



Target. Interact. Measure. Monetize.


Audio and Video Ads on a new medium!

ADz-on-Voice Product Suite enables operators to inject ads on basic voice services.

- 2G / 3G Pre-call
- Collect call
- RBT
- 3G video RBT
- IP call
- Calling card
- Voice mail

Watch an ad before making a 3G call...

A subscriber dials a number to initiate a 3G call. He watches an ad from an online ticket company for events announcing next week's concert of his favorite band. He is given the option of purchasing discounted tickets for the upcoming event of the band by pressing "1". He gets connected to the call center and purchases his discounted ticket.

A man in a pink polo shirt is looking at his phone with a wide, excited smile. A speech bubble above him contains the text: "I can't believe this! I will be at this concert."

I can't believe this!
I will be at this concert.



Are you out of credit?

A pre-paid subscriber is out of credit but she needs to talk to her friend. She dials the collect call short code and then the number of her friend. Once the operator gets the collect call request, while her friend is asked for the permission, a fast food chain's ad announcing a discount is played for the subscriber. In the meantime, her friend accepts the call and the subscriber is connected. Then they decide to go to the fast food restaurant and enjoy their discounted dinner.



Yess! Now we can have an affordable but delicious dinner!

Brand aimed at creating awareness and triggering purchasing action. They had direct reach to the target audience and managed to convert ad to sales.

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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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