RIBBIT DELIVERS FOR DIGITAL AGENCIES:

IMMEDIATE IMPACT

Ribbit makes it easy to communications-enable *any* campaign. Your clients need to interact with customers across devices, in both online and offline worlds. You need to show your clients you can offer them digital services that make their campaigns immediate and impactful.
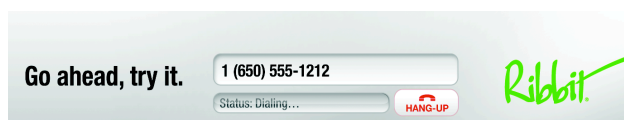
RELIABLE TECHNOLOGY

Ribbit puts enterprise-class functionality and carrier-grade performance into tiny ads. It's not just your clients' campaigns at stake, it's your reputation. You need robust, reliable functionality powering your comms-enabled ads.

MEASURABLE RESULTS

Ribbit makes it easy to track ROI. With dramatically shortened sales cycles, client companies can connect clicks to actual transactions—not just page views.
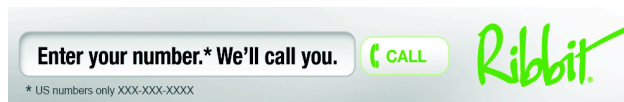
We See A Future Where ALL Campaigns Are Communications Enabled.

- Turn ads into phones and connect customers *directly* to sales representatives

- Record "audio blog" voice updates by phone to keep customers immersed in branded experiences

- Bridge consumers from their mobile or home phones to call centers, reservation desks, or recorded media

- Deliver promotional messages using SMS text broadcast

Advertising as we know it is changing.

It's no longer just about coming up with clever concepts and taglines. Today's advertising agencies must also create new ways to reach their clients' audiences—ways that rise above the noise to deliver messages that stick—and new ways to prove their campaigns actually work. As a result, digital agencies of all sizes are expanding to offer branded applications development.

Make every click a connection.

Ribbit-powered ads move customers closer to transaction-ready using live voice. Click-to-call ads, audio micro blogs, and two-way bridge calling instantly connect your clients to their customers—no landing pages, no online order forms, no emails to send, no numbers to dial. With Ribbit's flexible API and easy-to-use developer tools, the possibilities for creating new ways to communicate and interact are limitless.

Use Ribbit to reach customers using voice.

Use Ribbit's breakthrough platform to easily integrate voice, messaging, and rich communications into your clients' campaigns—and dramatically enhance marketing, advertising, and sales. Build brands and increase product awareness; accelerate calls to action and increase ROI; and enrich company-to-customer experiences. Accurately measure results.

RIBBIT PLATFORM PROGRAMMABLE FEATURES:

- Voice-to-text transcription
- Multi-user functionality (token authentication)
- Inbound, outbound, and bridge calling
- Text messaging and SMS notification
- Voicemail with audio playback, live recording (Shout)
- Broadcast and group message sharing
- Personal phone numbers (Purpose Numbers)
- Address book / contact management
- Telephone User Interface (TUI)
- Carrier integration (SIP interoperability)
- Embeddable Flash (Web) phone
- Support for Flex, Flash, PHP, REST and other environments
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Communications-enable websites, widgets, banner ads, and branded apps.

Add voice wherever and whenever you need it using the programming environment of your choice: Flex, Flash, REST, PHP, and others. With Ribbit, voice, messaging, and rich communications become programmable features that can be easily added to any Web page, application, or online community. Add basic functionality for voice calling, or create innovative applications that combine voice, SMS text, and rich services for interacting in ways you never before thought possible.

Ribbit offers digital agencies:

⇒ **Extensible platform (lets agencies drive features integration)**

⇒ **Enterprise-class functionality and reliability**

⇒ **Global infrastructure leveraging BT's carrier backbone**

⇒ **Maximum scalability and superior, network-based echo cancellation**

⇒ **Rich, all-in-one telephony features set (Class 5 telephony services via plug-ins)**

⇒ **Free technical support, tutorials, developer forums, and Webinars**

⇒ **Agency-specific pricing (fixed or usage-based)**

What will YOU create?

About Ribbit.

Ribbit is an open platform for communication innovation, bringing together the Internet, voice, and data to form a new world of intelligent, integrated communication solutions. We see a future where rich voice and data travels seamlessly across devices, networks, carriers and protocols to create a better informed and more connected world. With its community of more than 14,000 developers, Ribbit is accelerating that future.

Contact us.

Headquartered in Mountain View, Calif., Ribbit is a wholly owned subsidiary of BT. To learn more about Ribbit for digital agencies, visit **agency.ribbit.com**, email us at **sales@ribbit.com**, or call us at **1.619.916.2555.**