



Mobile Advertising Platform

Generate a new revenue stream from the mobile network

Key Benefits

New revenue stream

Jinny's Mobile Advertising Platform puts you in a position to drive new revenue from the advertising and marketing industry - a whole new market with massive growth potential

Fast to market

With over ten years' experience delivering carrier class solutions to over 75 mobile operators, Jinny installs the platform into your network efficiently and to the highest standards

Simple subscriber management

You can protect your subscribers by limiting what types of campaigns they receive and the volumes of adverts they will receive over given time periods

Market Dynamics

Mobile is the fastest growing channel in global marketing spend today. As a percentage of a marketing budget, it is set to increase even more as people increasingly interact with mobile devices as they communicate and access media. Brand owners are looking to mobile as a highly effective means to interact with consumers. Mobile network operators are well placed to leverage this trend, because their networks provide a direct link to this mass market.

Product Overview

The Jinny Mobile Advertising Platform (JMAP) provides operators with a full set of features to start generating revenues from advertising on the mobile network. The JMAP provides the operator with the tools to:

- Offer a number of relevant mobile advertising channels
- Manage advertising agencies and brands
- Manage subscriber preferences and limits on advertisement volumes

Features for agencies include:

- Campaign creation
- Inventory and traffic management
- Consumer segment profiles from demographic data
- Reports and campaign insights
- Invoicing and reconciliation documentation

Through the user interface of the JMAP the advertising agency can log in and create, manage and activate campaigns which, once they have been approved, can be deployed onto the mobile network. Through five simple steps - campaign definition, timing, advert upload, segment target, and response design - the advertiser can create campaigns in minutes.

The technologies, or channels, onto which the JMAP can deliver mobile advertising campaigns are:

- Application-to-Person SMS: Text insertion into messages such as Balance Request, Top Up Notification and Please Call Me
- Application-to-Person MMS: Text/image/audio/video insertion into messages such as goal alerts
- Person-to-Person SMS: Text insertion into person-to-person SMS messages
- Person-to-Person MMS: Text/image/audio/video insertion into person-to-person MMS messages

You can use JMAP for:

- Outbound and inbound SMS and MMS allowing interactive campaigns that drive competitions, polls and voting
- Banner and Pre-Roll Advertising on WAP or mobile web
- Ring-back Tone Advertising: Audio clip advertising in subscribers' Ring-back Tones

The inventory and segmentation modules will help commercial teams assess the success of advertising sales and ensure that revenue is maximised.



Key Features

Wide Array of Available Advertising Channels

As each market is different, the JMAP provides the most suitable set of advertising channels for each market and each market segment.

Wide range of media channels

The JMAP offers advertisers a range of channels on which to deploy their mobile advertising campaigns: SMS, MMS, WAP and Mobile Web Banners and RBT

Easy Campaign Design and Deployment for Advertisers

Through simple to follow building steps, an advertiser can create a campaign in minutes.

Simple Opt-In and Opt-Out for Subscribers

Subscribers can control what messages they are opted-in and opted-out for by managing their profile on the web, through SMS, or through USSD.

Integrated Reporting

The system provides reporting on the campaigns running across the system, allowing both the operator and the advertiser to have a clear view

of who is being reached and who is responding to the campaign.

Targeting and profiling

The JMAP allows advertisers to identify their target consumer segment and ensure that their advert is shown only to that consumer segment

Powerful inventory management and campaign approval for operators

The mobile operator has clear visibility of what is selling and why so as to drive additional sales and maximise revenue

Easy Campaign Build-Driving Interaction

Whether through SMS for on-pack promotions or through on-device portal applications, the JMAP allows campaign designers to build campaigns with easy response and interaction mechanisms for consumers.

Mobile Advertising Architecture

