



Real-time Promotions



Packages & Bundles



Contextual Recommendations



Personalized Advertisements



Personal Dialogue

Promotions with the Pontis Integrated Marketing System™

The Pontis Integrated Marketing system features the ability to launch promotions, an important type of offer that includes a special benefit for a limited time and a specified target audience. Pontis Promotions enable Communication Service Providers (CSPs) to meet specific business and revenue objectives while creating synergies across various service platforms. With Pontis, marketers can design and execute targeted, usage-based promotions in a matter of hours.

Rapid, Intuitive Design with Business Templates™

With the Pontis Business Desktop, marketers can easily define and launch promotional offers using intuitive Business Templates – each representing a different marketing program. Business terms such as eligible segment, benefits and real-time messages provide a differentiated, personalized user experience.

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.

Achieving Business Objectives

Pontis has developed more than 20 different Promotional Business Templates to support a wide variety of business objectives. Service providers can choose the Business Templates that suit their current needs, and add others as requirements evolve. A few examples include:

Service Introduction Templates

Subscription Benefits

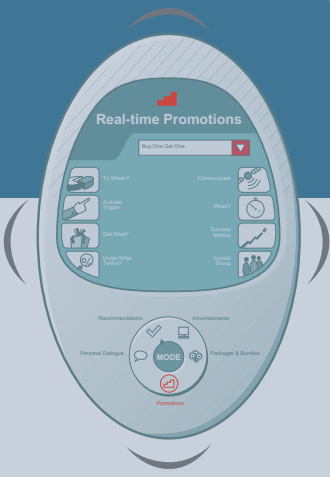
CSPs use subscription benefits regularly to both attract and retain customers. With the Pontis Subscription Benefits Business Template, CSPs can easily implement a variety of promotions designed for different segments, and market them effectively in response to behavioral triggers.

Extend Usage Templates

Buy One Get One

Buy One Get One programs are an effective way of leveraging established products to stimulate impulse purchases and increase purchase size. With the Buy One Get One Business

real-time promotions



template, a subscriber receives a benefit such as a discount as a result of purchasing a digital item. The template provides the flexibility to combine products and services from different lines of business.

Volume Benefits

With the Volume Benefits Business Template, CSPs can drive sales by rewarding customers for increasing their consumption of services. The template defines the benefits the customer receives as a result of reaching a volume threshold within a given timeframe. The Pontis system tracks usage and notifies the customer about his status.

Expand User Base Templates

Tell a Friend

CSPs can provide incentives for customers to refer content and applications to their friends. For example, refer an SMS subscription service to a friend, and receive 50% off on your next two months subscription. With the Tell a Friend Business Template, CSPs can create referral programs that match the incentive to the customer's lifestyle.

Happy Hour

A Happy Hour is characterized by special terms that are available at a specified, recurring time. With the Pontis Happy Hour Business Template, it is possible to create a wide variety of Happy Hour programs and to manage the scheduling, eligibility and pricing from a single point of control. Happy Hour can provide lasting value and serve as an important differentiator.

Loyalty and Retention Templates

Top-up Benefits

The Top-Up Benefits Business Template enables CSPs to create a compelling assortment of top-up incentives that are targeted at specific segments. Communications promoting the benefits can be triggered by a low balance threshold and other events to ensure maximum response.

Partnership Templates

Sponsored Coupons

The Sponsored Coupon Business Template enables creation of coupons for a joint promotion. These coupons can be sold or given to partners for distribution at their point of sale.

Pontis manages the coupon lifecycle from generation to expiration, the benefits it creates (for example, a fashion channel subscription subsidized by the partner) and associated rules such as the amount of times the coupon can be used by the subscriber or household.

Defining the "Value Path"

The Pontis system enables marketers to execute a long term promotional strategy. For example, you can define a promotion for a target segment to achieve a certain business objective, as reflected by defined Key Performance Indicator values. You can also define automatic reminders and fall-back offers for customers that did not respond. Follow-up promotions can be offered automatically to those who did respond to the promotion.

Pontis Promotions

- Rapid design and launch of promotional offers from your Business Desktop
- Intuitive business templates support a rich variety of marketing programs, benefit types and business objectives
- Accurate targeting based on profiles, segments, and real-time behavior
- Synergy across channels and service platforms
- Value path management including reminders, follow up and fall-back offers
- KPIs and analytics to provide actionable intelligence
- Portfolio management for large numbers of concurrent offers