

MARKETING USE CASE



SOLUTION PARTNER

Digital Gem & DigiText

Expanding Agency Portfolios and Scaling Mass Campaigns with White-Label Messaging

CLIENT	WEBSITES	VERTICAL	SOLUTIONS IMPLEMENTED
Digital Gem (powered by DigiText)	mydigitalgem.com digitext.org	Marketing & Creative Agencies	Custom Branding, Opt-In Builder, Contact Tagging, Campaigns, Automation, Email, Surveys, and Analytics



THE CHALLENGE: SCALING CAMPAIGN SERVICES WITHOUT HIGH SOFTWARE DEVELOPMENT COSTS

Digital Gem is a national marketing agency known for creative, innovative brand strategies. To capture more wallet share and deepen client relationships, they envisioned a powerful, multi-channel (SMS and email) campaign platform that they could manage for clients and offer as a core branded service.

However, building custom, compliant communication software from scratch is highly expensive and operationally complex. Digital Gem needed a robust, fully brandable solution to launch quickly without the overhead of ongoing software development and maintenance.

To bring this offering to life, they required a partner platform that provided:

- **A white-label, brandable interface** to easily productize the software under their own brand.
- **Streamlined client onboarding** that simplifies carrier brand registration (10DLC) and compliance.
- **Strict compliance frameworks** to manage opt-ins and ensure high carrier delivery rates.
- **Customizable contact categorization** for highly targeted, segmented marketing campaigns.
- **Flexible campaign design tools** to build creative, yet strategically targeted marketing programs.
- **Advanced scheduling and behavior-based automation** (such as drip campaigns).
- **Multi-channel integration** to align text marketing with branded email campaigns.
- **Built-in survey tools** to collect immediate, actionable feedback from targeted audiences.
- **Comprehensive analytics dashboards** to track and prove clear campaign ROI to their clients.

THE SOLUTION: A REVENUE-GENERATING PLATFORM POWERED BY PIDJ

By partnering with Pidj, Digital Gem found the engine to power **DigiText**. Instead of spending years on software development, Digital Gem launched a fully branded, highly compliant multi-channel marketing platform instantly.

The Pidj team handled the technical heavy lifting—from white-label configuration to setting up seamless compliance workflows. This allowed Digital Gem to focus entirely on designing and executing high-impact campaigns that drive revenue for their clients.

CORE PLATFORM CAPABILITIES IN ACTION

**White-Label Custom Branding:**

Pidj fully branded the interface as DigiText, giving Digital Gem a proprietary, high-value software asset to add to their agency portfolio.

**Frictionless Compliance & Onboarding:**

Simplifies complex carrier rules. The platform features a smooth client onboarding flow that streamlines 10DLC registration and ensures compliance with mobile network carrier regulations.

**Customizable QR Code Opt-Ins:**

Easily embedded on client websites to securely capture and organize contact details, from mobile numbers to product association and birthdays, right at the point of opt-in.

**Advanced Contact Management & Tagging:**

Groups unlimited contacts using dynamic tags, ensuring highly targeted campaigns reach the exact relevant audience.

**Multi-Channel Campaigns & Email Integration:**

Unifies SMS and email marketing under one roof to align brand messaging across channels and eliminate repetitive tasks.

**Behavior-Based Scheduling & Automation:**

Enables automated drip campaigns and message triggers based on recipient actions (or inactions) to build high-converting marketing funnels.

**Interactive Surveys:**

Fully customizable text surveys collect immediate audience feedback and log it instantly to help optimize client campaigns.

**Robust Reporting & Analytics:**

Tracks real-time campaign data in a central dashboard, giving agencies the precise insights needed to prove tangible marketing ROI to clients.

THE RESULT: NEW REVENUE, ELEVATED CLIENT VALUE

Through their partnership with Pidj, Digital Gem successfully expanded upon their mission of being an innovative, technology-enabled marketing partner.

By launching DigiText as a proprietary solution, they established a highly scalable, recurring joint software and service revenue stream. Simultaneously, their clients benefit from higher campaign engagement, better conversion rates, and a clear, data-driven picture of their marketing ROI.