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ACTION

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(54) Title: SYSTEM AND METHOD FOR PROVIDING CAMPAIN MANAGEMENT SERVICES

(57) Abstract: A system and method for allowing users to participate in a campaign, preferably using SMS messaging. The system includes a first layer configured to receive information from a user via a user interface, a second layer configured to extract data relevant to the campaign from the information received by the first layer, and a third layer configured to compare the extracted data to requirements of the campaign and, if the extracted data complies with the requirements of the campaign, to store the extracted data in a database associated with the campaign.