

eu Ref



Unite The Union

Invoice Date: 15/06/2016

Invoice No:

Client: Pauline Doyle

Ref:

Date	Description	Amount
15/06/2016	EU Referendum SMS campaign	

Text 1 sent on 20th May:

"The EU helps your Union fight for better jobs and rights. Are you voting to stay in the EU on June 23? Reply Remain or Leave to 86888 for free. To opt-out reply Stop."

Account Management & Set-up fee:

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|-----------------------------|------|
| • SMS campaign set-up | £250 |
| • Dedicated shortcode usage | £290 |
| • Analysis and reporting | £375 |

SMS sent to 545,200 recipients @ £0.058 (Double text sent for exceeding character amount, 5.8p per text)	£31,621.60
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Total inbound responses 11,382 @ £0.025	£284.55
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Total	£32,821.15 GBP
VAT	£ 6,564.23 GBP
Invoice total	£39,385.38 GBP