

Planned on July 25, 2022 (industry news)

How 5G Messaging Assists with Heat Advisories and Warnings

Recently, people in Hubei had to brace for hot temperatures spanning across the area. The distressing heat wave has pushed the local Meteorological Bureau to issue heat emergencies and send forecasts to help residents mitigate the high temperatures.

With 5G Messaging, personalized heat warnings were sent directly to over 1.03million residents in Hubei and the content presented in bold colored information cards. Viewers can interact by clicking buttons and menu bars to view live weather interpretation, ask questions and customize weather information, and enjoy rich media experiences.

Planned on July 28, 2022 (company updates)

Datasea Works with Operator to Promote 5G Messaging Precision Marketing Tool “Smart Push”

Consumer choice has never been greater in all sectors and Businesses are eShoppers can easily compare the offerings of multiple companies and shopping mediums. Every customer wants a brand that knows them and tailors marketing campaigns and products to their specific needs.

The Covid-19 crisis has put business under operating pressure and reinforced that brands must communicate in very local and precise terms, targeting specific consumers based on their circumstances and what is most relevant to them.

Datasea’s Smart Push, a precision marketing solution powered by 5G messaging technology with broad applicability, is here to serve companies of all sizes at an attractive rate. In an example of 4S car dealership store, Smart Push can help 4S car dealership stores to identify potential customers with purchasing needs in the near future, narrow down the search by processing the information of customer's preference and financial ability to enable precise marketing push. After the marketing campaign, we'll analyze market data, and optimize the placement strategies.

Why can Smart Push truly understand the situation on the ground? Smart Push integrates 5G wireless, big data and data mining to transform the marketing experiences. 5G wireless is accurate at pinpointing locations. When combined with 5G messaging, that means a retailer would be able to tell who is near the store and immediately trigger SMS and video SMS to promote the product or services the customer is standing very close to. Empowered by data science, Smart Push can even leverage more information and customer inputs to personalize the messages.