

### Summary

Sparkfly and TapOnIt were brought together by a mutual customer, Krystal, as they built their desired best-in-class customer engagement ecosystem driving unparalleled engagement and results.

#### What TapOnIt Offers

TapOnIt pioneers a unique approach to text message marketing, prioritizing meaningful content delivery. With features like multiple images in a single MMS, sharing, sweepstakes, and a curated Content Hub, it stands out in the realm of SMS & MMS marketing.

#### The Sparkfly-TapOnIt Partnership

Krystal wanted the ability to send uniquely generated coupon codes from the Sparkfly platform to their SMS subscribers.

Through a real-time bi-directional integration, the two platforms collaborated to ensure precise and timely distribution of uniquely generated coupon codes to Krystal's SMS subscribers.

Dive into the realm of SMS effectiveness, where targeted and personalized messaging propels loyal QSR SMS subscribers to unprecedented engagement levels.



**Our partnership with Sparkfly holds immense value, particularly in the seamless integration that allows us to deliver real-time, personalized, single-use offers to our SMS subscribers.**

- EMILY STINNETT, MARKETING MANAGER, TAPONIT



### Sparkfly & TapOnIt: The Real Numbers for Krystal's Campaign

**3-4X**

CTR ACHIEVED THROUGH SMS  
COMPARED TO EMAIL

**20-40%**

DAILY COUPON  
CODE USAGE

**<1 HOUR**

A MONTH'S WORTH OF  
SMS CAMPAIGNS

### Sparkfly Customers

