.

Text messaging has experienced a revolution over the past few years, and we are proud to introduce the future of personal outreach.

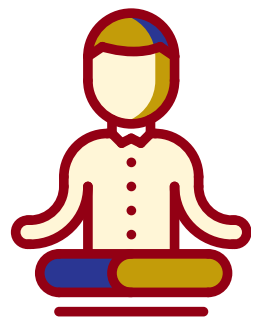
P2P texting remains the best way to approach new audience, but our clients have often asked us how to bring people up the engagement ladder.

The answer is **Switchboard**: an opt-in texting platform that offers a **better way to connect** with your engaged audiences.

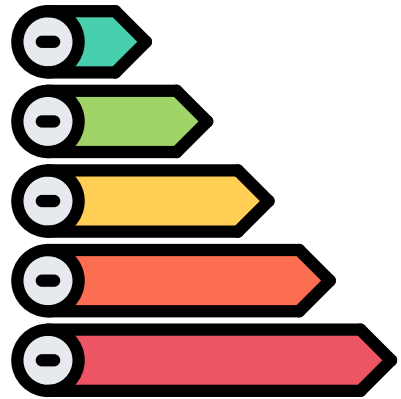
The most sophisticated opt-in texting platform in the industry.



Off-Brand Icons, Graphics, & Photos



<- Not in our brand colors

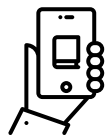


<- Not customizable to be in our brand colors (can be adjusted in photoshop though)



words

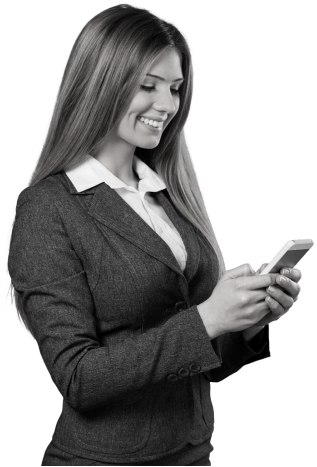
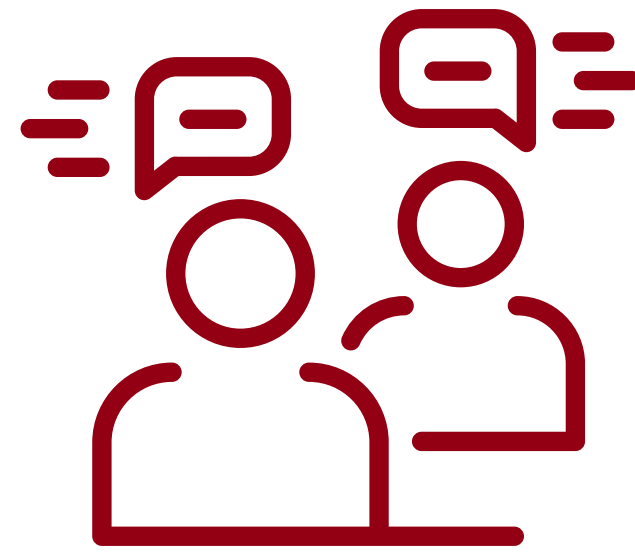
<- Do not mix solid, outlined or multi-colored icons together in the same design. They need to be consistent (all solid, all outline or all multi-colored) to look professional.



words



words



VideoZip Branding Methodology



The VideoZip brand is clean, fresh and forward but still bold. It exudes energy and confidence. It has a neutral energy - not overly masculine or feminine, with hints of both traditional and modern design. Writing and designs are tasteful while projecting established confidence, similar to RumbleUp. We are the market leaders in video compression for texting, so written and visual branding should reflect this. We are 1st place, and one of the only vendors offering this service.

Our primary brand colors are orange, teal and white.

Designs primarily include elements that are corporate and not overly cutesy. Incorporates a lot of cell phone and video imagery, and uses rounded lines, gradients, and cloudy imagery. Classic corporate cartoon people are often used. The inclusion of real photography should be tasteful and not overtly cheesy (we do not use extremely cheesy stock photos). Designs should be fresh and cater to our tech savvy, older decision maker audience (since we are primarily selling B2B), so no black and white photos or older generation phones/video devices.



Official VideoZip Brand Colors

Primary



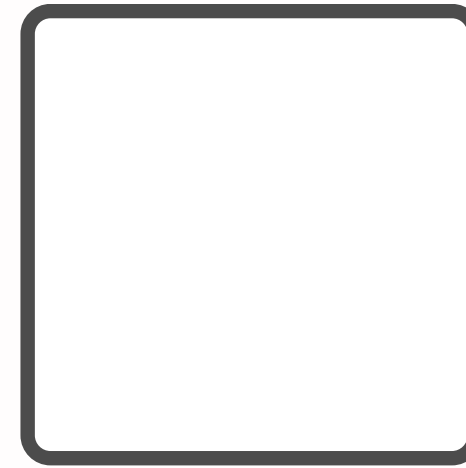
#FFEAC1



#F69017

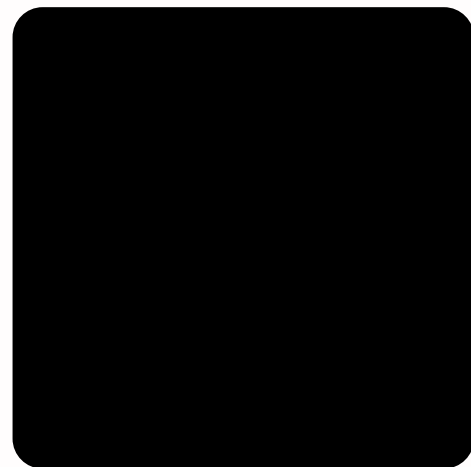


#38A5AE

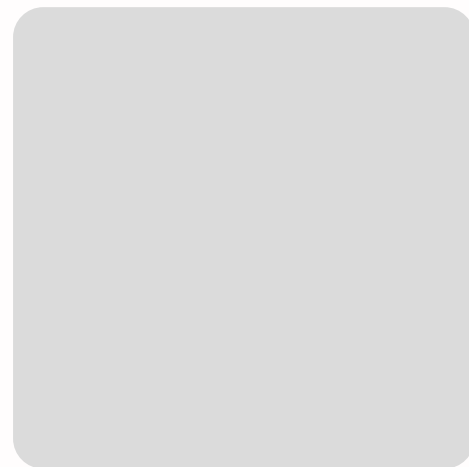


#FFFFFF

Secondary



#000000



#DBDBDB



Official VideoZip Brand Fonts

Headings

Poppins Medium

Primary - Used on Website

NORWESTER

Logo font

Flex Headings &
Sub-headings

Mont

Primary

Gordita

Secondary

Montserrat

Flex

Body

Montserrat

Primary - Used on website

Open Sans

Secondary

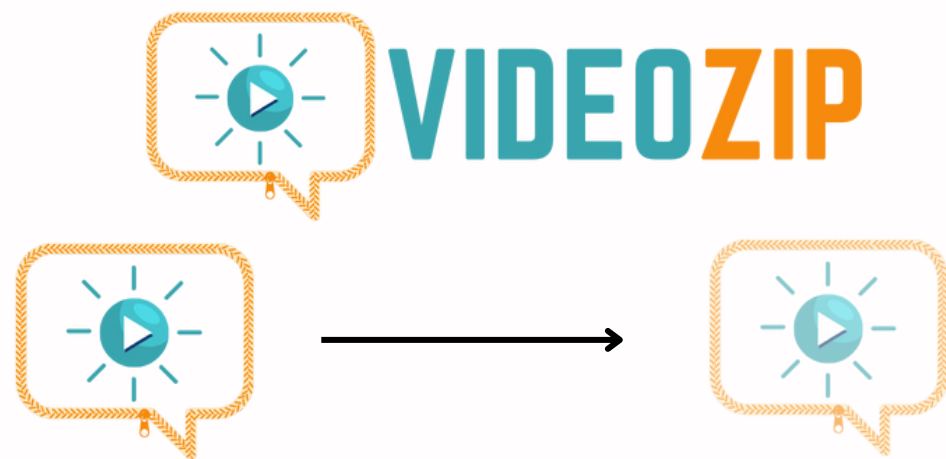
Arial

Used in emails

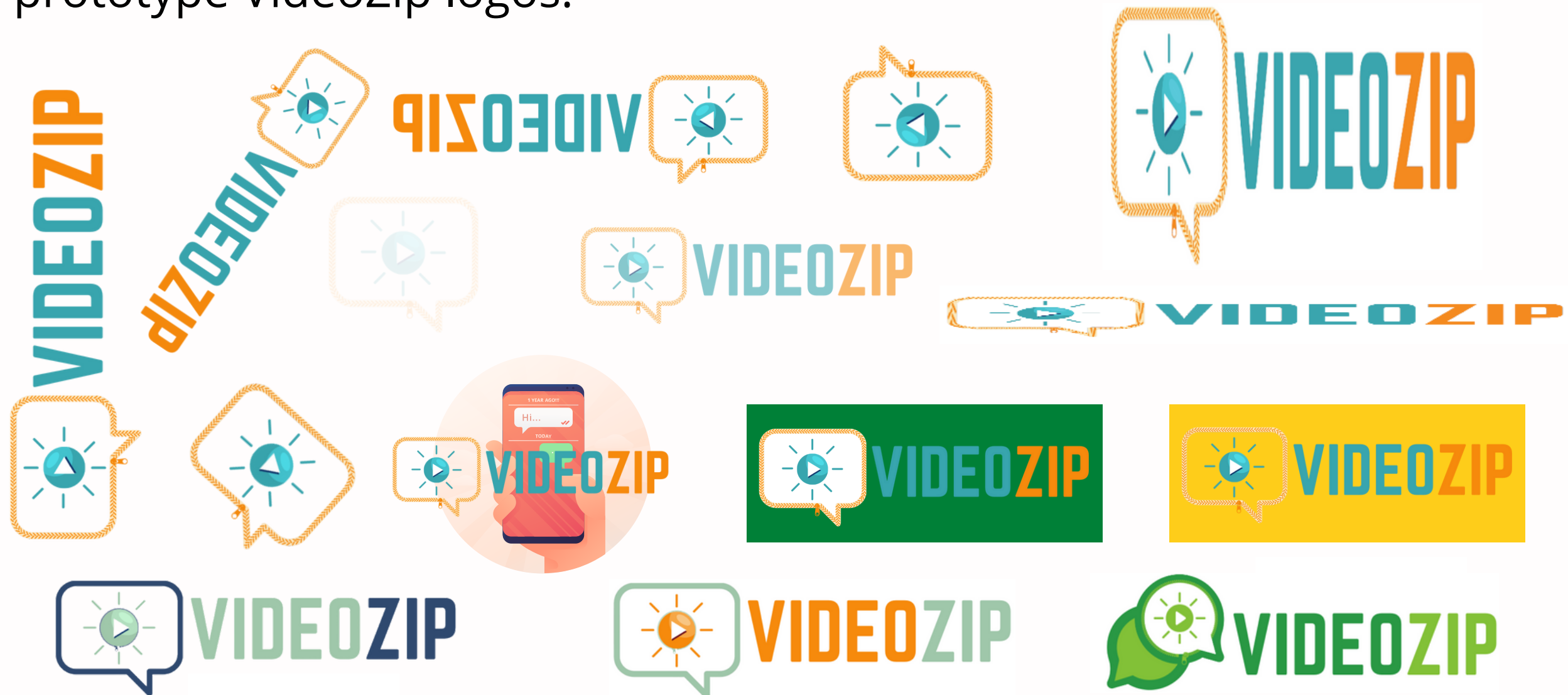


Correct & Incorrect Use of Logos

Correct Use: 0 degree angle and up to 60% transparent on our icon only. Monochrome & is occasionally acceptable on swag.



Incorrect use: angled, backwards, upside down, squashed/stretched, lighter than 60% transparent on our icon, any transparency to our full logo and our logo over patterns or unflattering colors. Never use the prototype VideoZip logos.



Correct Use of Brand Names

Rumbleup ❌

rumbleup ❌

Rumble up ❌

rumble up ❌

rumble ❌

RumbleUp ✅



SwitchBoard ❌

Switch board ❌

Switch Board ❌

switch board ❌

switchboard ❌

Switchboard ✅



Videozip ❌

videozip ❌

Video Zip ❌

Video zip ❌

video zip ❌

VideoZip ✅



LOGO RULES FOR SWITCHBOARD LABS AS A WHOLE

When creating a document or design with multiple pages (such as a pitch deck), make sure to include our full logo on the first page before featuring our icon logo on subsequent pages.

Similarly, when creating a multi-page/slide document for the purpose of presenting, make sure to include our full logo on both the first and last page/slide.

If we are featuring another companies/orgs logo with ours for our own marketing, put ours first and make sure they are roughly the same size. We generally do not feature or feature our logos very small at the bottom of content created for white labels.

If it is a partnership you can include a “+” symbol, a “|” symbol or leave a space

RumbleUp + ABC Group

Switchboard + ABC Group

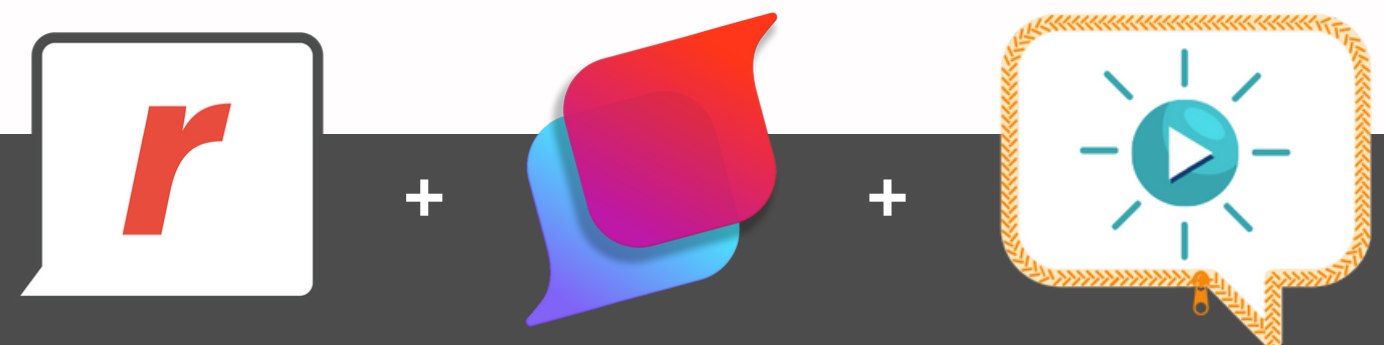
VideoZip + ABC Group


RumbleUp | ABC Group

Switchboard | ABC Group

VideoZip | ABC Group

In general, opt for one of the above options instead of using the “&” symbol. Never use the "x" symbol.



A close-up photograph of a person's hand holding a silver fountain pen over an open spiral notebook. The notebook has blue horizontal lines and the word 'LUNCH' is written in blue ink. In the background, another hand is visible holding a pen, and a pair of glasses is resting on the notebook. A dark grey rectangular box is overlaid on the center of the image, containing white text.

Written Elements
Brand Copy

The Importance of Our Brand Copy

We want to write inspiring content that resonates with clients and shows them why what we do is important to them and other people.

That is why it is important to be consistent with voice, tone, and style.

Aside from this overarching guide for writing our content, we have more specific rules that commonly get edited for.



Brand Voice

The following positive and negative voice attributes outline how we always want to be perceived by our clients and prospects, as well as lines we should never cross, no matter the context or situation. **Voice is constant.** It describes your brand's distinctive personality -- and what prospects should always think about us.

Positive Attributes

- We're established leaders in our industry.
- Our experience is a competitive edge that empowers us to evolve and adapt.
- We're champions of innovation and progress, with an eye toward the horizon.
- We're human, and we focus on building relationships.
- Our customer service is our pride and joy, and the best in the industry.

Negative Attributes

- We're not aggressive, pompous or overbearing when we seek to be persuasive and maintain market dominance.
- We don't undermine our professionalism with inappropriate informality or punching down at competitors.
- We're not cerebral over explainers - our clients know basic political terms and trends, but not necessarily texting terms and trends.

Brand Tone

As you create content, **keep context at the forefront of your mind**, since that will dictate how you adapt your tone across different situations and types of content.

RumbleUp & VideoZip

- Confident and knowledgeable - knowing we are well established and decorated for the innovative work we are best known for. Copy and content should be strong and clear.
- **Persona:** Smartest, most charismatic person in the room. Successful yet humble, but never to the point of being outshined. Honest and technically savvy, always eager to get into the weeds when backing up claims but knows when to just tell a good story. Grounded, yet forward thinking.

Switchboard

- We are smart, credible, confident & human. We want to help organizations of all kinds connect with their audiences with the power of video texting to make genuine connections.
- **Persona:** Personal, honest and technically savvy, always eager to get into the weeds when backing up claims but knows when to just tell a good story. Grounded, yet forward thinking.

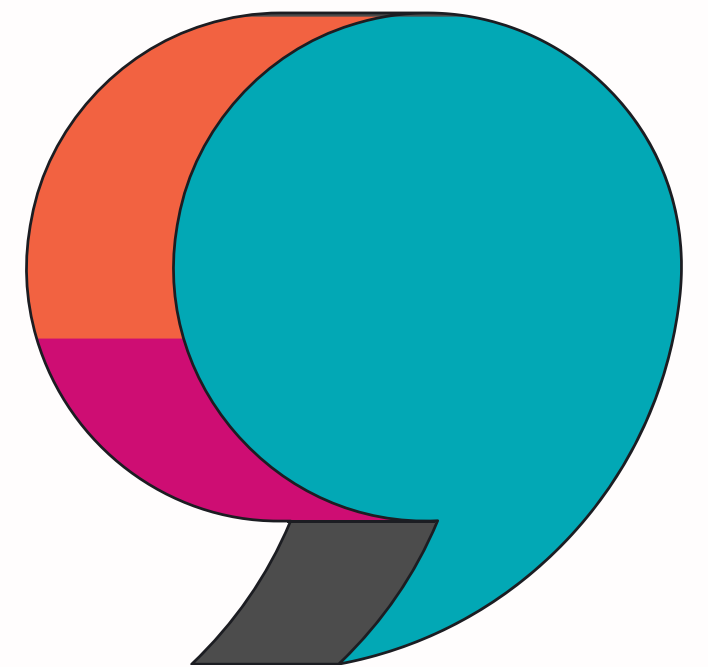
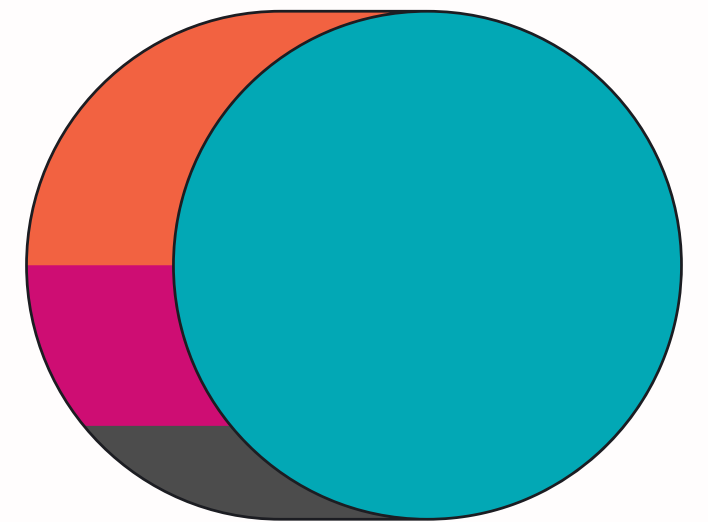
Brand Style: Grammar Rules

- Spell out peer-to-peer (P2P) texting upon first mention
- Always say **“P2P texting”** or **“P2P messaging”** or some variation connecting P2P to texting, because there are many different types of P2P technologies and ideas (ex. P2P fundraising)
 - If you want to shorten it, just say “texting” and drop the “P2P”
- Avoid contractions as much as possible
 - Instead of “don’t” spell out “do not”
 - Instead of “can’t” spell out “cannot”
- Never use unnecessary qualifiers when speaking from the brand’s voice (ex. “Thank you so much.”)
- All fluffy, cutesy, casual/young, and over excited words/phrases should never be used
 - ex) awesome, amazing, a lot, totally, basically, actually, really, incredibly, incredible, etc
 - Absolute qualifiers are OK (ex. “Always”, “Never”, “Every”, “Certainly”)
- Avoid overusing the word “client” opting for descriptive terms, like advocacy group, campaign, etc



Brand Style: Punctuation Rules

- Avoid italicizing things, especially in titles.
- Avoid italicizing and using ALL-CAPS for emphasis
- Do not use ! excessively. We want to be excited when appropriate not all the time.
- Use the new comma rule instead of the oxford comma rule.
 - Correct use: list 1, list 2 and list 3
 - Incorrect use: list 1, list 2, and list 3
- Avoid overusing hyphens/dashes between complete thoughts that can be separated into two separate sentences. Dashes are fun - they convey energy and keep things moving! But if over-used it starts to become fatiguing.
- Be careful not to use periods after bullet points, but if you do use them in other instances make sure they're consistent throughout.
- Do not use a colon at the end of a section header. The general rule is do not use a colon unless there is a sentence after.
- Use of & is acceptable in headings and subheadings, but not in standard body copy unless the symbol is part of a branded term or name.



Copy Rules on Different Mediums



Social Post & Client Text Rules

- When it comes to talking about things we have done, always lead with the what and not the who (powered by us, not about us)
- Unless you are tight on character count, always end your hook as one sentence and start a new sentence for the CTA
- A good CTA sentence does not need to be overly explicit in directing people where to go and what to do.
 - Never/very rarely use the word “link”
 - Instead, talk about what they will be getting into when they click on the link
 - Ex) “Read the story...” is more enticing than “Follow this link...”
- Then, follow up with an intriguing description
 - Ex) “Read the story to see the remarkable before and after results.”
- Instagram Specific Rules
 - RumbleUp - Instagram is not that important for RU given our older, political audience. We normally post about award wins, election time content, and client victories.
 - Switchboard & VideoZip - Instagram is much more important for SWB and VZ than RU given the wider audience range we plan to target
 - Switchboard - we have a checker pattern alternating black and white backgrounds
 - ALL - Do not include links because they are not clickable.
- Always include pictures/videos with social posts and client texts

Blog Rules

- Write in second person (using “you” instead of I or They). We want to be speaking directly to the readers so that what we say resonates with them personally.
- Avoid using passive voice, indicated with “to be” verbs - is, are, were, been, being. Active voice packs a lot more punch and carries more authority.
- Avoid phrasing like “Doing ___ with RU/SWB/VZ,” “At RU/SWB/VZ, _____” etc. because we don't need to introduce ourselves or refer to ourselves like this in our own content on our websites
- Don't ask readers to do something with “please” (ex. “Please reach out to our sales team...”). We don't need to beg people to use us or follow a CTA because we have an industry leading product that speaks for itself and we are confident with our service.
- Blogs need to be able to identify a problem that someone could be having and tell them how their problem can be solved with texting. They should not be about us and how great we are - the exception is when we win awards :D



Blog Rules - Flow

Summary of proper blog flow

1. Identification of an issue
2. Awareness of alternatives/solutions (why use texting at all over other alternatives?)
3. Consideration (how texting/texting in regards to the topic for individuals/small groups/businesses/organizations works)
4. Relatability with real examples (wow, maybe I can use texting for my problem too!)
5. Decision (how we can help them, why they should choose RU/SWB/VZ)

Introduction - helps readers identify an issue/problem that they may be facing in a way that the reader will be able to relate to and connects it with the rest of the article

Section breakout - the purpose of sections near the beginning of articles is to provide broad awareness of the topic, most often done by comparing with alternatives. Sections near the end will then go on to convince people that texting is the best solution to consider without sounding sales-y. Explaining real/theoretical use cases and weaving in how we are involved in the use case is a great way to do this.

Conclusion - ties everything together in a concise way and raises a point that makes the reader consider contacting us to learn more information about how to get started with us. Start with telling people to sign up now and then follow with the offer to reach out to our sales team

Common Industry Terminology



TEXTING



POLITICAL



MARKETING

TEXTING TERMINOLOGY

- **P2P messaging** = Peer-to-Peer messaging, which uses an application like RumbleUp to send messages individually
- **A2P messaging** = Application-to-Person messaging. RumbleUp and Switchboard are A2P messaging platforms
- **B2B** = Business-to-Business - when businesses sell to each other vs directly to individual consumers (B2C)
- **Short Code** = short phone numbers usually 3 to 7 digits in length used to send and receive SMS messages. Short code numbers generally do not facilitate two-way conversations, and are expensive to register (and it takes like 6 weeks)
- **Long Code** = long phone numbers, usually just like a standard 10 digit telephone number used to send and receive messages
- **TF Numbers** = toll free numbers - phone numbers within the US that do not incur costs to the caller
- **SMS** = Short Message Service - you send an SMS message when you text with text-only messages
- **MMS** = Multimedia Messaging Service - you send an MMS message when you text with an attached file, like a picture, video, emoji, or a website link
- **Keyword Texting** = Normally used with short codes, a keyword works as a code that allows contacts to subscribe to your contact list
- **DND** = do not disturb - describes contacts who have opted out of receiving texts

TEXTING TERMINOLOGY CONT

- **Provider** = this refers to our downstream providers that push message traffic
 - List of major Providers:
 - BW - Bandwidth
 - ZW - ZipWhip, downstream from Bandwidth
 - TW - Twilio, a popular provider but not often used by us
 - SW - SignalWire
- **Carrier** = this refers to even further downstream cell providers like Verizon, T-Mobile, etc.
- **CSP** = Campaign Service Provider - these are groups like us that have many brands in TCR (a brand would be one of our clients and their various use cases would be considered campaigns). We have an ID number that our providers can cross-reference when assigning proxies
- **TCR** = The Campaign Registry - they are handling brand/campaign registrations for all 10DLC traffic ("10-digit long code" aka local area code numbers as opposed to Toll Free or Short Code). Right now AT&T and T-Mobile are carrier members

POLITICAL TERMINOLOGY

- **GOTV** = Get out the vote - used when describing efforts to get voters to the polls
- **PAC** = Political action committee - a type of organization that pools financial contributions and donates the funds for or against candidates, ballot initiatives, and/or legislation
- **Super PACs** = Like PACs, but have the right to engage in unlimited political fundraising and spending
- **527** = A tax-exempt entity organized under section 527 of the U.S. Internal Revenue Code. 527s fundraise and execute political activities, including voter mobilization and issue advocacy. PACs are 527s.
- **Survey Completes** = The number of completed surveys done out of the total number sent
- **LD** = legislative district
- **SD** = senatorial district
- **Precinct** = smallest political unit of voters; divided by neighborhood
- **Gerrymander** = reorganization of districts to ensure more votes for a specific power
- **Grassroots** = the involvement of common citizens in an effort
- **Super Tuesday** = The Tuesday in February or March of a presidential election year when the largest number of states hold primary elections or caucuses to select delegates who in turn nominate candidates at party conventions
- **RPDs** = regional political directors
- **Incumbent** = a person now currently holding an office
- **Dark Horse** = an unknown or underestimated candidate that seems unlikely to succeed, but who goes on to succeed
- **Constituency** = voters in a defined area

POLITICAL TERMINOLOGY CONT

- **Caucus** = meeting of party members to discuss the candidate they will support at their convention
- **G.O.P.** = Grand Old Party - the nickname of the Republican party
- **RINO** = Republican in Name Only - used to criticize Republicans who often side with Democrats
- **Mudslinging** = insulting an opponent
- **AAPC** = American Association of Political Consultants - this is a bipartisan group specializing in bringing together political pros across the country. We work with them often via sponsorships because political consultants are our direct target audience. One of the most renowned groups in the industry
- **Pollies** = a political awards competition held yearly by the AAPC, known as the political Grammys. We win something every year lol.
- **C&E** = Campaign&Elections - a bipartisan group specializing in political and election specific news. We work with them often via sponsorships because political consultants are our direct target audience, and their content caters to them.
- **Reed Awards** = a political awards competition held yearly by C&E. Harder to win because there is only one winner per category.
- **CampaignTech** = a branch of C&E specializing in the technology aspect of politics and elections. They also have their own awards (CampaignTech Awards) similar to the Reed Awards.

MARKETING TERMINOLOGY

- **RUP** = shorthand for RumbleUp
- **SWB** = shorthand for Switchboard
- **VZ** = shorthand for VideoZip
- **SAAS** = Software as a Service - this is what our products are
- **CTA** = call to action - refers to the desired action you want a user to take
- **CTR** = click through rate - measures the percentage of recipients who clicked on a link within a message
- **ROI** = return on investment, or how much money made minus how much money spent to make it
- **SEO** = search engine optimization
- **UI/UX** = User Interface/User Experience - this is more about the flow a user takes through a product like our portal, which we want to be as intuitive as possible. Bad UI/UX means bad customer experience.
- **EVT** = Enhanced Video Texting - a product that our team created to be able to compress full length videos down to a textable size, and able to send to any combination of carriers and devices. This is a product/service, NOT a tool. Do not call EVT a tool.
- **Rapid Respond Tool** = Pulls up replies from contacts in a one-by-one, round-robin fashion for easy responding
- **Smart Segmentation** = our umbrella marketing term for the Contact Segmentation Tool + its shortcuts/presets
- **Geotargeted Segmentation** = Create texting lists of your contacts within a certain geographical radius of a location by including latitudinal and longitudinal data during contact uploads

MARKETING TERMINOLOGY CONT

- **Smart Compose** = Analyzes your text message and gives you suggestions for improvements that increase response rates and help avoid spam filters in real time
- **Multilingual & Unicode Character Texting** = Allows you to send diverse messages in any language (including non-Latin scripts) and include any symbol (like ? < > +)
- **Estimated Project Send Cost Calculator** = Quickly figure out how much a project will cost by inputting project parameters including send size, SMS vs MMS, add on outsourcing, EVT, landline scrubbing, and more
- **Personal Contact Importing** = Upload the personal contacts you have on your phone into your portal as a data set with our .vcf file upload support
- **Automatic Spam Threshold Cutoffs** = Our team will pause your project and notify you if your project is experiencing concerning rates of spam to fix the issue and get your messages to your audience's phones successfully
- **Phone Number Scanning** = Only allows phone numbers with 10 digits or less to be successfully uploaded to your portal to prevent texts from being sent to invalid numbers
- **Call Tracking** = Set up phone numbers to include in messages so that you can track call metrics to destination numbers
- **Individualized Text Link Tracking (or Click-Through Tracking)** = Know exactly how many people clicked on the link you texted them with our built-in link tracking feature

MARKETING TERMINOLOGY CONT

- **URL Shortener** = Shorten your links with our custom domains to improve delivery rate, save characters, and even include unique tracking links
- **Tap-Then-Send Responses** = Type out both generic and anticipated responses to messages while creating a project to quickly tap and send them after a contact replies to you
- **KB** = Knowledge Base - The compilation of industry expertise we share with our clients to turn them into texting pros
- **Rapid Training Center** = Quickly teaches clients how to navigate their portals with both step-by-step written instructions and/or an interactive direct-and-click guide.
- **Landline List Cleaning** = the process of our platform that automatically detects and removes landline numbers that cannot be texted
- **Number Forwarding/Call Forwarding** = Connect the phone number you're texting from to an outside landline or cell number so that recipients can tap the text to call-back.