

# SMS Media Group

Powering SMS Communications for  
Businesses Large and Small

## Case Study



FoodCity, a 200-chain grocery store wanted to build a mobile loyalty database to provide customers with exclusive offers and event information.

They decided to use the Hosted Platform PRO as a turn-key solution as it gave them everything they needed to manage the opt-in process, broadcasting, and reporting of campaigns.

FoodCity customers can sign up for the alerts on the FoodCity.com web site, or by texting REDTAG to 363636.

