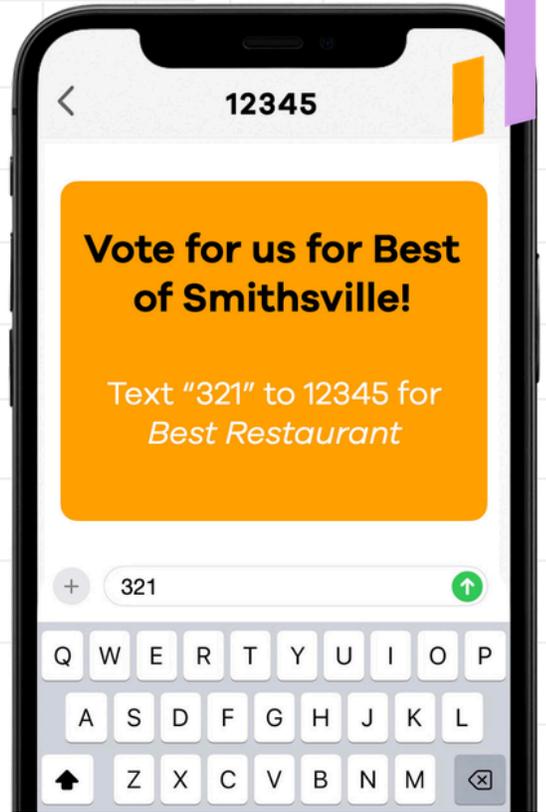


FEATURE

Unlock a New Revenue Stream with Text-to-Vote

Text-to-Vote makes participation effortless for audiences and creates clear, high-visibility moments advertisers are eager to sponsor.

Turn every promotion into a revenue driver by selling SMS keywords to advertisers!



Keyword	Last Date Used	Last Campaign Assigned	Status
Organization Name [24356]			
FATHERSDAY	03/03/2025	Sweeps 2025 Q1	NOT ACTIVE
HELLO	03/03/2025	Chicago Ballot Wars	ACTIVE
KEY2025	03/03/2025	Best of the West 2025	ACTIVE
KEYWORD	03/03/2025	Here is an Exceptionally Long Campaign Name...	ACTIVE
KEYWORD	03/03/2025	Campaign Name	ACTIVE
KEYWORD	03/03/2025	Campaign Name	ACTIVE
Organization Name [334455]			
KEYWORD	03/03/2025	Campaign Name	NOT ACTIVE
KEYWORD	03/03/2025	Here is an Exceptionally Long Campaign Name...	NOT ACTIVE
KEYWORD	03/03/2025	Here is an Exceptionally Long Campaign Name...	ACTIVE

Streamlined Setup

Use a dedicated SMS shortcode or 10DLC number for entries and votes.

Flexible Keyword Creation

Add keywords manually, in bulk, or inherit from parent organizations for large-scale promotions.

All-New Revenue Opportunity

Sell Text-to-Vote keywords to advertisers, creating an upsell that can generate hundreds of thousands of dollars in additional revenue.

Tailored Keywords

Assign unique keywords per ballot entrant for precise tracking.

Automatic Confirmations

Send instant text confirmations for each entry or vote.

Second Street

How Text-to-Vote Drives Revenue

If you're looking to generate more revenue from the campaigns your audience already loves, Text-to-Vote gives you a turnkey way to do it.



Sell Keywords

Organizations sell unlimited keywords at any price, with advertisers choosing unique keywords tied to their promotions. For example, you might sell 100 keywords at \$250 each, or scale further by selling 250+ keywords.



Scale Across Markets

Replicate this model across every market, station, and region, to unlock exponential revenue growth and multiply your total opportunity.



Generate Revenue

Selling 100 keywords at \$250 each generates \$25,000 per market, or \$250,000+ with 10 markets. Expand to more markets, raise price points, or sell additional keywords, and the revenue potential becomes virtually unlimited.

Boost promotion visibility and convenience while growing your SMS marketing database

6B+

Text messages are sent everyday in the United States

98%

Of text messages are opened

91%

Of consumers are interested in signing up for texts from businesses

Ready to grow your revenue with SMS?

Let us show you what Second Street can do.

