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SOLUTION MARKETING
MAVENIR



A blue-tinted collage background featuring a city skyline at night, a satellite dish, a person using a laptop, and abstract light patterns.

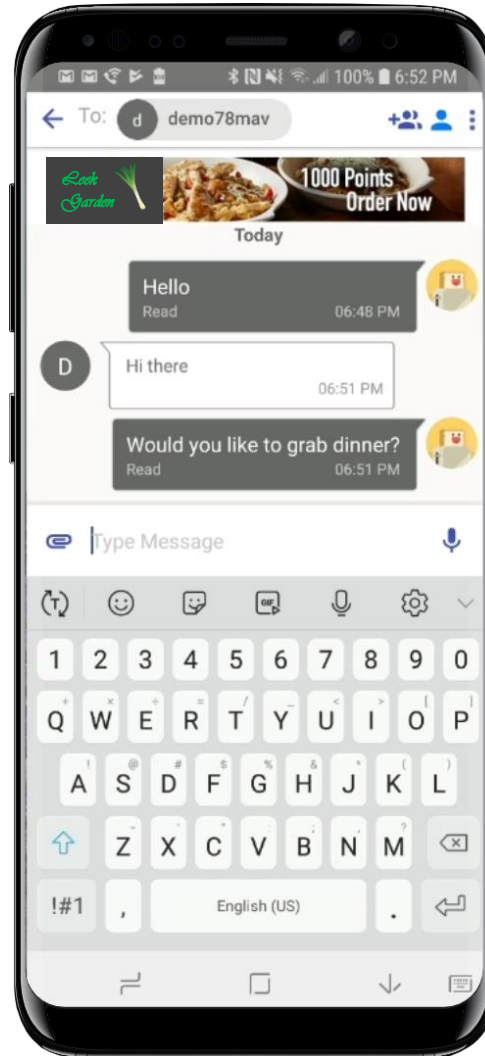
Ad Sponsored Messaging using RCS

mavenir.com

Sponsored Messaging While Preserving the Clean Channel

Why sponsored messaging

- Monetization opportunity
- Proven business model (web search)
- Enhanced user experience

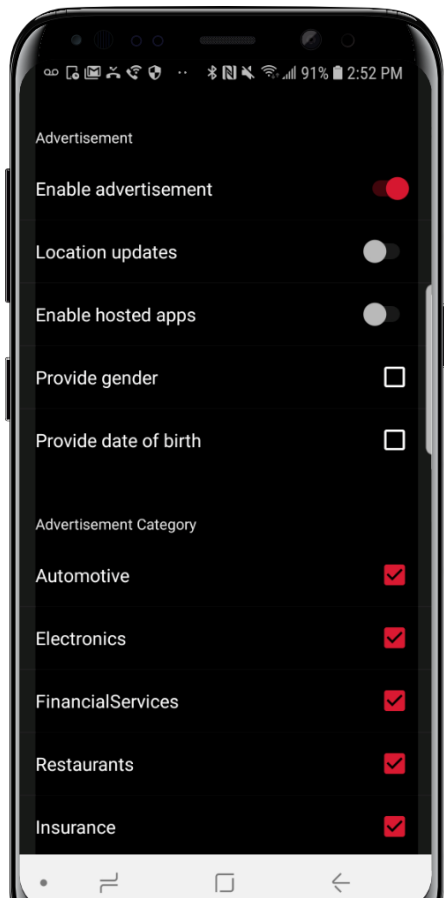


Needs to Ensure:

- Focus on providing value to all parties
- Opt in/out mechanisms
- Minimal disruption to user experience
- Limited to P2P interactions
- User data protection and anonymity (aliasing)
- User Rewards to promote adoption

How it works

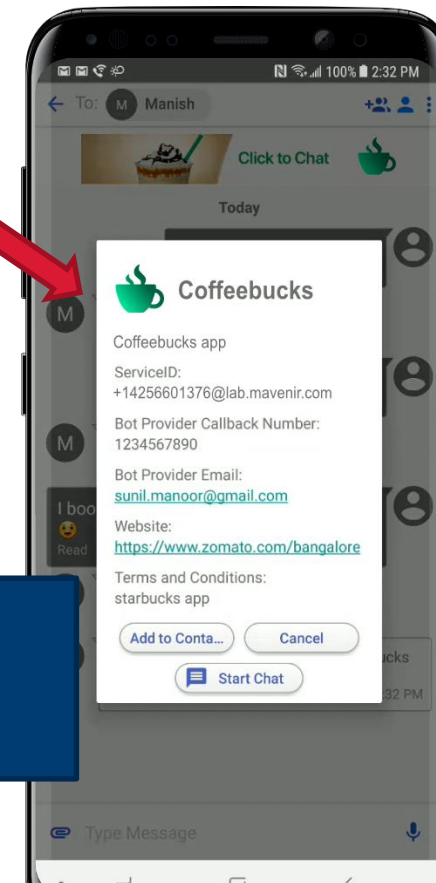
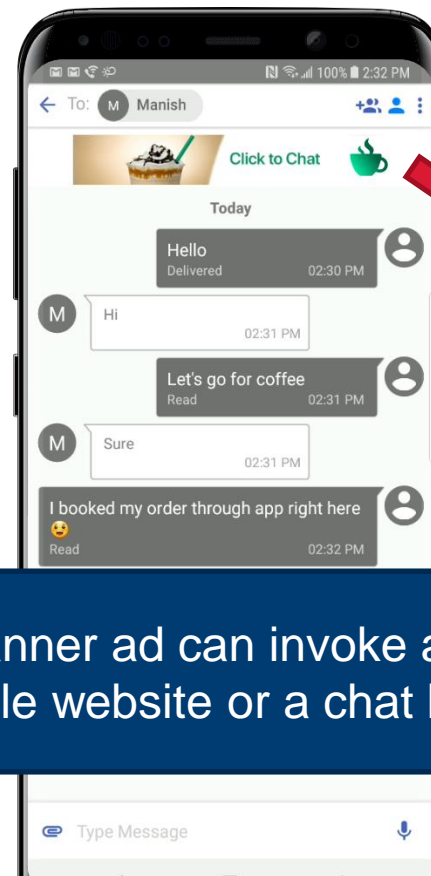
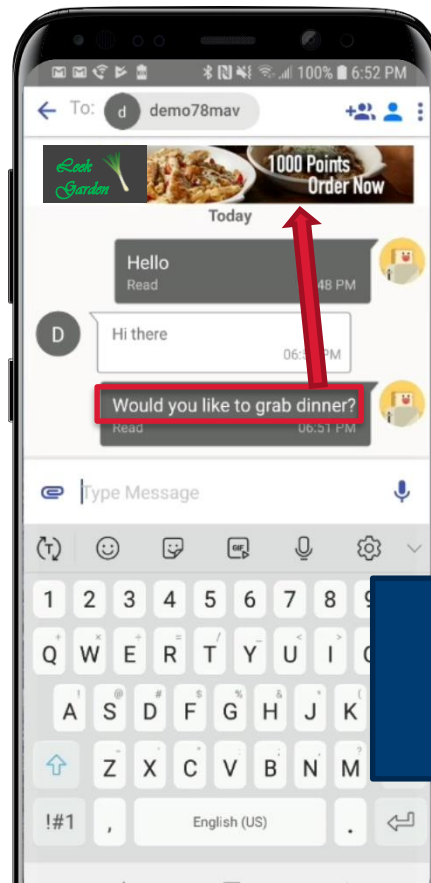
Conversations identified using machine learning and contextual ads displayed non-intrusively



Opt-In

Control over personal information

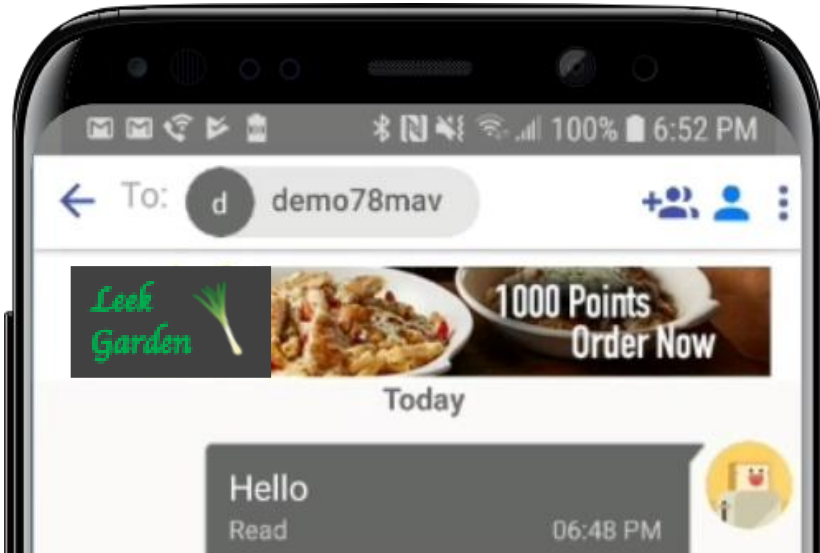
Advertisement Categories



Banner ad can invoke a mobile website or a chat bot

Ads pushed to user in the context of the conversation without using cookies or advertising ID from external sources and using aliasing to maintain the user's anonymity and protect the operator brand

Rewarding the User to Increase Adoption



Clicking on an ad provides a benefit for the viewer

Multiple Reward Options:

- Mobile Data (popular in LatAm)
- Mobile Bill Discounts
- Points for a gift marketplace
- Other

Rewards are sponsored by the advertisers/brands

MNO obtains a profit per transaction

DEMO

THANK YOU