

# Mobilera – Campaign Management

**Client:** Mobilera

Mobilera is a leading CRM based mobile marketing and advertising company. Their vision is to put “mobile human being” as a guide for all their activities and operations. Today the company operates in 9 countries.

**Country:** Netherlands**Industry:** Telecommunications

**Business challenge:** Mobilera assists numerous clients from generation idea and creative services, to custom designed and implemented CRM based mobile marketing, innovative interactive portal designs and applications on the web, WAP and touch screens and utilizing the niche aspects of the Bluetooth marketing as well. All of this requires accurate campaign management.

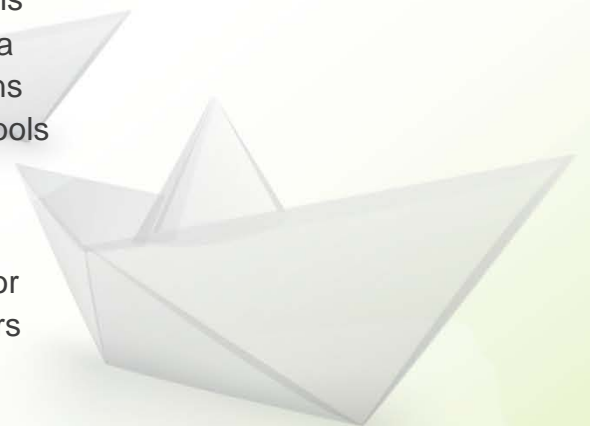
**Solution:** Application for campaign management

**Seavus** founded the solution on an international basis with the synergy of GSM and IT based companies, as a software, hardware, consultancy and complete solutions provider, utilizing the modern hardware and software tools for tailor-made solutions.

The solution is for building and managing a user and transactional database, where users can be targeted for mobile and web based marketing. The idea is that users

**Benefits:**

The Campaign Management application enables the client to implement targeted mobile marketing campaign. Besides, it enables the advertiser to create better connection and communication with the audience by tracking the performance of the campaign, hence it facilitates in better future performance when advertising.



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will be able to register to the service and at the same time accept to be exposed to mainly two types of marketing:

- The user can (on request) enter web and WAP/WEB pages; on these pages, marketing material will be exposed
- The user can be able to download mobile ring tones from the platform

In return, the user will be awarded units (e.g. free SMSs or non GSM awards).

The application shall be centralized i.e. it will enable communication with:

- Operator
- Content provider(s)
- Advertisement server(s)
- Search server(s)

This will enable the Customer to benefit in time and reduce the manual work and administrative costs.

***Technologies utilized:*** The solution was built on:

- Microsoft .NET Framework with ASP.NET technology
- Web Forms and XML
- Web Services
- Microsoft SQL Server 2005

