

Tekelec SMS Advertising

Benefits at a glance

- Increases operator revenue from SMS
- Reduces subscriber churn
- Presents actual and relevant content
- Allows accurate sponsor charging after successful record delivery

Business Requirement

Short message service (SMS) is growing at a blistering pace globally, and indications are that the trend will continue well into the future. Some analysts predict a 50 percent growth rate in the five-year period between 2007 and 2012.

Operator margins for the service, however, are not growing at a proportional rate – only 32 percent in the same period. As the revenue per SMS message declines, operators are looking for ways to bolster their bottom line.

Challenge

The combination of increasing competition and subscriber expectation for bundled messaging plans is driving the decline in SMS revenues. Operators face a dual challenge – how to increase profitability with new revenue streams and reduce customer churn.

Solution

Tekelec's SMS Advertising solution enables providers to generate new revenue and increase subscriber loyalty by leveraging their SMS networks to create relevant, targeted advertising. With the application, operators insert message text or advertising before or after the existing, incoming SMS content. Carriers can create time- and location-based advertising programs and, by using subscriber profiles, target content to match individual preferences.

Tekelec's solution enables providers to insert any text feed into incoming SMS messages for a subscribed mobile recipient including:

- Commercial text for sponsored SMS
- Voicemail enrichment such as a season's greeting
- News and sports flashes
- Enrichment of other enhanced SMS services such as SMS forwarding and SMS copy
- Text ads for new service offerings

The system takes care of the message handling functions such as segmentation and acknowledgements. The solution manages both non-concatenated and concatenated messages and preserves standard SMS features like status-report handling.

Benefits

The SMS Advertising solution provides a number of advantages for operators in their SMS networks:

- Increases operator revenue from SMS.
- Reduces subscriber churn by offering incentives to take part in mobile advertising programs.
- Records successful delivery, allowing accurate sponsor charging.
- Presents actual and relevant content based on target profiles. The latest information is inserted in every delivery attempt.



USE CASE 1: ADVERTISING CAMPAIGN USING MOBILE ADVERTISING

Problem

A sponsor using mobile advertising wants to deliver a week-long campaign to a targeted group of subscribers.

Solution

- Subscribers that are to receive text inserts are provisioned via a simple text-based interface to the application. Provisioning updates are possible without service interruption.
- Up to 1,000 text inserts can be configured, each consisting of a combination of prologue and epilogue text. The actual text insert used is selected from the active text inserts.
- Text inserts can be grouped into as many as 100 categories, each of which has a configurable active period. This feature enables campaign delivery scheduling based on a day of the week, specific days of the week or even a repeated time period each day.

Benefits

- Increases revenue by enabling focused sponsorship.
- Reduces subscriber churn by offering free or discounted SMS for receiving ads.

USE CASE 2: SPONSORED MESSAGE REPORTING CAPABILITIES

Problem

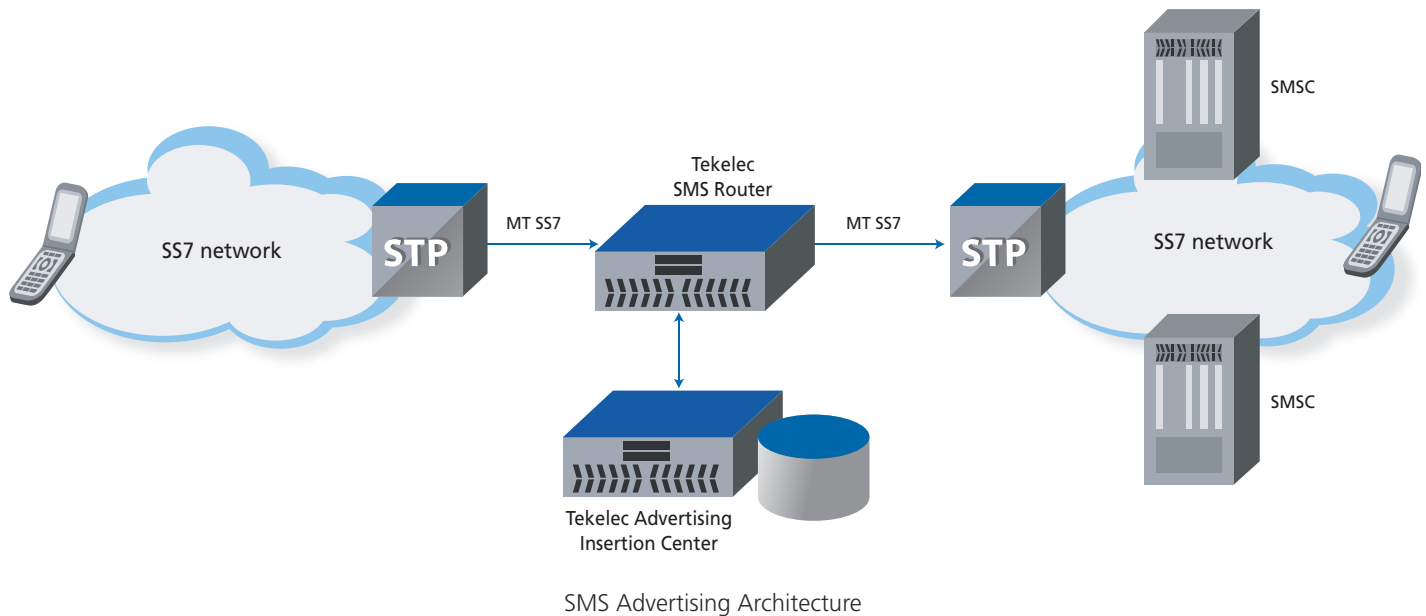
A wireless operator offers a mobile advertising solution with inadequate capabilities to track successful delivery of sponsored SMS.

Solution

- A counter tracks each time a text insert is delivered successfully.
- Each text insert can have up to 100 owners or sponsors associated with it. The system provides a counter per owner, which tracks the number of times the advertiser's or sponsor's insert was successfully delivered.
- Successfully delivered text inserts are recorded in call detail records (CDRs), which reference the owner/sponsor.

Benefits

- Tracks successful delivery of mobile advertising accurately.
- Increases SMS revenue.



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