



Case Study

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A mobile advertising and marketing solution

Advanced Telecom Solutions (ATS), a US based mobile solutions provider, wanted a web based mobile marketing solution wherein advertisers could create and carry out a variety of customized text messaging campaigns targeted at mobile subscribers and track the results. The solution was also required to provide advertisers with the option to setup and offer marketing services, to other advertisers, without incurring the heavy cost associated with setting up a new business. Based on these requirements Icreon built the solution on the SaaS model. The solution included separate modules each for advertisers (to manage their advertising campaigns), license holders (to perform administration and maintenance tasks for their individual websites) and super administrators (to manage license holders).

Customer Profile

Headquartered in Philadelphia, USA, Advanced Telecom Solutions provides interactive mobile and IVR (interactive voice response) services to a global clientele.

Business Requirements

With the number of mobile phone users growing exponentially, the possibilities of carrying out marketing campaigns that provide instantaneous connect with consumers are immense. Realizing this potential our client wanted to provide advertisers with a do-it-yourself web service that would enable them to create and run mobile advertising and marketing campaigns and also track participant responses. The facility for the ATS to create licenses for advertisers wherein they could offer marketing services through a personalized website was to be provided. Additionally, each licensee administrator was to be provided with a control panel that they could use to setup services (such as subscription plans, keyword lists etc) for their advertisers and perform site administration tasks (publishing content, generating revenue and other reports etc).

A web based service to enable advertisers to connect to their customers

Based on the requirements Icreon designed and developed a solution using PHP. The solution includes SMS integration to allow text messages to be sent to mobile phones.

Advertisers can subscribe to a membership plan or can purchase (offline) a license to run their own mobile advertising service. Each license holder is provided with personalized website (allowing advertisers to register for the available services) and a web based administration panel (to manage the website.)

Through the website a subscribed advertiser can carry out text messaging campaigns. The membership plan chosen will determine whether the messages are to be sent via SMS or via e-mail delivered to mobile phones. Advertisers can acquire keywords and associate them with campaigns.

Participants are required to text a keyword to the specified short code (i.e. number) to initiate participation in a campaign. The number of keywords that an advertiser can acquire is governed by the subscription terms. At any given time no two advertisers can use the same keyword, however an advertiser can opt to release a keyword once a campaign has ended. Premium keywords (managed by the administrators) are also available for acquisition, for a fee.

A variety of customizable campaigns can be created. These include:

- **Votes:** Advertisers can setup interactive opinion polls or surveys. Voting can be either open (wherein participants can provide any answer) or multiple-choice (wherein the answer must be from among the options provided). The advertiser can specify the maximum number of times a user can vote and also response messages to be sent to the participants.
- **Contests:** Two types of contests can be carried out – Instant Win (based on the set frequency every 'X' participant is declared the winner) and Sweepstake (winners can be declared on the basis of a set frequency or can be manually picked by the administrator). The maximum number of winners allowed and the number of times that a user can participate in the contest can be set. The advertiser can also specify separate messages to be sent to winners and losers.
- **Coupons:** This option allows a coupon code to be sent to the participants. The coupon code can be system generated or can be chosen by the advertiser.
- **Interactive:** In interactive campaigns a response is sent out to the participant on the basis of the keyword sent. Responses can be in the form of a message, poll, contest or coupon. The response can also be in the form of a WAP URL. Advertisers have been provided with the option to create a WAP site (containing a maximum of 10 pages). A common header, footer and logo can be added to each page. The WAP site can be previewed before being published.

All participant responses and details (name, mobile number and mobile service provider) are recorded and are accessible to the advertiser. They advertiser can generate reports to track the campaigns that a user has participated in, number of message sent/received etc.

Advertisers also have the option to broadcast messages (immediately or at a specified date/time) to a group of mobile users.

The number messages that can be sent in a campaign are governed by the terms of the subscription package.

The solution has been divided into three modules, these include:

- **Front-end Website:** Provides interfaces for advertisers to sign-up for a subscription plan and create mobile marketing campaigns. Each advertiser has access to a personal account that can be used to manage campaigns, participant lists, manage keywords etc. Advertisers can also track and manage their subscription through the website.

The front-end website can be personalized (in terms of content, logo and domain) for different license holders.

- **Admin Module:** Licensee administrators can use the admin module to manage their personalized website. They can setup subscription plans, view and manage subscribed advertisers, generate

reports (revenue, keyword usage, messages sent/received and subscribed advertisers) etc. They also have the option to create sub-administrator accounts and assign them rights to specific sections within the admin module.

- **Super Admin Module:** Includes interfaces that allow our client to create and manage license holders, define the revenue sharing terms, short codes to be used etc. A variety of reports can be generated these include, keywords used, campaigns created, advertisers and revenue etc.

Technologies used in developing this application are:

