

Press release

December 2008

Powerful behavioural targeting unleashed in the Movidilo Marketing mobile solution

Mobile marketing is drawing much interest from the business community as a new means to reach out to customers, fuelled by the latest multimedia technology embedded in mobile handsets. Unlike other marketing channels, it opens new horizons for developing business in entirely novel ways, simply because the mobile handset is the most personal device for highly accessible, totally interactive and instant communication at all times. From this perspective, the importance of well-targeted marketing campaigns grows too to better adapt to each user's needs and interests.

The Movidilo Marketing solution fully addresses all the issues around creating these targeted marketing campaigns and other actions, as it has been designed from the ground up for planning and implementing two-way interactive multimedia-rich campaigns between individual customers and advertisers in a pleasant, and non-intrusive way.

The cornerstone of the rich user experience enjoyed with Movidilo Marketing solutions is based on the easy-to-use segmentation and personalization functionalities together with powerful tracking of customer behaviours, usage patterns and preferences that allow companies to optimally apply behavioural targeting principles to best reach out to their customers.

However, to effectively leverage this potential for successful behavioural targeting and to offer a positive experience through a revolutionary user interface that increases campaign conversion rates and acceptance, as with all other Movidilo solutions, Movidilo Marketing also exploits the unique underlying proprietary technology platform further. This platform enables innovative remote start up and control of marketing campaigns, promotions and advertising actions, smooth management of dynamic interactions between customers and advertisers, as well as facilitate all kinds of integrations with other platforms and third party systems—all fully transparent to the user. Notably it also allows for varying levels of campaign complexity; some are interactive promotional banners with a straightforward response, others might be navigable and interactive value-added applications tailored to users according to their preferences and interests.

This technology embedded in Movidilo Marketing can proactively push at any time any detected campaign from an advertising network to a given segment of customers likely to be interested. The campaign is instantly available for the user to explore as desired. Once the user chooses to opt in, the multimedia-rich application offers a unique user-friendly interface where customers take control and navigate freely according to what interests them through to campaign acceptance and redemption with the option of exiting at any point. If the campaign leads to contracting a new service, subscription is done in real time from the application entirely, without interacting with other channels. Alternatively at the discretion of the advertiser, the customer can be automatically put through to a specialized contact centre, an IVR system or to a web page seamlessly from the mobile interface.

The unique features of the underlying platform for Movidilo Marketing allow for highly flexible configuration of campaigns and other marketing actions indicating when these should be proactively launched, how the user opts in, how users both interact with advertisers, whether they can switch transparently to other channels such as WAP or web at a given point, and even how, when and based on what criteria these campaigns should update and rotate messages.

This unique design based on a solid technology platform ensures a rich user experience from any mobile device thanks to an attractive and agile mobile multimedia interface that excels in usability and

MOVIDILO

Camino Cerro de los Gamos 1 Edificio 6 – 28224 Pozuelo de Alarcón. Madrid (España) Tel: +34 91 252 84 00 - Fax: +34 91 252 84 48

Pinewood Chineham Business Park, Basingstoke, Hampshire RG24 8AL (United Kingdom) Tel: +44 1256 698 046

www.movidilo.com

interactivity. It also offers advertisers tremendous flexibility in the campaign design itself to favour non-intrusiveness and pleasant user perception of campaigns.

Luis Rodríguez, Product Manager at Movidilo explained “Enterprises and advertisers looking to better promote their products or brands in the mobile channel will discover that our innovative solution, Movidilo Marketing, makes the most of the advances in today’s mobile handsets, and leverages our unique platform for seamless integration with their systems and other channels to offer a rich user experience, and improved acceptance and redemption.”

About Movidilo

Movidilo offers advanced self-service, marketing and value-added multimedia solutions in mobile handsets. It is a subsidiary of Ydilo A.V.S., the leading company in solutions for Contact Centres and Managed Services through advanced voice recognition technologies.

Movidilo is dedicated to help their business customers leverage the business opportunities offered in a new mobile world as well as to extend their reach to a greater public with a range of novel multimedia and multimodal feature-rich solutions.

The Movidilo multimedia/multimodal solutions platform was first developed in 2005 and has recently become a technology of reference among large corporations for the provision of advanced mobile self-service multimedia services.

Movidilo technology has been also internationally recognised and is currently pending US patent, confirming its position as one of the leaders in multimedia solutions for mobile self-service.
