

Atlas introduce SELF Financed Interactive promotions for mobile operators

The most powerful and effective Mobile Marketing Campaign with proven Measurable Results & ROI powered by Newsphone - Atlas.

WE CREATE YOU SUCCEED

What we do

We know how to add a VALUE to your Mobile operator BRAND

HOW ?

- ▶ By generating excitement, admiration and enthusiasm through SMS and mobile interactivity.
- ▶ We have developed a set of sophisticated tools For Scenarios, personalized incentives, SMART SMS texts, re-activation procedures, validated many times

RESULTS:

- ▶ Maximize effectiveness and response by: Using words, dialogues and ideas to give consumers a journey worth going on

Our objectives:

- ▶ At ZERO COST for mobile operators
- ▶ Increase Market share and Brand Preference
- ▶ Accelerate acquisition of new Customers
- ▶ Increase ARPU by generating revenue from VAS
- ▶ Use an element of innovation (to Tie with Brand image)
- ▶ Reduce the Churn
- ▶ Rate
- ▶ Grant your subscribers with daily prizes enabling brands to connect with their audience.

Why ATLAS?

- ▶ Design SMS promotions for large mobile operators of unprecedented size, excitement and custom made to a brand's specific needs/profile
- ▶ Undertake 100% the project investment risks
- ▶ GET paid from the revenues generated from SMS participation

Daily prizes of 1000 \$
Weekly prizes of 10,000\$



100 Days 100 Cars

