

Advertisers Business Case



Introduction



As media and content providers are looking for innovative ways of delivering their content to the right market segment and new and efficient ways of increasing their revenues in a very competitive market, the mobile channel offers new and engaging opportunities based on the overlap between interpersonal and group communications with mass media ones. Media and content providers have recently begun expanding their cross-media strategies by implementing SMS and MMS-based messaging services and WAP sites, which facilitate targeted and – more importantly – affordable communication with the end-customer.



Advertiser Objectives



- + Generate qualified sales leads.
- + Differentiate brand from competition.
- + Achieve better Return Of Ad Spending.
- + Wider Brand Recognition.



Challenges



Uncertainty of traditional advertising media's Ad delivery makes it difficult to obtain accurate campaign results, in addition to the long period of time need to achieve expected campaign outcomes resulting huge financial costs because of implementing wide range advertising campaigns through traditional advertising Mediums; TV, Radio, Internet and email or simply printed media.

TV, Radio, Newspapers, and other traditional media provide an impersonal , mass advertising, which makes advertising kind of intrusive and irrelative from a consumer perspective.

All of the above difficulties makes advertising a very difficult issue for any advertiser or brand owner as it generate the fear of a failed campaign with a very low ROAS.



Solution



mobiAd provides you with a new advertising medium that allows advertisers to get more direct and personal to the target audience.

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mobiad allows advertisers to Plan, customize and launch their campaign to a tightly target audience. As mobile phone is so personal, it will provide advertisers with a direct access to consumers pockets offering a certain Ad delivery channel and a more relative user experience.

Effective Campaign Management

Mobiad provides advertisers with a single web tool where they can manage all their campaigns elements; Ad content, Audience targeting, delivery channels and rewards.

Laser guided Targeting

Unlike any other advertising platform MobiAd gives you the opportunity to narrow audience criteria flexibly according to tightly focused criteria's such as Age, sex, location, occupation, religion and interests or even any criteria that the advertiser feel important to the success of his campaign.

Real Time Tracking & Reporting

mobiAd campaign tracking tool enables advertisers to monitor their campaign progress step by step also offering them the capability to tweak their campaigns to achieve intended goals.

Guaranteed Campaign Success

MobiAd Guarantee campaign success due to the simple fact that mobile advertising is personal in nature, Consider the fact that instead of advertising on a huge billboard and hoping that those that drive by will see it, you are giving personal attention to the individual. Instead of hoping that the channels don't get changed when your commercial comes on, send it right to the individual and know that when they glance at their phone, they already have your message. This personal touch is quite powerful.

Optimized Campaign Pricing

mobiad offers flexible Pricing modules that ensure a cost effective campaign pricing process for both sides mobiAd and brand owner.

- Cost Per Click **CPC**.
- Cost Per 1000 Impression **CPM**.

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Versatile Delivery Channels

The key of campaigns success is to target consumers with an enjoyable Ad experience, mobiad offers a wide range of Ad delivery channels that will suit the taste and handset capabilities of the consumers different segments.

Mobile Messaging; sending text, URL, images, Audio and video files via SMS, MMS and Wap Push messaging.

On Device Delivery channels:

- Displaying Ad when making a call.
- Displaying Ad when receiving a call.
- Displaying Ad at mobile Background.
- Displaying Ad when sending an SMS.
- Displaying Ad when Sending an MMS.
- Displaying Ad brand as the Operator Logo.

Wap sites, Games, Applications and Video Banners:

mobiad enables advertisers to publish text, image and text + image banners on Wap sites networks and inside Games, funded videos downloads and mobile applications such as Javi, MobiNet and much more.

