

AdvertWise

Location Based Mobile Advertising

AdvertWise - a location based mobile advertising solution that empowers mobile network operators to add real value to their corporate service portfolio. Mobile network operators can increase their revenue streams by enabling their enterprise customers to utilise this highly targeted and effective channel to reach their audiences.

Using AdvertWise, advertisers can run highly targeted mobile marketing campaigns that utilise profiles built on demographic and behavioural data, combined with the additional benefit of targeting a pre-defined geographical area. This provides maximum impact with minimal spend.



Providing a fully managed location based advertising service

Creativity Software's AdvertWise platform allows mobile network operators to get to market quickly with a flexible, cutting-edge solution that they can roll out across their entire enterprise client base. This enables mobile network operators to open up new revenue streams and partnership opportunities with their enterprise clients.

Key benefits to the mobile network operator:

- » Additional revenue stream opportunity
- » Quick to deploy and use – web based user interface
- » Allows you to offer a range of flexible pricing structures
- » Assists your strategy and roadmap by providing an optional suite of location based services
- » Multiple delivery channels can be utilised (SMS, WAP Push)
- » Advertisers will pay a premium for location based messaging.

Key benefits to the advertiser:

- » Highly targeted and effective approach to advertising
- » Additional channel for advertisers to include in their communications mix
- » New way to interact with customer base
- » Clear reporting and ROI analysis
- » Maximum impact with minimal spend.



What it does

AdvertWise enables advertisers to send promotional offers (coupons/vouchers) or advertising messages (SMS, MMS, banner adverts) to subscribers' personal mobile devices when their target consumer is close to, for example, a shopping centre, sports arena, bank, theatre or specific place of interest.

Key features:

- » Direct push and pull marketing facilities
- » Easy to use web-based user interface for advertisers – majority of campaign creation and management done by advertiser
- » Campaign creation wizard
- » Data profiling and category management - including behavioural, typology, demographics, psychographics, etc.
- » Campaign scheduling functionality
- » Variety of pricing options available to operators including Cost per Head (CPH), Cost per Impression (CPI) and Cost per Click (CPC)
- » Inventory management
- » Ability to upload advertiser lists
- » Campaigns can be sent via SMS, MMS, USSD, Web and WAP
- » Opt-In/Opt-Out functionality depending on operator and enterprise client preferences
- » Post campaign reporting functionality.

Profiling and targeting

Advertisers can use AdvertWise to create highly targeted campaigns built on carefully profiled demographic and behavioural data. The power of this profiling is greatly increased by adding location functionality to it, making it an exciting prospect for both operators looking for opportunities to increase revenue, and for advertisers looking for alternative ways to reach their target audiences.

How it works

The advertiser is able to create and manage their campaign via a web-based user interface. The mobile network operator must approve the campaign in terms of scheduling (to avoid subscriber overload) and content (to ensure acceptability).

Creativity Software provide the location positioning platform - the enabling technology. If the operator has an existing location platform in place, we can integrate our application with it.

Deployment

AdvertWise is easy to deploy and is offered to operators as a white label (unbranded) solution, allowing customisation.

The nature of the solution removes administrative functions for the operator whilst allowing them to retain complete control over the process.

Privacy and permissions

As with all location based service solutions from Creativity Software, privacy and permissions are of paramount importance. AdvertWise can be offered as both an Opt-In or Opt-Out model, depending on operator and enterprise client preferences. In an Opt-In model, the mobile operator must contact subscribers and obtain their consent to be contacted in this way. In an Opt-Out model, subscribers need to notify the operator that they do not wish to be contacted in this way.

Integration

AdvertWise integrates easily with many different systems, whether CRM or analytical systems (Siebel, SAS, Clarify), transactional logs (Content Systems, IVR, WAP, Web), billing logs (IN systems, Payments systems), opt-out channels (Call Centre, IVR, Web, SMS) or any other systems (log files or exports in CSV format).

Contact us

For more information about how AdvertWise can help increase your revenues please visit:

www.creativitysoftware.net

or contact us at:

sales@creativitysoftware.net



About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

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