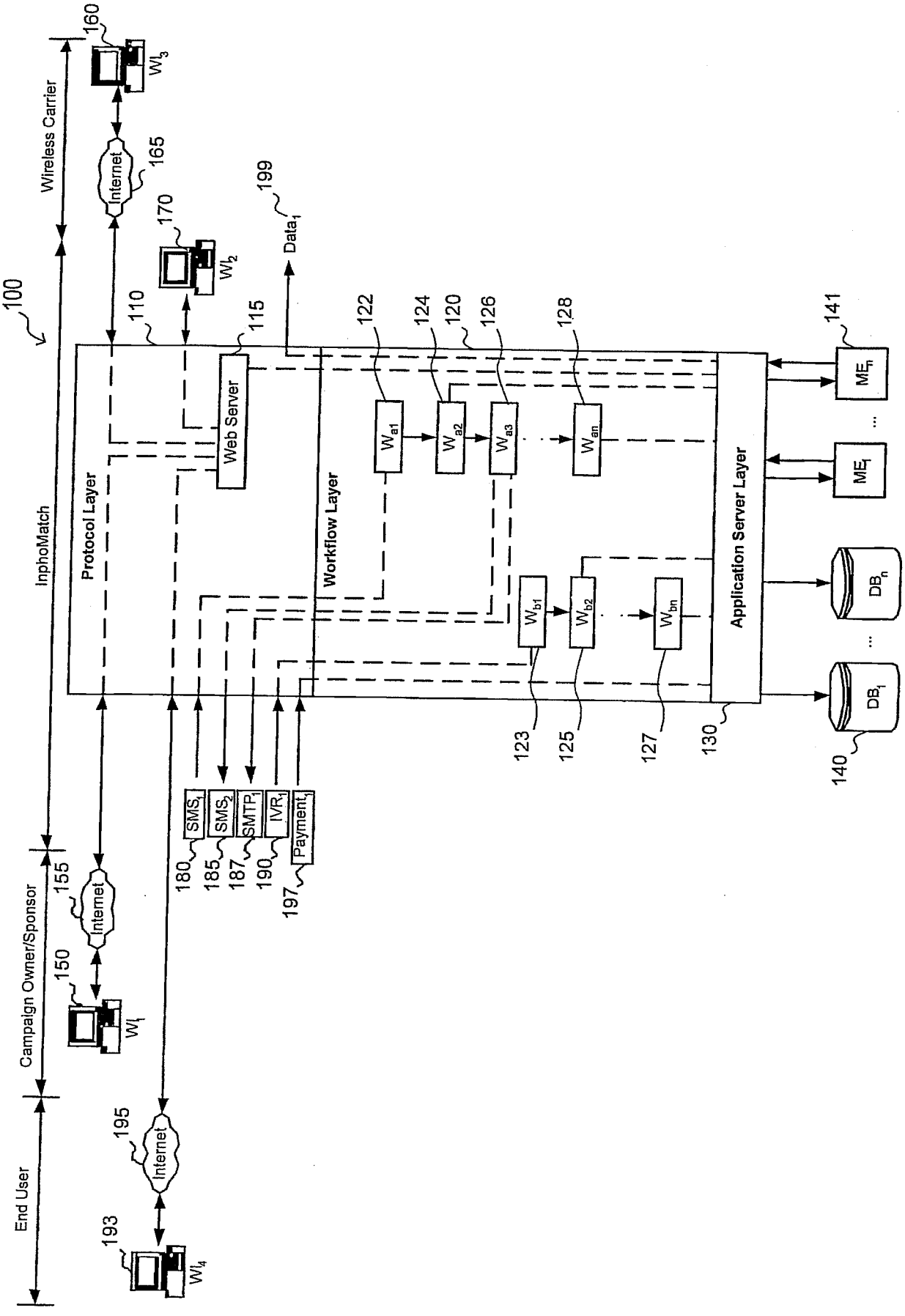

100
InphoMatch
Wireless Carrier
Campaign Owner/Sponsor
End User
Protocol Layer
Workflow Layer
Application Server Layer
Web Server
Internet
Data1
SMS1
SMS2
SMTP1
IVR1
Payment1
Wa1
Wa2
Wa3
Wan
Wb1
Wb2
Wbn
ME1
MEi
MEn
DB1
DBi
DBn
WI1
WI2
WI3
WI4
110
115
120
122
123
124
125
126
127
128
130
140
141
150
155
160
165
170
180
185
187
190
193
195
197
199

FIG. 1

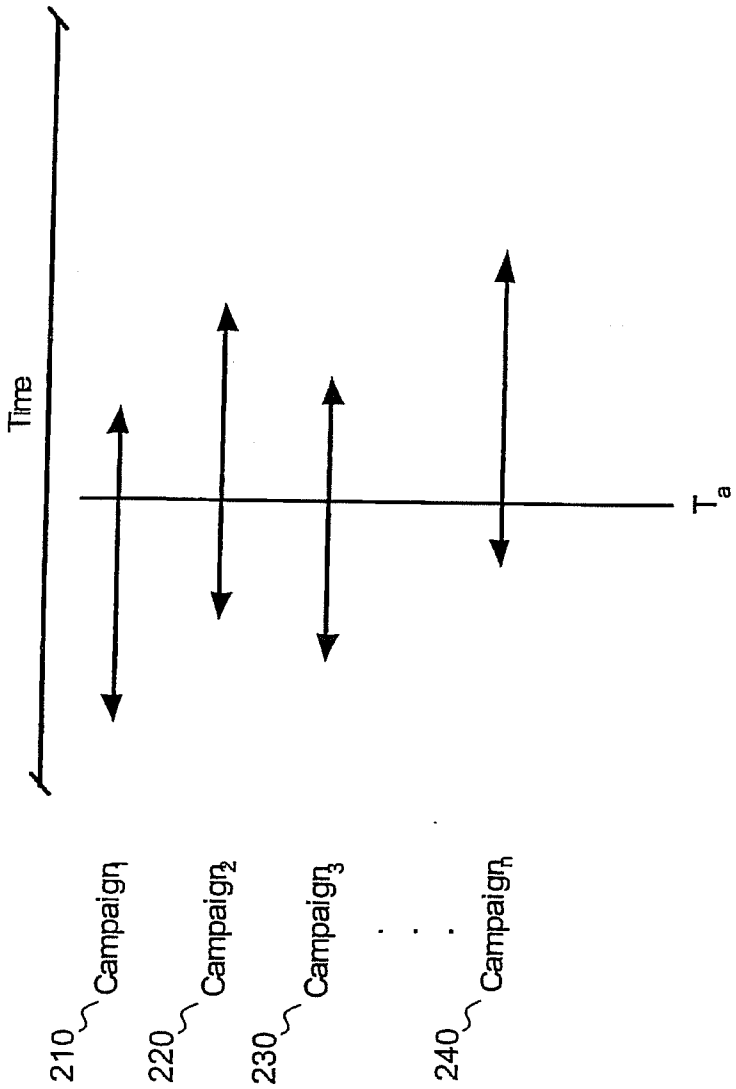

Time
T_a
210 Campaign$_1$
220 Campaign$_2$
230 Campaign$_3$
240 Campaign$_n$

FIG. 2

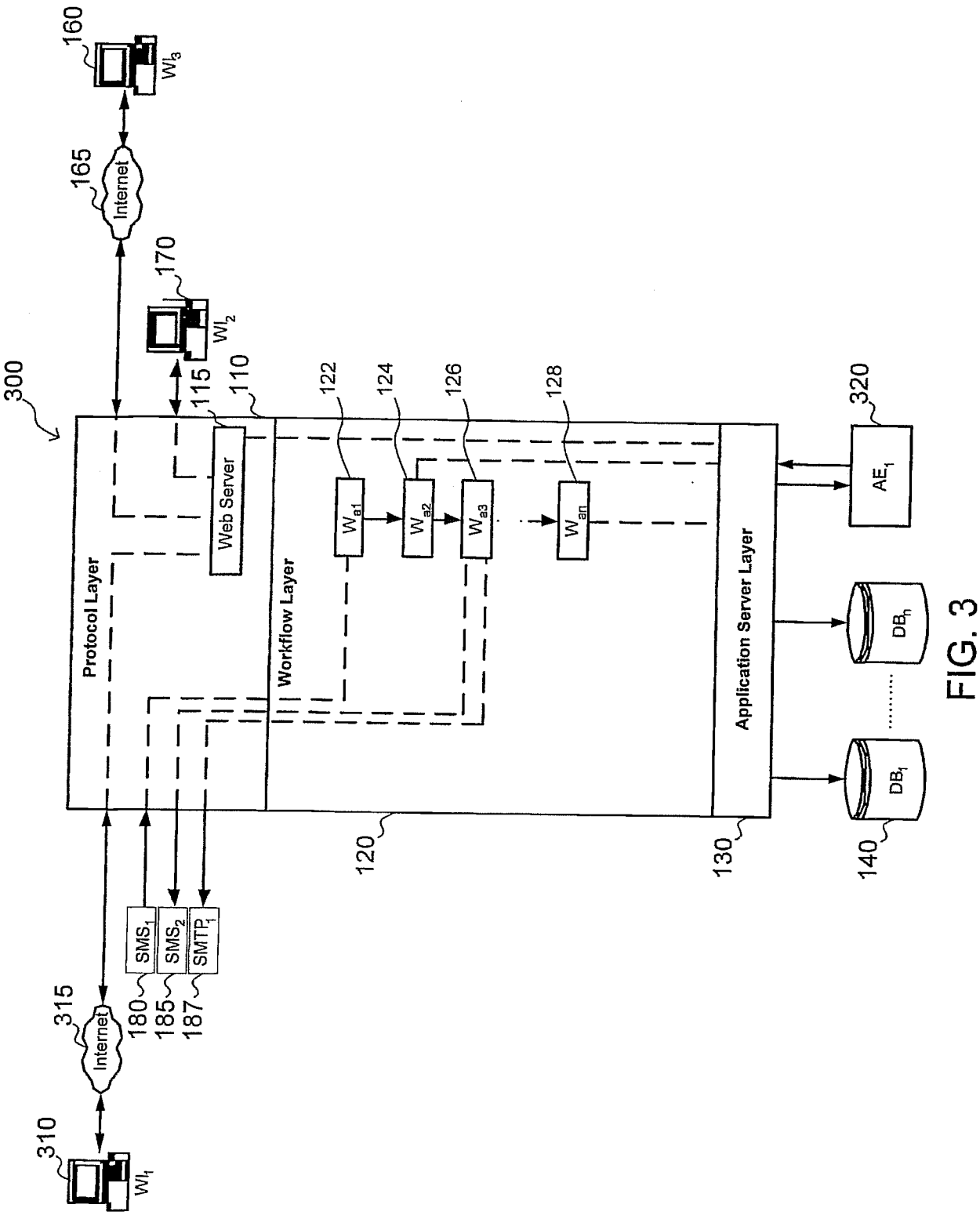

160
WI_3
165
Internet
170
WI_2
300
115
110
122
124
126
128
320
Web Server
W_{a1}
W_{a2}
W_{a3}
W_{an}
AE_1
Protocol Layer
Workflow Layer
Application Server Layer
DB_h
DB_1
120
130
140
315
Internet
SMS_1
SMS_2
$SMTP_1$
180
185
187
310
WI_1

FIG. 3