



The Platform Behind Today's Most Effective Mobile Campaigns

SMS is the most pervasive means of communication today on mobile devices, exceeding calls, email, and apps. 99% of text messages are read, usually within 90 seconds.

“The Upland Mobile Messaging platform made it easy for us to facilitate a three-way conversation between our organization, our partners, and our members.”

– Digital Marketing & Fundraising,
The Sierra Club

Upland Mobile Messaging has helped some of the largest companies and institutions in the world reach their target consumers and inspire them to take action. Our easy-to-use dashboard makes it simple to launch an automated messaging campaign, while our user database and analytics provide vital insights into your subscribers. Send and receive personalized texts, build two-way relationships, and create deep bonds at scale.

Enterprise-Grade Platform

Send and receive text, pictures, and video on an easy-to-use platform that integrates seamlessly with your existing marketing ecosystem.

Deep Mobile Expertise

Leverage our team of mobile strategists that have launched the industry's largest and most effective mobile messaging campaigns.

Automated Personalization

Harness our extensive data and insights to automate personalized messages and drive deep engagement with consumers.

Self-Service, Out-of-the-Box Solution for Managing Cross-Channel Mobile Messaging Campaigns

Upland Mobile Messaging's web-based platform makes it easy to get started with SMS/MMS messaging. Our secure servers process millions of two-way text messaging conversations and phone calls. Our customizable backend database integrates with the most popular third-party CRM and email providers and can be easily extended with our API.

Key Features

SMS Text Messaging

Build and deliver data-driven SMS campaigns directly from our platform. Engage your entire list with text message conversations.

MMS

Create a rich-media customer experience beyond 160 characters.

Reports and Analytics

Analyze your campaign performance at all levels and track every action.

Scheduling and Targeting

Reach the right person at the right moment to drive positive outcomes.

Live SMS Chat

Respond to your users instantly and answer questions via SMS.

Phone Calls

Run highly effective call campaigns and measure the results in real-time.

Fundraising

Make it simple for donors to support your cause.

Gamification Elements

Add rich-media gamification elements and interactions such as coupons, contests, surveys, and social sharing.

App Engagement

Use Upland Mobile Messaging to drive app engagement.

Who We Work With



THE HUMANE SOCIETY
OF THE UNITED STATES



Planned
Parenthood
Care. No matter what.



HUMAN
RIGHTS
CAMPAIGN



About Upland Software

Upland Software (NASDAQ: UPLD) is a leading provider of cloud-based Enterprise Work Management software.

Our family of applications enables users to manage their projects, professional workforce, and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects, and community via the web and mobile technologies.

With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.

For more information on Upland Mobile Messaging, visit uplandsoftware.com/mobile-messaging