Three best-in-breed platforms. One unified experience.

For years, top companies have used the Mobile Commons, Hipcricket, and Waterfall platforms to create engaging, targeted mobile messaging campaigns that drive positive outcomes.

The new Upland Mobile Messaging (UMM) platform unifies these platforms, putting the power of all three industry-leading mobile messaging solutions in one place. Drawing from years of mobile messaging experience, we've built an all-new platform that gives you the tools you need to build relationships with your audience, no matter where they are.

Enterprise Grade Platform

One of the largest mobile messaging platforms available, UMM is built on Amazon Web Services (AWS). The new API-first platform enables faster processing, better queuing, and full integrations with your outside systems.

Robust Feature Set

We're rolling out the unified platform over the second half of 2019. Some customers may begin using the UMM platform during this time, while others will start in the first half of 2020.

Modern and Intuitive UI

We've upgraded our user experience so you can focus on driving positive outcomes for your organization. UMM's new user interface is intuitive, organized, and responsive, allowing you to engage your list with ease.

> "Upland Mobile Messaging made it easy for us to contact Sierra Club supporters with breaking environmental issues to mobilize them to take action. It was simple to set up campaigns and use the system."

– Andy Wilson, Sierra Club

SIERRA CLUB

Out-of-the-Box Features

- **Text Messaging.** Engage your audience directly with text and image (MMS) messages.

- **Scheduling & Targeting.** Reach the right people with the right message at the right time.

- **1:1 Messaging.** Converse with customers 1:1 and provide personalized follow-up.

- **Rich Communication Services (RCS) Messaging.** Deliver branded, app-like experiences within your audience's texting app.

- **Fundraising & Donations.** Make supporting your cause simple, no matter where your donors are.

- **Phone Calls.** Run highly effective call campaigns and measure results in real-time.

- **Mobile CRM.** View detailed user profiles and track every text, click, call, and action.

- **API-First Platform.** Automate your engagement using with the full force of UMM UI available via API.

- **Reporting & Analytics.** Analyze performance and get deep, actionable data access with the API & in UI.

- **Contesting.** Run contests, create different prize levels, and draw winners automatically.

Who We Work With

Blood Systems
WORLD MARKET
MTA
THE HUMANE SOCIETY OF THE UNITED STATES
Kellogg's
nickelodeon
Oxfam
SIERRA CLUB

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do.

For more information on Upland Mobile Messaging, visit uplandsoftware.com

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