



Target. Interact. Measure. Monetize.

## Advanced Interactivity Experience in Messaging!

ADz-on-Messaging Product Suite enhances SMS, MMS and USSD communication with ads in:

- P2P SMS / MMS
- Bulk SMS / MMS
- Notification SMS / MMS
- USSD
- Video Messages

ADz-on-Messaging provides subscribers with advanced interactivity experience in all of the above stated channels and enables brands get the desired response to their ads.

## Would you like to have 50% discount on the astrology book?

A subscriber of a daily astrology info service receives today's MMS. At the end of the MMS text, she notices that there is a web site link which offers 50% discount on a recently published astrology book. She clicks on the link and views the personalized product page for her. She buys the book with a 50% discount.

Wow!  
50% discount on this  
new book??



## Car sweepstakes on the opening day...

A subscriber an ad of the new living in Istanbul receives an SMS from her friend and notices that there is the ad of a new shopping mall's opening in Istanbul. The ad announces that there is a car sweepstakes on the opening day of the mall for a certain amount of shopping. The subscriber goes to the mall and enters to win the sweepstakes.

*Brand aimed at creating awareness and triggering purchasing action. They had direct reach to the target audience.*

*The operator generated extra revenue from the brand and increased customer satisfaction.*

**ARGELA**  
*it's the passion*

Istanbul | Ankara | Santa Clara | Dubai

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Two good news:  
The mall is opening and I  
have a chance to win a car!  
I will be there for sure!



ARGELA **ADz-on**

### An interactive tool with advanced capabilities...

- Advanced profiling & targeting
- Enhanced measurability
- Interactive advertising support
- End-to-end telco-centric advertising solution
- Compatibility with legacy and new generation networks
- Compliance to industry standards
- Comprehensive & centralized campaign management
- Effective inventory management
- Flexible profile management with full subscriber data privacy support
- Extensive reporting & statistics modules
- User-friendly management tools
- Easy-to-use web-based portal suite