

Product Portfolio



Mobile Marketing with Channel Mobile
It's time to harness the power of mobile!!

The Power of Mobile



In the past 5 years, mobile penetration has grown from **30%** to **well over half** of the population



Nigeria represents the largest share of subscribers - **95 million**



The African market is expanding **nearly twice** as fast as Asia's



Increasing demand for mobile advertising is ever present



Operator revenues - **\$5.4 trillion** cumulative 2013 - 2017



Analysts predict a **SIM penetration of 97%** in 2017



Mobile data traffic expected to grow by **79% annually** from 2012 - 2017



Why Advertise with Channel Mobile?

REACH



RELEVANCE



REWARDS



RESPONSE



ROI



REPORTING



What We Can Do For You

Choose from our portfolio of world-class mobile advertising solutions to:

- ✓ Maximize your traditional marketing campaigns.
- ✓ Effectively target your campaigns by location, demographics and other criteria.
- ✓ Generate immediate responses.
- ✓ Quickly gain intelligent market insights.
- ✓ Deliver rewards in the form of airtime, coupons, vouchers or content directly to a customer's cellphone.



Our Offering

- ✓ Bulk SMS
- ✓ Bulk MMS
- ✓ USSD
- ✓ Premium Rate SMS (Short Codes)
- ✓ Reverse Billed Short Codes
- ✓ Reverse Billed Long Codes

- ✓ Mobile Banner Advertising
 - ✓ 'Please Call Me' advertising
 - ✓ Vodacom Live!
 - ✓ Google AdWords

- ✓ Mobile Rewards
 - ✓ Airtime vouchers
 - ✓ ABSA Cash Send
 - ✓ Mobile Couponing

- ✓ Mobile Website



Bulk SMS

- ✓ We provide a **web-based and email SMS application** for the sending of single and bulk SMS.
- ✓ Easily connect to our SMS gateway.
- ✓ No third party software or hardware to be installed.
- ✓ Rapid Response & Delivery.
- ✓ Competitive Rates

Features

- ✓ Rapid and reliable delivery
- ✓ Personalizing messages to recipients
- ✓ Sending long messages (+160 characters)
- ✓ Scheduling messages for future delivery
- ✓ Delivery reports
- ✓ Replies
- ✓ Managing databases
- ✓ Full reporting for campaign management and feedback



Bulk MMS

- ✓ **Bulk MMS** allows you to send pictures, sound clips, video clips and up to 5 000 characters of text. Your MMS Media can be sent to our design team, who will then compile, preview, test, and send your MMS or save it to be sent at a later stage.

BULK MMS Features

- ✓ Bulk MMS Announcements
- ✓ Targeted MMS
- ✓ Personalized MMS
- ✓ Interactive MMS
- ✓ Direct response



- We can assist with Creative Design, Professional Voice Over, Conversion, Set Up, Management, Data Preparation and Reporting on all MMS Campaigns.



USSD

- ✓ **USSD** stands for **Unstructured Supplementary Services Data**. It is a technology used to send information (usually text menus) between a mobile phone and an application on a mobile network.
- ✓ USSD Codes can encompass once off requests or interactive navigation with a menu based application and is extremely effective when targeting a **lower LSM** as it is supported by **all handsets** and **networks** and requires no internet to connect – it therefore has **great reach and adoption** within your market.

Features

Create a mobile based menu driven application for your business. These can revolve around:

- ✓ USSD Mobile Surveys
- ✓ Client feedback forms
- ✓ Polls
- ✓ Information requests
- ✓ Questionnaires
- ✓ USSD based competitions for database building
- ✓ Mobile based research tools



Short Codes

Premium rate SMS (short codes) has become a key touch and contact point in Mobile Marketing Campaigns. Channel Mobile offers a simple, smart and easy way to manage short code campaigns.

What is a Short Code?

- ✓ A Premium Rate SMS number is a 5 digit short code (e.g. 31941) that carries a **standard** or **premium** charge. Using a short code allows businesses the functionality to **generate sales leads**, **compile databases** and **create revenue**.
- ✓ We will provide you with a **dedicated short code** so that all SMS's into that number you will receive the revenue from.

What You Can Do:

- ✓ Manage and run SMS competitions
- ✓ Create an opt in database
- ✓ Create Sales Leads
- ✓ Create revenue generating opportunities
- ✓ Push Mobic Site links or content to customers
- ✓ Run a quiz or survey
- ✓ Create a donation service



Reverse Billed Short & Long Codes

What Is A Reverse Billed Short Code?

- ✓ A Reverse Billed Short Code is different to a Premium or Standard Rate Short Code in that there is **no cost** to the end user, but a fee per message is billable to the client.
- ✓ Therefore, the client pays every time a user SMS's into their short code.

What Is A Reverse Billed Long Code?

- ✓ A reverse billed long code enables users to reply to an SMS for free. Therefore, there is no cost to the end user, but a fee per message is billable to the client.
- ✓ Therefore, the client pays every time a user replies to the SMS.

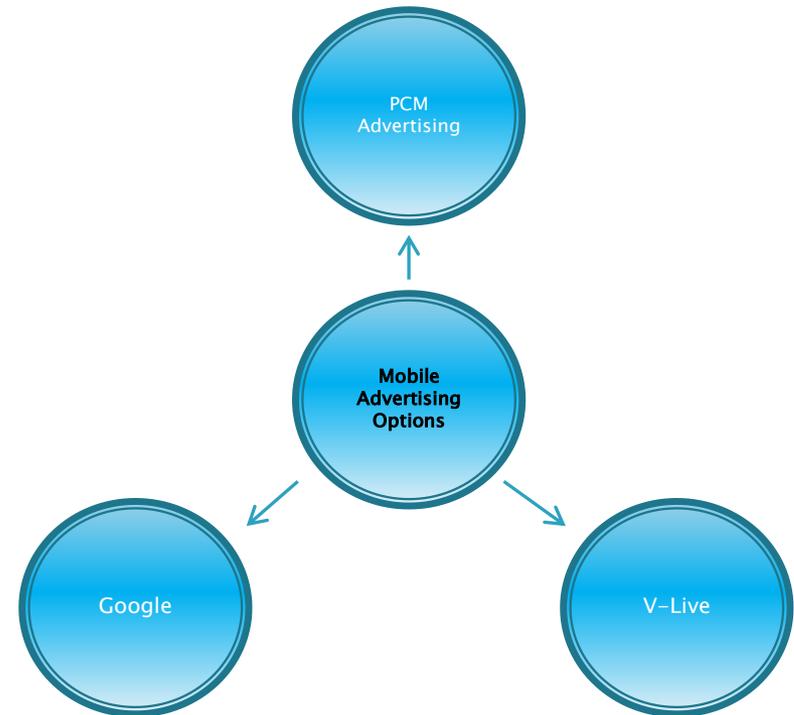
Benefits:

- ✓ Higher response rate
- ✓ No barriers to entry



Mobile Banner Advertising

- ✓ Want to be seen by your target market?
- ✓ At Channel Mobile, we have the platforms to effectively **target & reach** your demographic.
- ✓ We **create, implement & track** your banner ads to ensure maximum **visibility** and **engagement**.
- ✓ Through analytics we provide concise **reporting and data** of your target audience, gaining invaluable **consumer insights** for you.



Please Call Me Advertising

What is Please Call Me?

Please Call Me is a **free** network used to reach urban/rural areas. A text message, with optional call to action, is tagged to the end of the Please Call Me message.

Benefits

- ✓ Create awareness
- ✓ Drive engagement
- ✓ Build relationships
- ✓ Many call-to-action options
- ✓ Supports all handhelds
- ✓ No internet connection required
- ✓ Supported by all networks

Who's the audience?

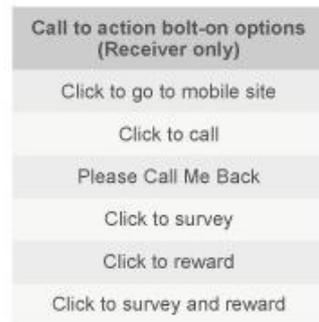
- ✓ LSM 1 - 10
- ✓ Both feature phones and smartphones



Text of a PCM sender message



Text of a PCM receiver message



Vodacom Live!

V-Live

- ✓ SA's largest site and content portal
- ✓ Covers games, music, news, sport, weather & entertainment
- ✓ It's free to browse to Vodacom customers
- ✓ 5.1 million unique visitors every month

The Audience:

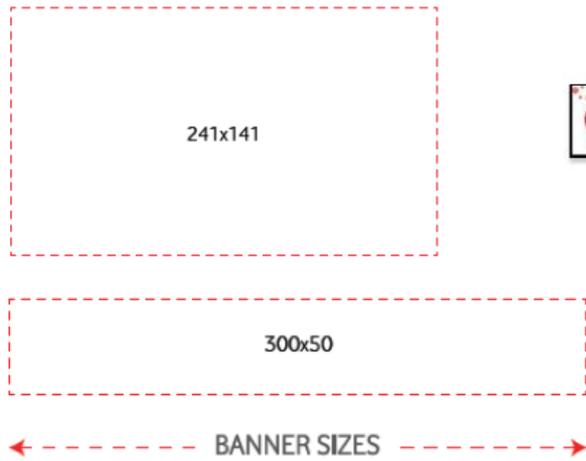
- ✓ LSM 5 - 10
- ✓ Mostly feature phones
- ✓ 25 - 35 years old
- ✓ 50/50 male/female
- ✓ Nationwide



vodacom

Advertising on V-Live!

Display Advertising Options



Call-To-Action Options

Click to Mobile Site

Click to Call

Click to SMS

Click to Application

Click to Twitter

Click to Facebook





Mobile Marketing on Google AdWords

Every second, 12 000 people search Google for something, visit somebody's website or make contact with that search enquiry. That means 720 000 people a minute. Every minute. All day long.

The question is, are they finding your website? Are they in contact with you? Are they buying from you?

With AdWords Enhanced Campaigns, advertisers are given four main advantages for mobile advertisements:

- ✓ Offer Extensions
- ✓ Site Link Extensions
- ✓ Click To Call Extensions
- ✓ Location Extended Targeting



Google has seen a **400%** increase in the number of searches on mobile devices



Africa trailed only South Asia as the region with the largest average mobile growth rate from 2000 - 2011. (World Bank)



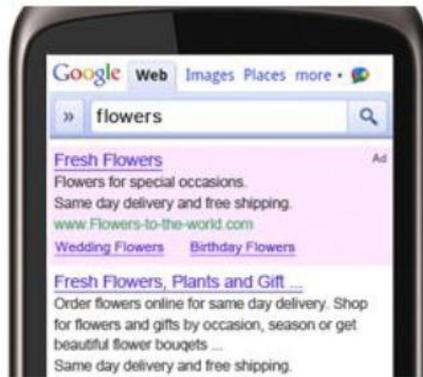
1. Offer Extensions

Offer extensions help you drive more foot traffic to your store or local business by distributing your promotions through your mobile campaigns on Google.



2. Site Link Extensions

Advertise other services and products available and send the user directly to them.

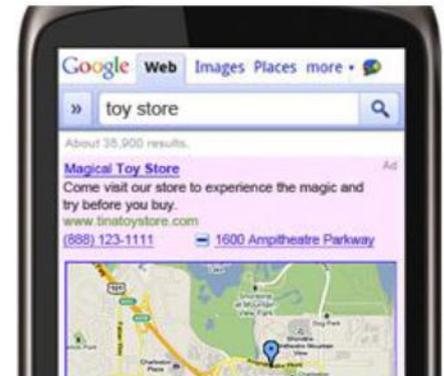


3. Click-To-Call Extensions

Allows users to communicate with your business directly rather than accessing your website.



4. Location Extensions



Targeting Options

LOCATION



HANDSET



OPERATING SYSTEM



PREPAID/ CONTRACT



TIME OF DAY



DAY OF WEEK



Mobile Rewards

Airtime Rewards

- ✓ Send your customers airtime directly to their mobile phone.
- ✓ Messages can contain the voucher number or be pin-less.
- ✓ Extremely effective for competitions

Cash Send

- ✓ Reward your customers with instant cash prizes.
- ✓ Send an SMS with the voucher number and pin.
- ✓ User goes to any ABSA ATM, punches in the number and pin, and receives cash instantaneously.



Mobile Websites

- ✓ Channel Mobile offers the development of bespoke **Mobile Websites** or **Mobi Sites**.
- ✓ Mobile sites can be static, offering only content or, dynamic to enrich the user's experience.
- ✓ Dynamic sites can include credit card processing and call back functionality linked to a database.
- ✓ WAP Push Messaging can be seamlessly implemented to allow the SMSing of WAP URL's to their client's mobile phone.
- ✓ This will allow for easy connection to, and bookmarking of, the mobile phone website on the user's mobile phone.



Thank You



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