

# Sponsored Call

## A step further in Mobile Marketing

New mobile technologies provide countless ways to bring marketing tools to consumer's hands. Mobile Marketing is strongly focused on smartphones, but there are other services that can address every phone user and allow corporations to design powerful Mobile Marketing Campaigns.

VoiceSponsored allows you to introduce a small advertisement when the phone call is established and before the parties involved begin their conversation. Subscribers to the service are screened and selected according to the advertiser's criteria and they will listen to the ad before starting their conversation in exchange for free or reduced rate airtime minutes or text messages. The business model is flexible and allows many options the advertisers can choose from.

When communicating with your potential clients, an SMS is not enough as it has many limitations: the number of characters, restricted ways to communicate emotions, and you can never be sure whether your clients receive your short message or if they will read it. Send your voice messages to your entire customer base, no matter which kind of phone device they use.

## Rules targeted campaigns

Another great advantage of VoiceSponsored is that it allows firing specific marketing messages based upon certain criteria. These criteria, which use additional service logic, can revert on the location of the call origination and other attributes of the user to select a custom-fit announcement from a plurality of ads to transmit it to the target party. After the announcement is played, the target party will get connected to his/her desired destination.

VoiceSponsored is based on our Graphical Rules Engine, which can process multiple campaigns simultaneously. The administrator can define the actions that will trigger the call, such as free SMS, free minutes, etc. Once the criteria have been applied, VoiceSponsored searches for the best content suited to the customer needs. Additionally companies can define their content based on the user information stored in the system.

## Private use: Be rewarded

Customers want to be rewarded by the telephone companies. Rewards can vary from subsidized phones to special rate plans. However all those rewards lack one specific key point: being immediate. With VoiceSponsored, customers have an instant reward such as free minutes to talk; all they have to do is listen for some moments to a targeted ad.

Users will be happy to receive these instant rewards, as their telephone bill will shrink and therefore they will be very likely to become a client! This situation results lucrative for everybody. Companies can place pinpoint mobile marketing campaigns and callers will happily recognize them knowing that they get reduced rates or free airtime in return. Do not let your customers shift to another competitor. Make effective advertisement campaigns with the VoiceSponsored service.

## Business use: Promote your brand

Voice Sponsored allows creating an ecosystem of local and regional companies interested in advertisement options. Either as a campaign within their Loyalty Programs or to attract new customers or segments, Voice Sponsored can fit the needs of all types of companies who want to do successful Mobile Marketing. The service has already proved to be a powerful tool in different Christmas campaigns persuading customers to buy a product and/or learn about new services.

Improve the user experience of your brand by allowing your clients to enjoy your campaigns in a special and exclusive manner with VoiceSponsored. From now on campaigns can be designed in any terminal and performed by any type of company. With the VoiceSponsored you will be able to add more value to your marketing messages by featuring voice messages that will be played before or during a call. Use all the advantages of digital media to make your marketing campaigns more attractive and effective.

## More success, more sales

- Increase Your Sales potential: Gain access to any handset and subscribers who want on-demand content.
- More effective campaigns: Including tailored capabilities, you can send different messages to different targets and establish delivery schedules.
- Cost optimization: VoiceSponsored service increases cost-effectiveness and returns, since it is cheaper than usual marketing methods and much more effective.
- Right on time: Establish delivery schedules to send certain messages at a certain date and time.
- Control your success: Monitor the efficiency of your marketing campaign with the CRM tool included in the service.
- Easy to analyze: Analyze the results of your marketing campaign with a series of reports that you can define within the service.

## 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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