



# Personalized Advertisements



*Real-time Promotions*



*Packages & Bundles*



*Contextual Recommendations*



*Personal Dialogue*

## Personalized Advertising with the Pontis Integrated Marketing System™

Personalized Advertising is the ability to precisely target an advertising campaign to the right customers at the optimal time. With the Pontis Integrated Marketing system, marketers can leverage customer usage history and profiles to define target segments. Real-time behavioral triggers ensure that the timing for communicating advertisements is optimized for maximum impact. Pontis provides an integrated view of a campaign across channels, along with detailed feedback and analysis.

## Realizing the Potential of Mobile Advertising

The latest on-demand services provide a unique opportunity to target exactly the right audience at the most effective time. Communications Service Providers now have access to a wealth of important customer information including demographics, psychographics, location, and current behavioral context. In contrast, traditional broadcast services support only a small subset of parameters, such as demographics and time of day.

## Pontis Integrated Marketing System™

The Pontis Integrated Marketing System™ is a comprehensive solution for definition, execution and analysis of targeted marketing offers. By automating marketing and sales processes across multiple platforms and channels, the Pontis system enables service providers to target customers with personalized offers based on their profiles, preferences, and real-time behavior.

Personal advertising also supports new business models such as free or sponsored content that promote business for both the service provider and the advertiser, while subsidizing content and services for customers.

Pontis Personalized Advertising works as an integral part of a service provider's advertising infrastructure to enable accurate targeting and contextual communications that lead to high response rates.

### Proven Business Benefits

Personalized Advertising can benefit the entire value chain, from service providers and sponsors, to content providers and customers.

**Increased revenues:** On-demand advertising can drive business for both sponsors and service providers in a mutually-beneficial way.

**Customer satisfaction:** Customers resent mass advertising, but relevant, targeted ads that include free or discounted products are often welcomed.

# personalized advertisements



**Promote new services:** Personalized advertising can be an effective means to promote new services to the right audience.

**Promote brand:** Advertisers can promote their brand cost-effectively – only to exactly the right audience at the most relevant time.

**Customer analysis:** Daily campaign response reports provide important information about customers that can be leveraged for future campaigns.

## Know Your Customer with Pontis

As part of the Integrated Marketing system, Pontis Personalized Advertising provides marketers with valuable information that translates into well-defined customer segmentation. Pontis collects, analyzes and manages information about customer behavior including browsing, purchasing, and provisioning. This usage history can be combined with real-time behavioral triggers to show ads at the time when they are likely to have the most impact.

Pontis enables marketers to coordinate ads across multiple communication channels to ensure consistency, enforce repetition policies, and create the right mix between exposure to internal campaigns and sponsored advertising. Marketers can select the optimal placement and positioning for banners and communications with up-to-date statistical information about visit rates of potential locations by all subscribers or specific population segments.

## Customer Analysis – The Key to Ongoing Success

A crucial part of the 'dream, design, launch, measure' concept is the ability to analyze runtime results. Pontis analyzes customer behavior and generates a variety of customizable reports that help marketers to assess ad campaigns and plan for the future. For example, Pontis can show whether a sponsored service was purchased - and when - in relation to the time an ad was displayed.

## Pontis Personalized Advertising

- Delivered to targeted segments to ensure relevance to customers
- Communicated in response to behavioral triggers for optimal timing
- Coordinated across channels
- Increases sales while maintaining minimum intrusiveness to assure customer satisfaction
- Provides in-depth analysis to enhance the effect of future campaigns
- Supports new business models
- Works as an integral part of an advertising framework