

ESKA[®] M-Ads

Mobile Advertisement

Usage of mobile handsets has been increasing exponentially worldwide, while the number of Internet users, TV viewers or printed materials readers is becoming comparatively less. At the same time, there has been noticeable growth in the marketing and advertising sector, resulting from the high competition between service providers. Capitalising on latest telecom technologies, mobile advertisement has been newly introduced as a form of advertisement via mobile handsets and it is being considered an important subset of mobile marketing.

The main idea of using mobile handsets for advertising is to make an advantage of the big penetration to this medium, with consideration to the fact that mobile handsets are permanently carried, almost always, and have the most accurate audience measurement. Mobile handsets could be the first personal mass medium, hence they are no longer just about conducting conversations; they can actually serve as an advertising tool.

Key Benefits

- **For Operators:** **ESKA[®] M-Ads** helps operators generate new revenue streams, increase customer satisfaction, reduce churn, and increase brand value;
- **For Advertisers:** **ESKA[®] M-Ads** introduces innovative and effective advertising channels and cross-channel advertisement opportunities, allowing advertisers to kick off advertisement campaigns without the need for huge investments. **ESKA[®] M-Ads** also provides detailed, accurate and reliable reporting tools to measure advertisement results;
- **For Subscribers:** **ESKA[®] M-Ads** provides subscribers with free or discounted communication, content and services, and delivers personalised pertinent and attractive advertisement messages upon subscriber permission.

Key Features

- User friendly Web-based system
- Multilingual interface
- High security standards
- Easy and quick configuration
- Generation of extensive reports and statistics
- Logging and auditing information
- Scalable and modular design
- E-mail, SMS, and SNMP alarms and notifications
- Built over latest Java technologies



Main Functionalities

Voice Announcement Ads

Through voice advertisement channels, subscribers can listen to random or selected advertisement content that can be related to frequent phone call destinations or using a certain short code that the caller submits.

Messaging Channel

ESKA[®] M-Ads enables advertisers to send text advertisement to subscribers registered for the service. The system provides this feature through the following methods:

■ Push SMS/ MMS

ESKA[®] M-Ads enables the advertiser to manually send or schedule the sending of SMS/ MMS ad messages to relevant segments of subscribers.

■ On-Demand Pull SMS/ MMS

ESKA[®] M-Ads enables the subscriber to request SMS/ MMS ad messages at any time by sending a pull message to receive the corresponding SMS/ MMS message.

■ Subscriber to All

ESKA[®] M-Ads enables subscribers to send ad content to the system, and the system will then send these ads to corresponding subscribers.

■ Subscriber to Media (Newspaper, TV)

ESKA[®] M-Ads enables subscribers to send ad content to the system, which in turn will send these ads to corresponding TV channels or newspapers.

■ Sponsored SMS

Using the system, subscribers can send sponsored SMS messages received from advertisers to other subscribers.

Display Channel

ESKA® M-Ads supports displaying advertisement as banners that contain clickable ad text, clickable ad images, or a clickable combination of images and text.

Intelligence and Profiling

ESKA® M-Ads provides an intelligent feature through which the system tracks subscriber ad transactions to gain information about subscriber interests that can be classified into virtual categories. Advertisers can send SMS/ MMS ads to subscribers according to their interests or virtual categories.

Charging

ESKA® M-Ads provides advanced charging features; each advertisement type (voice, messaging, and browsing) can have its own charging settings specified by the administrator. **ESKA® M-Ads** is flexible enough to add same charging to all or a subset of advertisement types.

Promotion Management

Subscribers can benefit from advertising services by getting free or discounted promotional network transactions such as calls, messages, services, and content. Through its Promotion Management functionality, **ESKA® M-Ads** provides an advanced tool to manage and develop such promotions.

Loyalty Points Management

Listening to voice advertisements and receiving advertisement messages allows subscribers to gain new loyalty points; the subscriber can then exchange these points (manually or automatically) with certain services or products as announced. All transactions and processes in this regard are accurately managed by the Loyalty Points Management functionality of **ESKA® M-Ads**.

Operation, Administration and Maintenance (OAM)

ESKA® M-Ads provides a comprehensive and powerful Web-based and multilingual OAM tool that supports the following functionalities:

- Subscribers management
- Advertisers management
- Advertisement management
- Pricing schema management
- Rewards and redeemed points management
- Segment management
- Questionnaires management
- Filtration management
- Media management
- Command management
- Category management
- Promotions management

Advertiser Web Access

ESKA® M-Ads provides a powerful Web-based and multilingual Advertiser Web Access tool that supports the following functionalities:

- Advertiser management
- Advertisement management
- Branch management
- User management
- Advertisers segment management
- Advertisement traffic transactions

Subscriber Web Access

ESKA® M-Ads provides subscribers with a Web-based application that allows them to update their profile information and manage subscriber advertisements.

Mobile Access

ESKA® M-Ads provides subscribers with a mobile access application to update their profile information and manage subscriber advertisements. Mobile access is provided through J2ME, SMS and USSD.

