



**Roberto Monge**  
Chief Operations Officer

Spain Telecoming

Event Sponsor :





telecoming

RCS AS THE BIGGEST DRIVER FOR NEW  
ADVERTISING AND PAYMENT SOLUTIONS

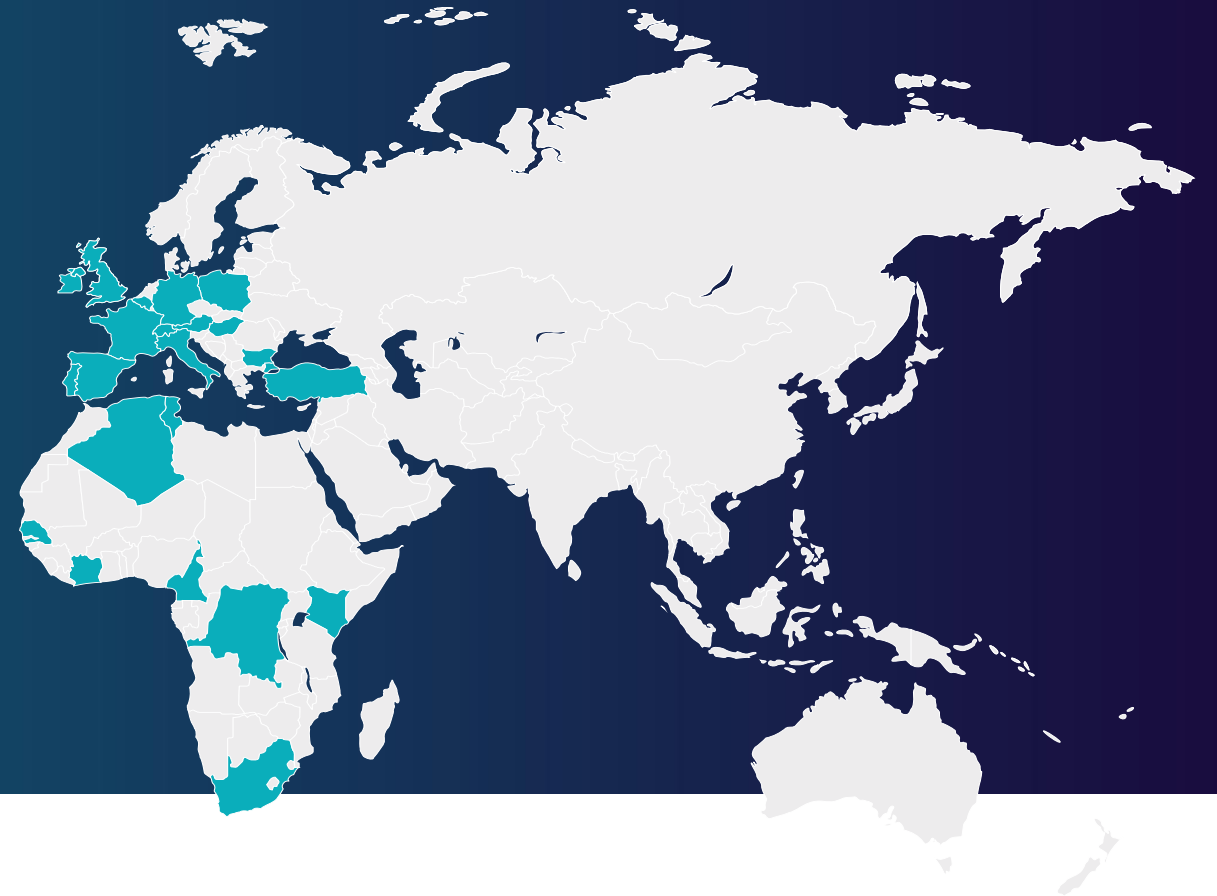
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**ROBERTO MONGE**  
**COO**

INTERNATIONAL COMPANY BASED IN  
MADRID

OPERATING IN 13 COUNTRIES  
MAINLY FOCUSED IN EUROPE AND AFRICA

TECHNOLOGY APPLIED TO DIGITAL  
ADVERTISING & MOBILE PAYMENTS



OUR ACKNOWLEDGEMENTS IN 2018



# OUR ACTIVITY



ADVERTISING - ADTECH



MOBILE PAYMENT TECHNOLOGIES



# ADTECH - TECHNOLOGY APPLIED TO THE ADVERTISING INDUSTRY

## TRAFFIC SOURCES

SEM  
SOCIAL  
RTB  
MEDIA BUYING

## AD FORMATS

DISPLAY  
NATIVE  
SMS  
SEARCH  
TEXT  
VIDEO

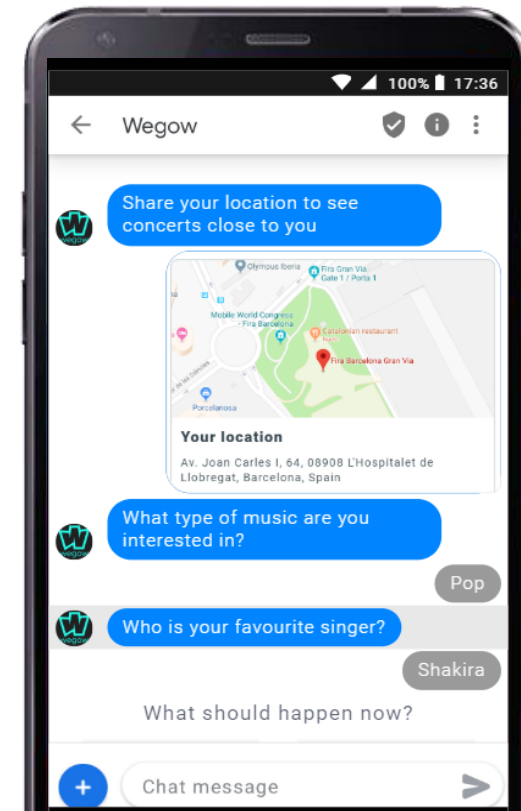
## BUSINESS MODELS

CPM  
CPC  
CPA  
CPL  
CPI

HOW IS RCS CHANGING THE CURRENT ADVERTISING LANDSCAPE?

# REAL TWO WAY COMMUNICATION

NEW DATA SOURCE  
HIGHER PERFORMANCE

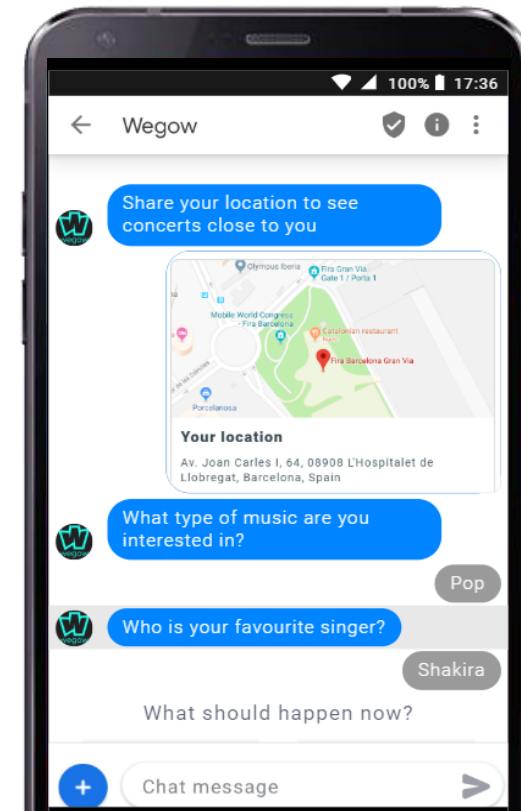


HOW IS RCS CHANGING THE CURRENT ADVERTISING LANDSCAPE?

# REAL ARTIFICIAL INTELLIGENCE



ENRICHED METRICS & ANALYTICS  
ADVANCED DASHBOARDS



# MOBILE PAYMENT TECHNOLOGIES

CREDIT  
CARD

PAYPAL

MOBILE  
PAYMENTS

## DIGITAL GOODS



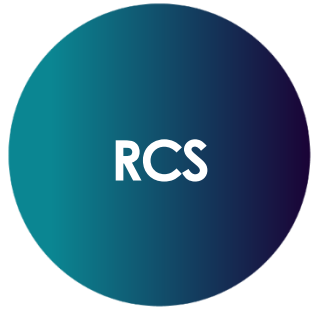
## NON-DIGITAL GOODS



PSD



# RCS AND CARRIER BILLING, THE PERFECT MATCH



PAYMENT METHODS



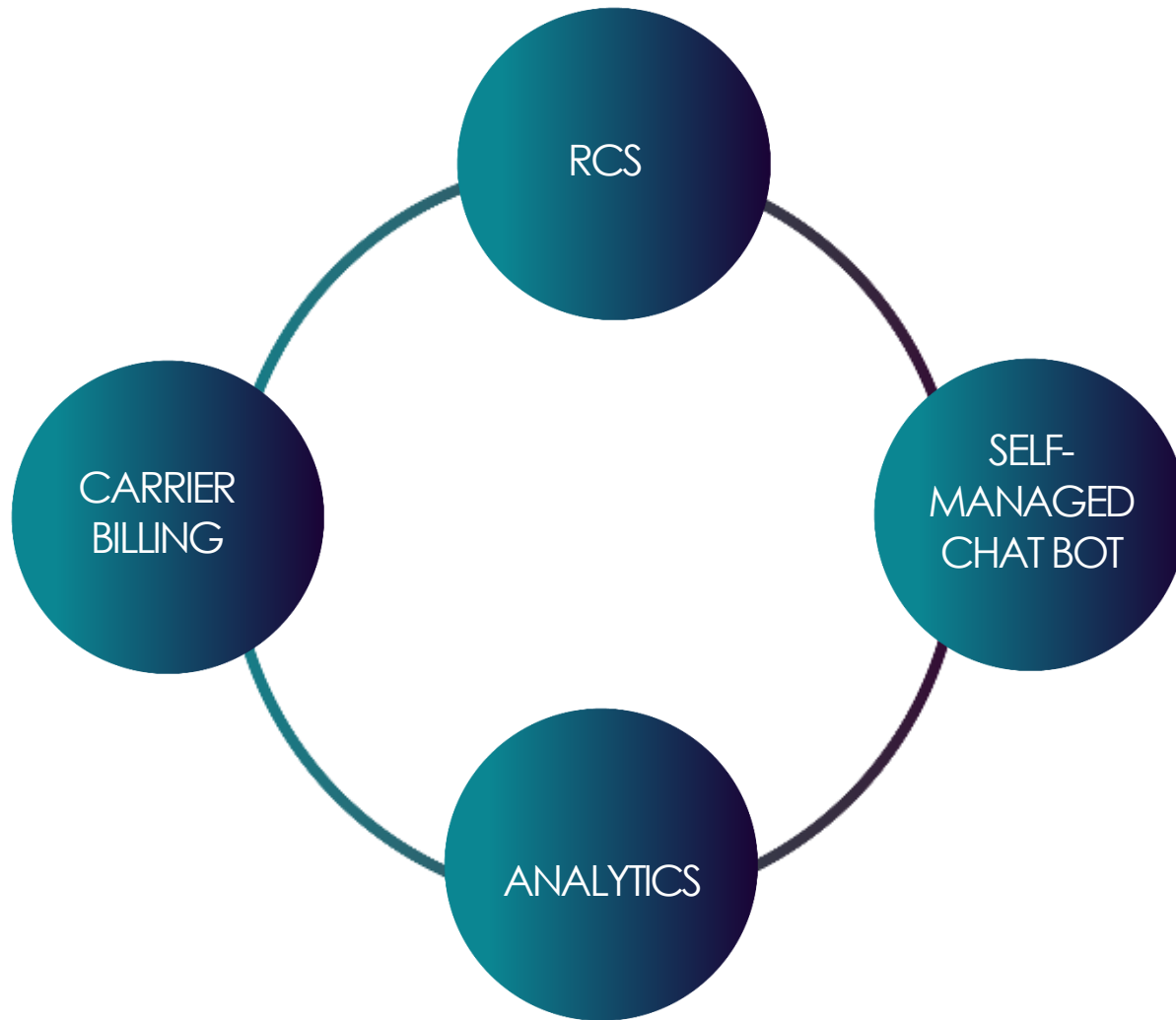
**MOBILE PAYMENTS**  
100% MOBILE EXPERIENCE

MOBILE PAYMENT METHODS



**CARRIER BILLING**  
HIGH PENETRATION RATE  
NO NEED TO SIGN UP

# A NEW WAY OF DRIVING THE CUSTOMER JOURNEY...





telecoming

THANK YOU!

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