

i-Cell - 7 steps to mobile advertising

Implementing mobile advertising service for the subscribers, who were not ready for that, an operator not only risks failing to justify his own expectations of revenues, but gets negative feedback both from the subscribers and advertisers.

The main reason of such negative results is that, there is a small percentage of those subscribers who are truly active and look for the information about new services themselves, starting using these services without any additional stimulation. The rest need additional information and instructions on how to use new services.

The service that can help prepare subscribers to use mobile advertising is i-Cell, based on the Interactive Cell Broadcast technology. Step-by-step development of i-Cell functionality from simple, from the point of view of implementation, cases (news subscription) to models that involve dialog with subscribers (interrogation, interaction with the use of geo-targeting function), eliminates barriers to use of interactive services and creates the demand for subscription to information, that can be potentially interesting for subscribers. Seven steps, proposed for an operator, are described below. The estimations of target audience share values were taken from Bercut commercial implementations

Step 1: Selling mobile content and content services to advanced VAS users (target audience: active VAS & mobile content users, technology enthusiasts – 5-7% of the subscriber base).

This case aims at making the service recognizable among the entire subscriber base, forcing active customers to start using the service and creating the demand among other groups of subscribers.

Step 2: Operator's information, entertainment and other services (target audience: the same as in step 1 + subscribers who receive but do not send SMS/MMS messages [MT users] – 7-10% of the subscriber base).

The case is targeted at increasing penetration of the service among active subscribers and pushing passive users of messaging services (SMS/MMS, USSD) to use the service, making it more recognizable and understandable among the entire operator's subscriber base.

Step 3: Teaching users to manage the subscription (target audience: all subscribers that used i-Cell – 7-10% of the subscriber base).

The case focuses on teaching regular i-Cell users to manage the subscription service. The task of the case is to show how to manage the subscription, make it convenient for users, informing them about additional options and increasing their loyalty to the subscription service.

Step 4: Stimulating subscribers and enhancing loyalty (target audience: all i-Cell users, subscribers not using i-Cell but getting interested in it during a stimulating action – 10-14% of the entire subscriber base).

This case aims at stimulating subscribers to intensify using the i-Cell service and increasing the number of active users. The task of the case is to boost penetration of the service and its use.

Step 5: Selling new rate plans and other offerings (target audience: all i-Cell users – 10-14% of the entire subscriber base).

The case focuses on selling rate plans/offers of an operator to i-Cell users. With the help of the ICB technology subscribers can promptly receive special offers and order services in one click.

As a result, an operator gets new sales channels for special offers and rate plans, while saving expenses on promotional activities.

Step 6: Polls offerings (target audience: all i-Cell users, content & VAS users (not i-Cell users) – 14-18% of the entire subscriber base).

The case aims at getting information from active and loyal i-Cell users for estimating their satisfaction level, creating special offers and, consequently, getting over the barrier of subscribers' unwillingness to take part in polls.

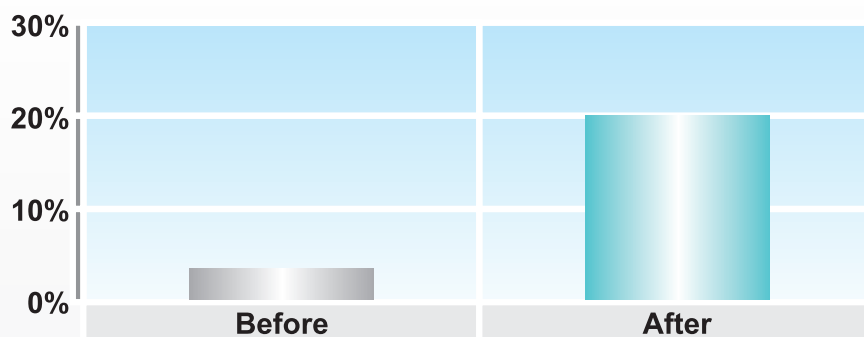
Step 7: Geo-targeting services (target audience: all i-Cell users – up to 18% of the entire subscriber base).

The case can be implemented after subscribers getting familiar with the Cell Broadcast service and capable to use it. Geo-targeting services are a complicated but effective mechanism that can either produce a good result or provoke misunderstanding and negative reaction among subscribers in case of poor preparation.

As a result, an operator gets revenue from implementing geo-targeting actions & overcomes the barrier of subscribers' unwillingness to interact.

Taking into account all the above reasons, it can be concluded that i-Cell users (after implementing steps 1-7) will get knowledge and experience in the interaction with an operator. Interactive i-Cell services can attract around 20% of the active subscriber base (Diagram 1).

Diagram 1. Readiness of the audience before implementation of 7 steps and afterwards.



Up to 50% of subscribers will learn advantages of the interactive services (30% out of them prefer a transport different from i-Cell).

Implementation of steps 1-7 contributes to better perception of mobile advertising and interaction with external advertisers, which becomes possible, first of all, thanks to direct interaction with an operator.

Mobile advertising is the final and independent step following i-Cell service implementation. In case of successful implementation of steps 1-7 an operator will increase the chances to attract advertisers to the mobile advertising service.

Launching of mobile advertising hardly seems to be successful without preparation stage and teaching subscribers.

SUMMARIZING THE ABOVE, I-CELL OFFERS THE FOLLOWING ADVANTAGES:

Advantages for the Operator:

- Maximizing revenues from mobile content
- Subscribers' loyalty
- A tool available in the product for shaping a loyal target audience
- Simplicity and availability of the service (one-click content order)
- Increased value of services for subscribers

Advantages for the Subscriber:

- Freedom of choice in receiving information
- Easy access to all active VAS consumers
- Non-intrusive online information
- Receiving only relevant information
- Quick and simple access to many services, guaranteed receipt of content (one-click content order)
- Shield against undesirable messages

For more information contact www.bercut.com



bercut