

Day of Indulgence Spa Uses URClients Mobile Marketing Solution to Grow Business

Irvine, California – May 1, 2011- TEGA Technologies today announced that Day of Indulgence Spa has chosen its URClients integrated text, email and voice mobile marketing solution to facilitate next stage growth of its business.

Located in Sioux Falls, SD, Day of Indulgence recognized that its customers are always looking for greater value as well as wanting to receive information about the spa's facilities and programs. Day of Indulgence also recognized that their customers never leave home without their cell phones and that it's a necessity to communicate with these customers in the most effective way possible.

TEGA's totally integrated text, email and voice mobile marketing software will enable Day of Indulgence to deliver fully automated text, email and voice messages to its customers with notifications about spa services, special events and promotions. Day of Indulgence has also created a URClients mobile customer loyalty program with a 15 minute free massage sign up incentive in order to increase its marketing reach and reduce its marketing costs.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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