

# Operators Business Case



## Introduction



As core voice revenues in mature markets are no longer delivering the growth they once did. Analysis forecasts that mobile voice revenues will grow at a compound annual growth rate of only 2.3 per cent between 2006 and 2012. This means that mobile operators will need new sources of revenue to provide future growth, and mobile advertising is being seen as one such source.



## Operator Objectives



Mobile Operators -like any business-ultimate objectives is to boost company's revenues through:

- Implement innovative loyalty programs
- Increase brand awareness
- Enable the brand to differentiate from the competition.
- Increasing the usage of any added value services (SMS+, MMS, business services offers ...) that the operator may offer among its current subscribers or simply to attract new subscribers.



## Challenges



Huge financial costs resulted from implementing wide range advertising campaigns through traditional advertising Mediums; TV, Radio, Internet and email or simply printed media.

Campaign results and consumer penetration rate uncertainty, due to miss targeted audience or miss placed timing factor.

How to make the operator service Ad stick and motivate with the related subscribers with all services Ads published by other competitors.



## Solution



MobiAd: a comprehensive advertising management platform that redefines direct marketing by delivering advertising messages directly to consumers via their mobile phones. MobiAd effectively adopt multiple Ads delivery channels to ensure the campaign effectiveness and better advertising experience.

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MobiAd will design and implement a multi-level campaign that target intended subscribers on their own handsets.

MobiAd will serve the operator as an Ad serving platform that enables the operators to manage multiple campaigns on a multi-level and targeting different segments of people with different delivery channel , all at the same time.

- MobiAd platform extends to cover various delivery channel to ensure the right Ad is received by the right user :
- Mobile Messaging Delivery Channels, (SMS, MMS, Wap Push)
- In Content Banners (Wap site Banners, Games Banners, Application Banners).
- Funded Service Content (SMS Tail, MMS Tail, In call Ad).
- On Device Delivery channel ( On Dialing Ads, On Receiving Call Ads, On Sending SMS Ads, On Sending MMS Ads, MobiAd Screen Saver Ads, Mobile Background Ad, On Operator Logo Ads, an much more)

MobiAd is an excellent way to build loyalty and “stickiness”. It is also a way to take the saturated levels of data users to another level by subsidizing premium content and even transport costs by advertising thus lowering the barrier-to-usage.



## Example Scenarios



- Implement an SMS contest where all operators' subscribers were invited to take part in the contest by responding with a text message to the Ad they received on a short code available in the Ad itself, and a draw will take place at the end of campaign to select a winner of the specified reward.
- Implement an MMS campaign contest that the top 10 subscribers with the heaviest service usage within 90 days will enter a draw for a fully paid vacation to Hawaii.

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## Benefits

- +** Tightly Focused Audience Targeting.  
Delivery of content nationwide via all major carriers, at a time and place that maximizes consumer response.
- +** Immediate and/or scheduled personalized delivery.
- +** Interactive communication between the client and individual consumers.
- +** Permission-based by an Opt in/out mechanism.
- +** Appeals to the consumer's desire for immediate gratification.
- +** Advanced consumer segmentation: according to flexibly defined criteria's; Age, Sex, Location, Religion, occupation, interest, funded services subscribers or any criteria feel important to his own campaign success.
- +** Ability to map advertisers profiles database to MobiAd platform.

