

# MediaCast

## Mobile Marketing campaigns with voice

Mobile Marketing is growing exponentially within the advertising industry with innovative campaigns that offer a unique user experience with ad hoc applications. Nevertheless the target of these campaigns represents a small percentage of the population, as they are focused on smartphone users and usually require different developments for every operating system, which means a lot of time and money.

So, why not launch marketing campaigns with the ability to address 100% of your customer base, regardless of the phone device they have? Your age group or technical knowledge shouldn't determine whether you receive a message or not. MediaCast allows you to reach all users and all devices, even landline ones.

MediaCast allows you to add more value to your messages by adding voice content. Choose the segments you want to address with every campaign and prepare a voice message adapted to the communication you need to transmit. Users will receive your message as a simple call and just by picking up the phone, they will listen to the voice message. Additionally, they can call back and hear the message again or choose to be connected to a Call Center that will allow them to, for example, purchase your product, sign up for your service, and many other things you can do using MediaCast

The service is a high-performance solution targeted to mobile operators, cable TV operators, VoIP providers, media and entertainment networks and advertisers who seek to entertain and inform about general issues on technology, health, romance, Internet and many other contents.

## Reach all your contacts with voice

**Increase Your Audience:** young people, seniors, people who are not used to technology but do own a mobile phone. And gain access to any handset and subscriber who wants on-demand content.

**Extend Your Customer Reach:** as MediaCast allows sending voice messages to all devices, so you can create specific messages to target different segments, offering direct marketing campaigns with customized messages.

**Monetize your service on mobile devices:** For content providers who already work with voice such as media, they can create their own contents voice-based services with messages that people can get any-time, anywhere.

**Manage the effectiveness of your Marketing Expenditures:** MediaCast provides comprehensive reporting tools. Marketing departments can now measure the effectiveness of every single campaign and customize the reports to get the data they need to monitor, making it easy to track your Marketing investments

Allow the transmission of more contents with more emphasis. With human voice you can send richer messages. One minute voice in a proper and understandable speed allows to send 850 text characters which means 6 times more information than the one contained in an SMS. Additionally, voice is a more powerful means of communication as it adds emphasis and connotations that plain text cannot transmit. Increase cost-effectiveness and return. Voice-based campaigns are cheaper than other type of mobile marketing campaigns. And with MediaCast you can do a single campaign and reach 100% of your audience, regardless of the mobile device they have.

## Corporate use: Entice your clients to call you again

Companies can use this powerful tool to widen personalization options. Set up messages with latest product releases, special offers or greetings to your clients at Christmas time. Or invite your Business Partners with a personal message from the CEO to your annual company celebration. Also, incoming client calls will be informed about the latest sales special your company is offering, so they can directly ask for more information when you talk with them on the phone. Or surprise your over-the-weekend callers by playing your Marketing Manager's favorite song. There are so many possibilities to engage your callers, so don't let them get bored while waiting and let them know more about your company or business!

## Content providers: get the most of your voice contents

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## MediaCast use cases

A local Supermarket is celebrating its 25th Anniversary and is making special offers to its clients. They send a video message with their weekly sales to their customer base. Clients feel happy with this, as every week they receive a message with products and prices. The supermarket is full of customers everyday!

A well-known beverage brand is the official sponsor of a music festival. They send out voice messages delivered by members of the bands that will be playing in the festival to invite people to attend. After their attendance, they receive a new voice message offering them a special discount on the ticket price for the next edition of the festival.

The CEO of a company sends a personal Christmas message to their clients and employees. The recipients feel the personal and close touch of his voice and feel special and loyal to the company.

## About Almira Labs

Almira Labs is a highly innovative telecom software company focused on providing solutions for wire-line and wireless telecom operators. Through an extensive R&D effort, Almira Labs tools allow fast and low-cost development of Value Added Services for the NGIN with an approach that is unique in the marketplace.

Using this technological base, Almira Labs offers CSPs a broad catalogue of new services that deliver rich communications experiences to multiple user communities through innovative video, voice and media broadcast technology. Besides, services are device independent, thus operators can now reach the whole subscriber base regardless of their technological ability or expenditure level. Almira Labs helps Telecom Operators to generate new recurring revenue streams with a very low investment, in the shape of a Network Application Store as a weapon to fight fierce competition from Device-centric applications stores like the Apple or Android ones.

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