

# **Takarub**

A proposal to mobile operators and service providers

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## Introduction

Advertising has been evolving throughout time, and has taken many forms. Creativity in this regards is unlimited, as advertising is not only essential now for marketers but is the key for success in their marketing campaigns.

One new and rising method of advertising is “Mobile Advertising” which is a useable advertising technique today worldwide and is considered to be one of the most effective methods. Improving at a fast pace, Mobile Advertising will soon become a major advertising channel for many businesses. Even regular TV-Commercials or Newspaper Ads could be transformed and shown over mobile devices. Nevertheless, Mobile Advertising can have its impact today.

The idea of Takarub’s Mobile Advertising System is facilitating a free, no charge or discounted calls for customers in return for allowing advertisers to play Ads during the call where callers and recipients would hear the Ads.

The Solution is WIN-WIN philosophy for Mobile Operators, advertisers and Users.

Takarub is partnering up with two major advertising agencies in Jordan to launch this product in cooperation with operators effectively and to guarantee sustainability of influx of advertisers.

## Solution

The Mobile Advertising solution is an added feature to all voice, SMS and WAP services, the solution supports dynamic management and handling.

### Advertisement in outgoing calls:

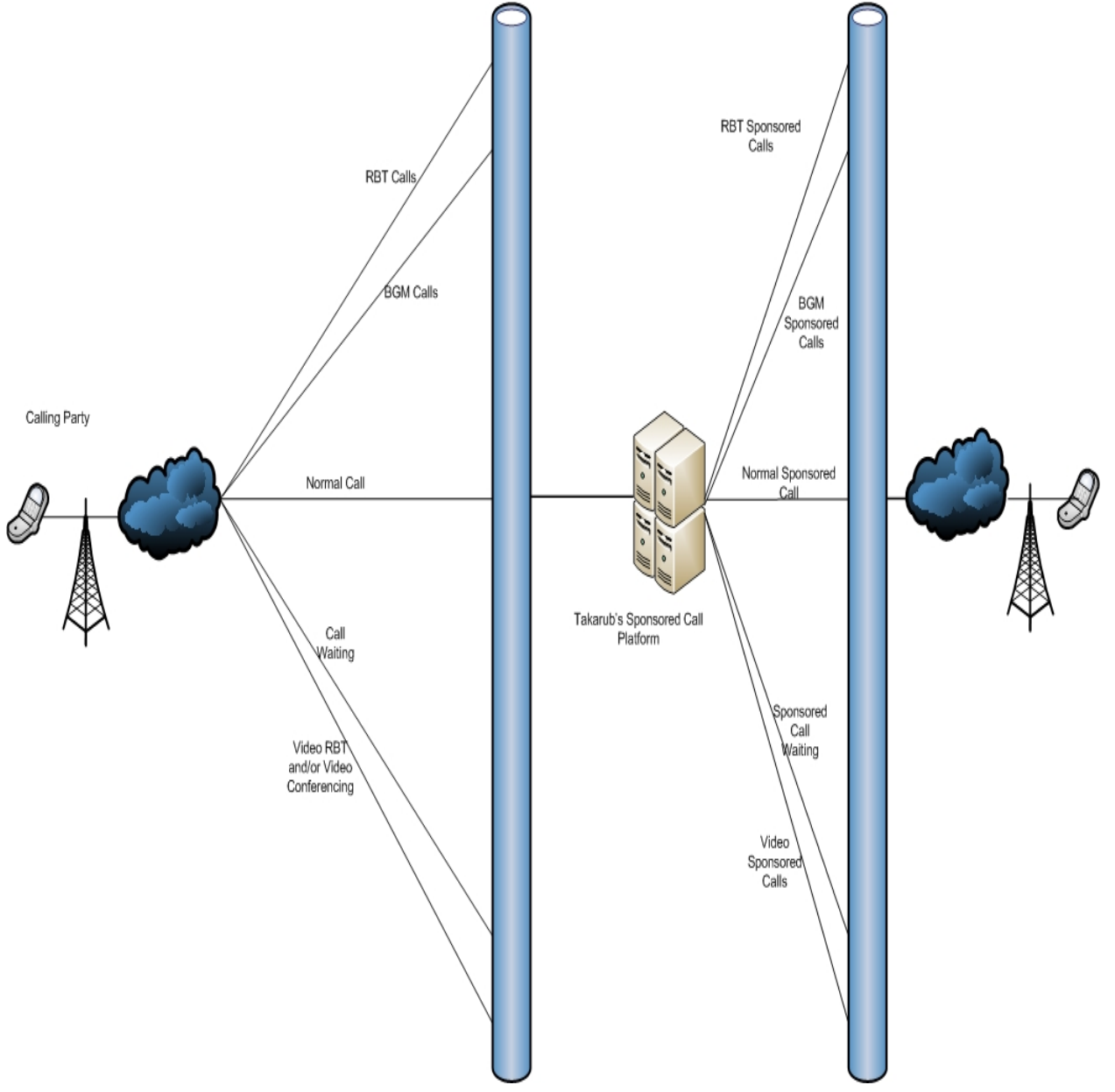
Users are eligible to make free calls that are sponsored by a certain company. Users can subscribe to this feature by either an SMS or IVR call. Upon subscription, the user can make free or low rated calls. The recipient will receive a normal call from the caller's number and during or before the call one or more Ads will be played.

The solution is capable to play ads to be heard by subscribers as follows:

1. During the call: As audio is played to the profiled subscriber either in the foreground or in the back ground. The audible ad would be played every X minutes or a random ad (an ad would be chosen from a list of ads randomly but all of the list will be based on the profile of the caller) could be played every X minutes.
2. As an RBT: If Operators approve to enable the RBT feature in Takarub's platform; all subscribers to the Sponsored call would opt in to get additional rewards by having their RBT sponsored as well on the same platform.
3. As a Call Waiting prompt: When the caller is busy the answer back signal sends a trigger to Takarub's platform to play back an ad based on the profile of the caller.
4. Ads can be played for subscribers even if they do not have sufficient credits in their balance (before connecting the call), which are played prior to the call, where subscribers will hear the ad before the call is initiated.

Mobile Advertising can be integrated with the operator's network to serve clients in more than one way:

- Using an HLR flag for subscribers, where whoever subscribes to Sponsored Calls will be flagged on HLR.
- Using Sponsored Calls as an IN service, where Sponsored Calls routing will be based on IN triggering.
- Using call prefix, where whoever wants to benefit from sponsored calls should place a prefix before the destination number

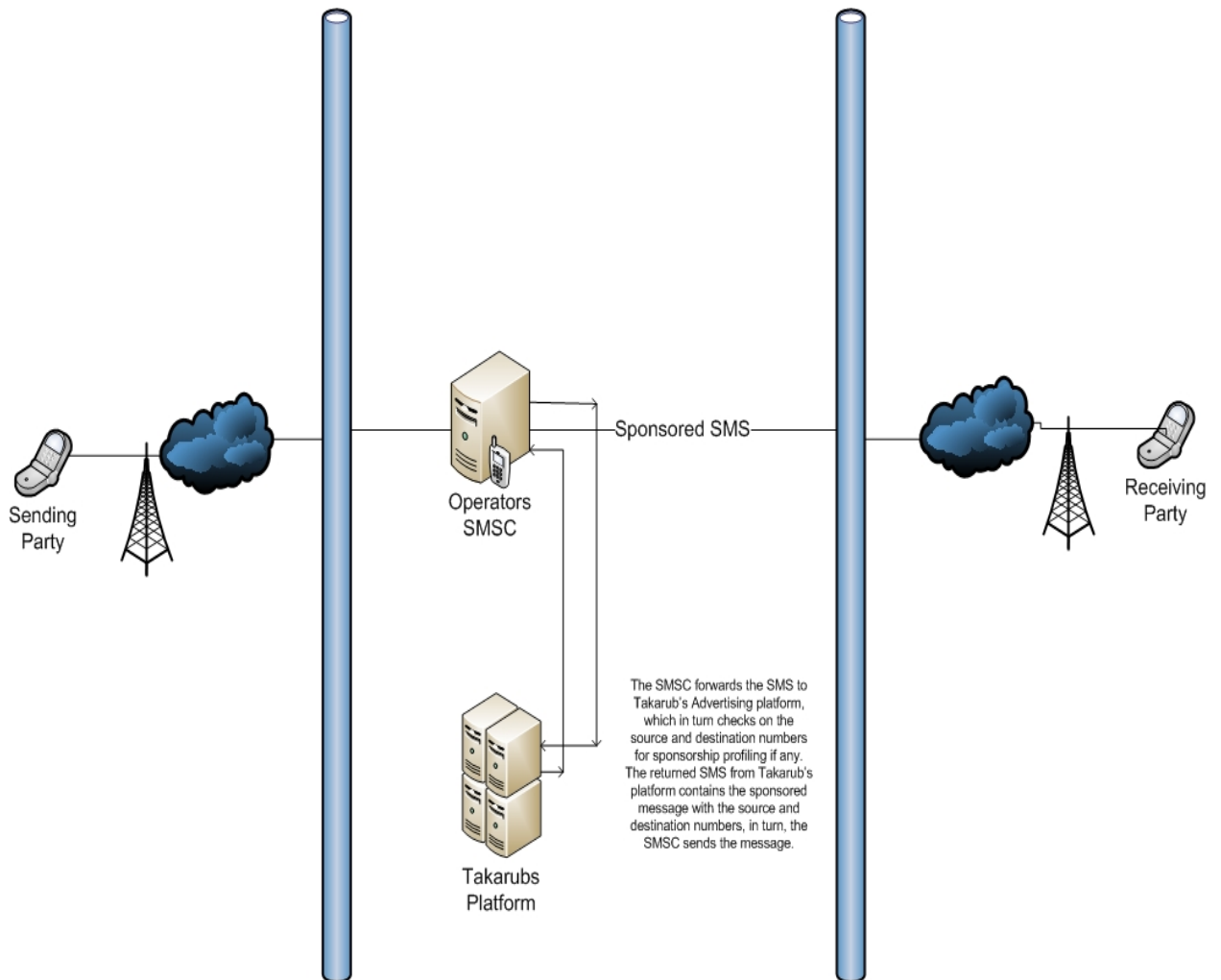




**Advertisement in SMS:**

Users are eligible to send SMS which are sponsored by a certain company. Subscribers can subscribe to this feature by either an SMS or IVR call. Upon subscription, Subscribers can send free or low rated SMS. The recipient will receive a normal SMS from the sender's number containing the original SMS text concatenated with the ad placed.

The sponsored SMS might contain the ad as a header (at the top of the SMS) or as a footer (at the end of the SMS). The sponsored SMS supports both Arabic and English characters and the SMS can be offered depending on profiling specified by the sponsor.



### Advertisement in WAP:

Ads can be added to WAP sites and portals as banners, where browsers of any WAP site will view the ad as a banner added to the page being viewed.

- **Define single or multiple campaigns, with banner or text ADs:** Create campaigns with single/multiple ADs and apply all the targeting features. Set the campaign duration as per to requirements.
- **Manage and control daily AD spends:** Predefined limits can be set for daily spends on campaign.
- **Target specific country or countries:** Where the ADs will be shown along with the carriers available for that country.
- **Target for makes and capabilities of handsets.**
- **Target specific channels:** Channels where ADs will be shown can be selected. Bids can be set as per the channels or an average bid across all channels.

## Features

1. The Ads in sponsored calls can be played either in the background or foreground of the call.
2. The Ads in sponsored calls can be played (N) number of times during the call based on the caller's profile.
3. The Ads in sponsored SMS can be placed in the head or the foot section of an SMS.
4. Target Advertising based on the users' profiles conducted during the initial subscription.
5. Ads to be placed can be random or based on profiling strategy, each sponsor can choose the most suitable to be selected.
6. Full statistical report would be provided to advertisers to ensure credibility and sustainability of the business.
7. The Solution provides the operators with users' database to be able to conduct accurate and effective targeted advertising campaigns either for operators own products or for its clients.
8. More targeted SMS and MMS Advertising: The User can send a free SMS, in return, an SMS will be sent back to him.
9. Web tool to enable advertising agencies or advertisers themselves to manage.

# **Benefits**

## **Operator Benefits**

- New advertising stream
- New revenue stream
- Enhanced Customer Satisfaction
- Increased subscribers acquisition: Free calls attracts new subs
- Boosted Call Penetration
- Proper customer profiling of prepaid subscribers

## **Advertiser Benefits**

- Targeted Advertising for different segments (Youth, Business , Males/Females)
- Utilizing the most frequently used media channels for advertising; which is the mobile device
- Increases the ROI for advertisers; in turn more satisfaction of the agency's clients.

## **User Benefits**

- Free or discounted call tariffs
- Advertisements right to the subscribers' handset: This is important because so far in the Middle East there is a big gap separating the user from the resources that would enable him/her to get the products/services that he/she actually needs.