



ADz-on-VAS Product Suite changes the subscriber's experience with VAS services by injecting ads in:

- Pull - Push SMS services
- Push MMS services
- Video & Voice IVR services
- Cell broadcast

Do you want a test-drive???

A football-fan is a subscriber of his operator's "Goals subscription" service. After each game of his team, he receives the goal videos to his mobile phone. He clicks to watch today's goals and before the goal video starts, he watches the ad of a new car offering test drive if he makes a reservation online and a discount out of sales price for the people who come for a test-drive. He makes his reservation for the test drive and enjoys a ride on this new car at the weekend.



Istanbul | Ankara | Santa Clara | Dubai

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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

