

Mobile Marketing Services

||||| The best use of the mobile as a marketing channel



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The third screen takes the lead!

Everyone has a mobile. With over 4 billion subscribers worldwide, there are three times as many mobile users than television owners or internet users. That gives mobile the potential to become the prime mass media for marketing campaigns.

Whether building customer loyalty, promoting your brand or selling new services, mobile marketing is all about reaching consumers in an interactive and personalized way. People carry their mobile phone everywhere, so this channel ensures you can always reach the right customer with the right content at the right time.

Brand new offer from a world leader

With its unrivaled footprint in the mobile world (1 billion SIM cards delivered worldwide in 2009 and 470 software targeting 1.2 billion users) Gemalto provides mobile marketing services to mobile operators, content providers, advertising agencies and traditional brands - anyone wanting to deliver personalized interactive content & campaigns via the mobile channel.

Through pioneering innovations, Gemalto can offer something TV and the Web can only dream of:

- > the ability to target campaigns at individuals who are clearly identified and qualified by reliable data,
- > the opportunity to send location-based messages when shops are opening.
- > a superior channel to deliver superior ROI: Interactive SMS

Interactive SMS: a superior channel

- > Always seen, sitting on the idle screen
- > 1-click access to the next action
- > Reaches 100% of handsets
- > Response rates 2 to 10 times better than with simple SMS

Source: Gemalto featured campaigns, 2010

Giving consumers exactly what they want

Ad targeting efficiency depends on fresh and abundant data about consumers — what they're doing, where they've been, where they go. Consumers are, however, increasingly concerned about privacy issues. Therefore it is key to allow them to control the engagement and choose the ads.

This is where Gemalto is ideally positioned: bringing its experience in managing security and user privacy to the mobile marketing market.

To achieve this goal of privacy management, control and relevance for mobile users, Gemalto offers mobile carriers, content providers, ad agencies and brands the benefits of a full-service mobile marketing solution.

Gemalto's Mobile Marketing Services encompasses 3 offers:

The image shows three vertical panels, each representing a different service offered by Gemalto. Each panel has a distinct color and a specific icon at the top. The first panel is orange and titled 'Mobile Content', featuring a gear icon and a SIM card. The second panel is purple and titled 'Mobile CRM', featuring a speech bubble icon. The third panel is green and titled 'Mobile Advertising', featuring a smartphone icon with a plus sign and the text 'your brand here'. Below each title, there is a brief description of the service.

- Mobile Content**
SIM Portal consistently available on any phone
- Mobile CRM**
CRM and Database enrichment via Interactive SMS, SMS and MMS
- Mobile Advertising**
Brand Promotions via Mobile Display Channels

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