

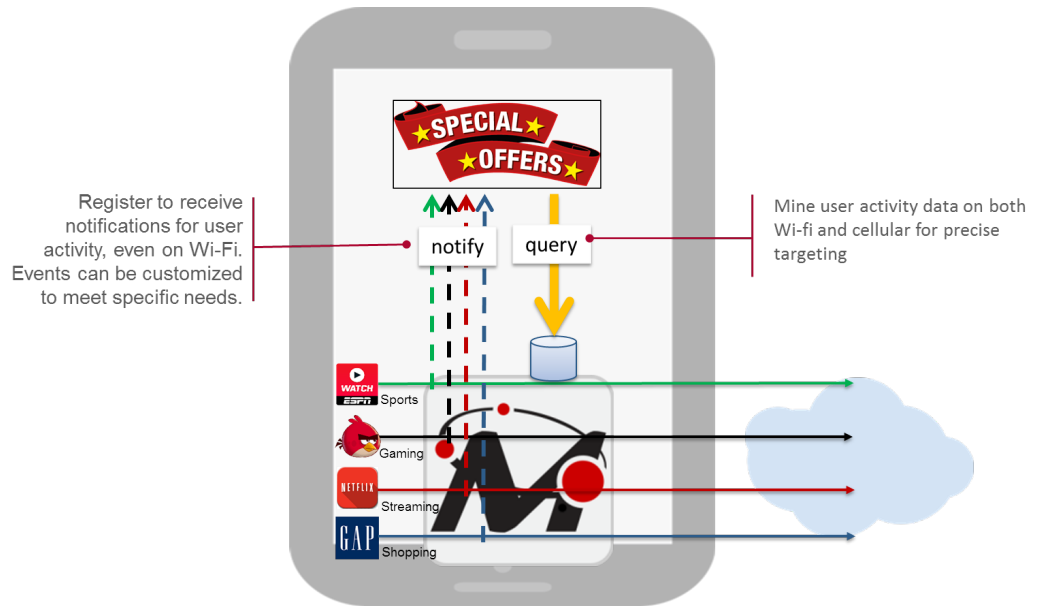
MOBOLIZE | Push

MOBOLIZE | Push helps mobile operators engage with users at the “moment of intent”, powering many data monetization opportunities for operators. MOBOLIZE | Push lets the operator sell contextually, making relevant offers to subscribers at the best possible time. Operators can differentiate their offerings, increase sales of value added services and improve customer experience.

Benefits

- ❖ Improve ROI – target campaigns directly at customers
- ❖ Increase conversion rates – contextual offers improve click-through and conversion rates by 5x to 20x
- ❖ Increase adoption – create a value proposition to attract more users to download your customer care app

Contextual marketing provides targeted advertising based on user information. The goal is to present relevant offers within the context of a user’s action, the moment of intent. Contextual offers reduce the user annoyance and generally have click-through and conversion rates five to 20 times higher¹ than conventional offers.



HOW IT WORKS

Mobilize’s patented software sees all device network traffic – cellular and Wi-Fi. All data traffic is routed through the Mobilize app. This gives Mobilize unique, real-time insight into user traffic information. Through our API, any app can be notified of pre-defined events in order to make specific offers to users, or query these insights at any time.

EVENTS

Partner apps register to receive real-time notifications about user activity. Examples of events:

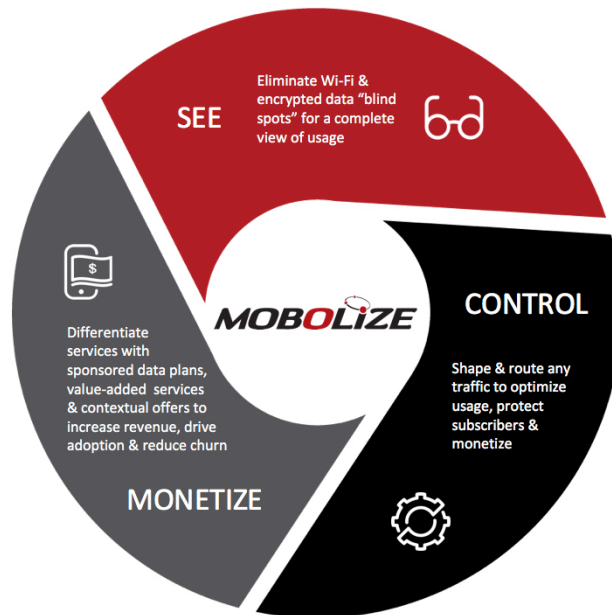
- Little or no data remaining on data plan.
- SIM card changed.
- How much data an app uses.
- Which app name (package) is being used.
- Domains being used per app, or across all apps.
- Category of app: sports, gaming, news, etc.
- Connection to a Wi-Fi network.

BENEFITS TO NETWORK OPERATORS

- Real-time traffic alerts help upsell services.
- Deliver relevant offers and opportunities, at the right time, at the right place.
- Sell data plans and services based on what subscribers are doing at the moment.
- Configure event watching (e.g. accessing a certain app or website).
- Send real-time notifications (e.g. customer care app).
- Understand the user's context to make the best offer, increasing conversion rates.

MOBOLIZE | Push System Requirements

- ❖ Android
 - 4.3 and above
 - Download or Preload
 - APK or SDK
- ❖ iOS
 - 9.0 and above
 - Download
 - IPA or SDK



About Mobolize

Mobolize's software enables telecommunications operators to See, Control and Monetize all the data on users' mobile devices on any cellular or Wi-Fi network. Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), handset manufacturers, and third-party developers use Mobolize's mobile data orchestration solutions to enhance customer experience and increase revenue.

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