



Mobile Marketing and Advertising



November 2008



● Velti is the leading global technology platform and services provider in enabling mobile marketing, advertising, content and value-added services for Mobile Operators, Advertising Agencies, Media Groups and Enterprises





Offices in London, New York, Boston, San Francisco, Paris, Munich, Athens, Sofia, Moscow, Dubai, Mumbai, Beijing

Operations in twenty five countries

Publicly traded on the London Stock Exchange

350 people and growing, with 200+ highly skilled engineers

Annual revenue growth rate of 100% since the company's inception in 2000





Velti's unique offering combines innovative technology, market expertise and global reach

Innovation

- Unique technology
- Dedicated development team
- Measurable campaign metrics
- Reduced time to market

Global Capabilities

- Profitable and financially strong
- Proven ability to execute campaigns globally, across all technology platforms and wireless protocols



Leadership and Expertise

- Strong and experienced management team
- Strategic partnerships
- Commitment to growth and development
- Expertise that bridges the gap between mobile operators and marketing



Опубликовано на Procontent.RU

Velti has delivered mission-critical projects for leading clients worldwide



Velti designed and implemented the largest SMS campaign in Russia for MTS

Опубликовано на Procontent.RU



СМС Игра на Миллионы!

Отправьте любое СМС на номер 2008

1.000.000 рублей ежедневно

3.000.000 рублей каждое воскресенье

30.000.000 рублей в конце СМС-акции!



Участие



Призы



Полезные советы



Победители



Условия



Источники информации об организаторе мероприятия, о правилах его проведения, количестве выигрышей по результатам мероприятия, сроках, месте и порядке их получения - сайт www.mts.ru или по телефону 0670. Стоимость СМС составляет 28 рублей без НДС. Выигрыш выплачивается в рублях.

MTS RUSSIA: 55M SUBSCRIBERS



'SMS Game for Millions' campaign

May 19th - August 31st, 2008

Participants sent SMS messages to short code **2008**, answered questions, and collected points for prizes

162M RUB given away in total cash prizes:

- 1M RUB every day
- 3M RUB every Sunday
- Grand Prize of 30M RUB

The campaign achieved a 5% subscriber response rate, with **16.2 average interactions per user**

Опубликовано на Procontent.RU They are incorporated in the entire media planning: The J&J Babycenter campaign



A campaign should be designed to run across all mediums...



TV

Web



Print



Mobile



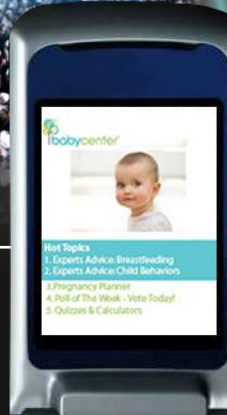
and engage the consumer in an ongoing dialogue with the brand

...targeting a specific audience

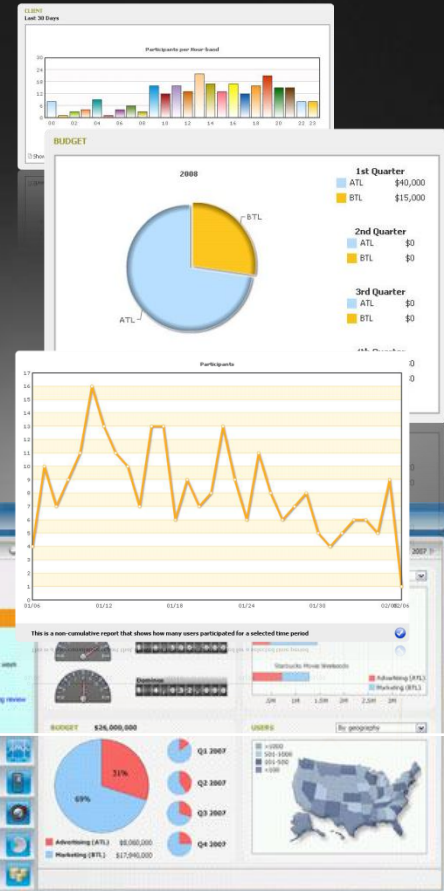


...presenting a unified message

Join to learn all you need to know about pregnancy and raising your child



...evaluating effectiveness of each medium separately



Cosmote provides a wealth of content and an enhanced mobile experience through its innovative Cosmote My View Portal developed by Velti



COSMOTE: 6.9M SUBSCRIBER BASE

'My View Portal'

Cosmote My View Portal features:

- Personalised content
- Dynamically generated items
- Promotional activities
- Fast and easy to use UI
- 12 categories of information including:
 - Music, games, mobile TV, news, weather and economy, to sports, communities, maps and much more

MyView became an instant hit among Greek WAP portals. Cosmote achieved a **5% subscriber engagement** during the first 2 months, and is expected to reach 42% by the end of 2009

Опубликовано на Procontent.RU

CBS High School Sports Site enables the mobile channel through mobile blogging and user-generated content

For CBS, Velti created a full-service mobile solution including:



Downloads

photos and videos,
sports alerts

Coach caster

interactive text
messaging
campaign

Filtered

user-generated
high-school content





TMP WORLDWIDE: THE WORLD'S LARGEST RECRUITMENT COMMUNICATIONS FIRM

SMS response campaign

2007 - onwards

Velti is helping TMP Worldwide set up and run multiple recruitment-specific SMS response campaigns to effectively manage the outdoor media campaigns of their large clients

A bespoke version of the MMP was created to set up SMS response facilities on behalf of TMP's clients to create instant feedback and offer interactivity

The system enables TMP worldwide to run real time reporting on all media campaigns across all clients, providing crucial information on the effectiveness of advert placements

The service is proving particularly successful for their retail banking and energy company clients, serving key words on a **daily basis**





Objectives

Clinique teamed up with Velti to create a smart codes campaign to engage its consumers in an **interactive and innovative way** while increasing **brand awareness**

Solution

Consumers will be able to find promotional brochures as inserts in free press and in dedicated shops with Clinique products.

They will then have to **scan the smart code** to discover if they have won one of the great prizes

Results

The campaign will run for a two-month period, from **Nov.-Dec. 2008**



Argos 'In-stock' mobile campaign brings shopping to the mobile through Velti's MMP technology



ARGOS: SOLD IN 700 STORES ACROSS THE UK

'In-Stock' campaign

2006 – onwards

The campaign incorporates the following elements:

- **Argos Text and Take Home**, where consumers query and reserve catalogued products via SMS
- Consumers can check prices on items and opt in for back in stock notifications of sold out products
- **Notifications System**, including availability of special order products at specified stores, and opt in item reservation confirmations

Consumers are rewarded with promotions and discount coupons sent directly to their mobile

More than **5.2M consumer interactions**
and **82% year on year growth!**

