

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 never go anywhere without their mobile phones, so this channel ensures you can always reach the right customer with the right content at the right time.



Mobile users are open to mobile marketing ONLY if marketing solicitations are relevant with 65% who like mobile ads targeted and relevant to them; and if they have control with 69% who would like to receive mobile ads if they were in control.

Source: Aeneas Strategy Study (interview with 1,002 consumers in June 2009 in UK & NL)

Giving consumers exactly what they want

Effective ad targeting 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. So the key to sending consumers on a well-received and personalized mobile marketing journey is to allow them to control the engagement and choose the ads that are relevant to them.

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 Solution encompasses 3 offers, all of which rely on strong marketing services and key partnerships with Mobile Marketing leaders:

Brand new offer from a world leader

With its unrivaled footprint in the mobile world (1 billion SIM cards delivered WW in 2009 and 470 software targeting 1.2 billion users) Gemalto provides mobile marketing services to any 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 ability to send location-based messages when shops are opening: the key to certain – and superior – return on investment.



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