

etisalat



98 % 

19:56

Wednesday, 15 June

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Press home to unlock





● Media Mileage



## SOLUTION PROVIDER

MEDIA MILEAGE PROVIDES A SPECIALIZED MOBILE MARKETING PLATFORM WITHIN THE TELECOM SECTOR TO PROMOTE BRAND RECOGNITION. HAVING A DECADE OF EXPERIENCE UNDER OUR BELT, WE HAVE LEVERAGED THIS TOOL TO DEVELOP MANY A POTENT PLAN THAT HELP MAINTAIN THE COMPETITIVE EDGE AND OPTIMIZE BRAND APPEAL & LOYALTY.





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## Benefits of SMS Marketing.

- 91% of the people have their mobile device within reach 24/7.
- 67% of cell owners find themselves checking their phone for messages, alerts, or calls.
- It takes 90 minutes for the average person to respond to an email and just 90 seconds to respond to an SMS message.
- 70% feel using a SMS/text message is a good way for an organization to get their attention.
- 87% of millennials always have their smartphone at their side, day and night.
- 78% of millennials spend over 2 hours a day using their smartphones.
- 68% of millennials consider their smartphone to be a personal device.
- 44% of cell phone owners have slept with their phone next to their bed because they didn't want to miss any calls or text messages.
- 76% report that they are more likely to read a message sooner if it's a SMS/text message than if it is an email.
- 65% of smartphone users check their phones within 15 minutes of waking.
- 64% check their phones within 15 minutes of going to bed.

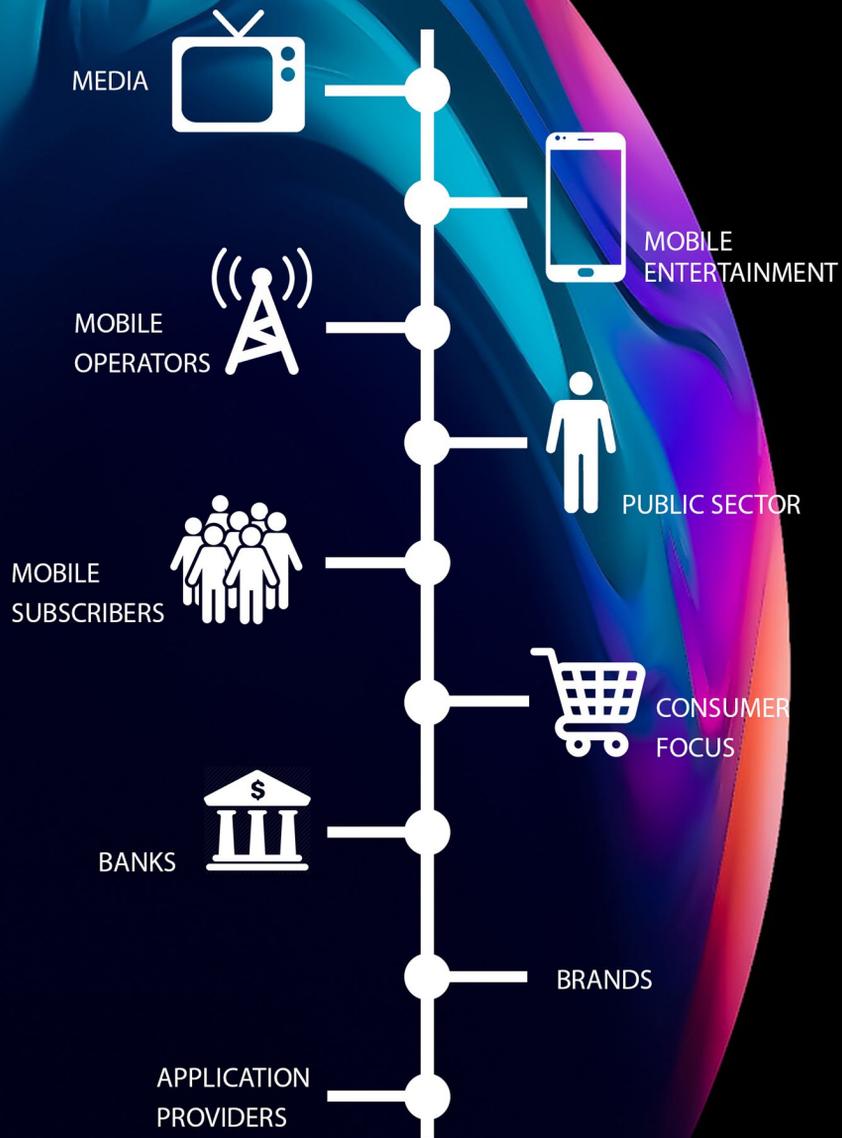
Type Message...





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## OUR AREAS OF EXPERTISE



Type Message...





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## THE MOBILE MARKETPLACE



### PERCENTAGE OF ALL INTERACTIONS ( EXCLUDES EMAILS, SMSs, & VOICE CALLS)

01%	04%	07%	11%	12%	19%	46%
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### AVERAGE MINUTES PER MONTH PER USER (METERED)

21	47	61	133	126	410	864
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Type Message...





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## BENEFITS OF SMS MARKETING



- 90% of all SMS messages are opened and read by the recipient, and on average within 5 seconds.
- 20% of the emails that are opened, the average open time on these is about 48 hours, so if you want to make sure that your message is seen by the highest percentage of people in your marketing database - choose SMS.
- SMS has an average conversion rate of 8% - compared to a 2% for email and 1% for web. So your call to action is clear and powerful.
- SMS marketing is an inexpensive method of communication in comparison to traditional marketing.

Type Message...





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## CASE STUDIES

### CAMPAIGN SYNOPSIS

- SMS PROMOTION TO WIN A MINI



### DYNAMICS

- WITH EVERY MEAL A COUPON WAS GIVEN.
- THE COUPON CODE WAS SENT TO US VIA SMS.
- AT THE END OF THE PROMOTION, A MINI WAS GIVEN OUT.
- PROMOTION ADVERTISED ALL OVER UAE.
- RECEIVED THOUSANDS OF ENTRIES.

### CAMPAIGN SYNOPSIS

- USERS RECEIVED COCA COLA'S ENGAGEMENT VIDEO

425,697

UNIQUE DOWNLOADS  
RESPONSE RATE 58.34%  
APPROX



### DYNAMICS

- TO PROMOTE COCA COLA'S ENGAGEMENT VIDEO

COUNTRIES  
UAE, KSA

TOOLS THAT WE USED  
MOBILE VIDEOS DISTRIBUTED  
TO CREATE A HYPE

### CAMPAIGN SYNOPSIS

- TEST MESSAGES TO PROMOTE NISSAN'S LATEST SUV SENT TO SEGMENTED USERS

200,000

MORE THAN 200,000 HITS



### DYNAMICS

- TESTING CAMPAIGN WITH EMBEDDED LINK TO NISSAN'S SPECIFIC WEBSITE PUSHED AND TRACKED VISITORS TO NISSAN'S WEBSITE

COUNTRIES  
UAE, KSA, OMAN,  
KUWAIT, AND BAHRAIN

TOOLS THAT WE USED  
SMS & MOBILE WEBSITES

### CAMPAIGN SYNOPSIS

- SMS PROMOTION TO DRIVE SALES



### DYNAMICS

- WITH THE PURCHASE OF EACH PRODUCT, ONE SMS COUPON WAS GIVEN.
- CLIENTS SENT IN NAME WITH THE CODE ON THE PACKS



PRIZES WORTH AED

100,000

WERE GIVEN OUT TO  
RANDOMLY  
SELECTED WINNERS



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## LET'S TALK STATS

### THE EFFECTIVENESS OF MOBILE MARKETING

Nowadays,



68% of businesses and brands have integrated mobile marketing in their overall marketing plans.

It is now proved that mobile offers are redeemed **10x** more frequently than print offers.



Generally, **88%** of people who search for any type of local business on a mobile device contact or visit that business within 24 hours.



As predicted, by 2019, advertising on mobile will represent **72%** of all US digital ad spending.

As of now,



80% of people who use internet owns a Smartphone.



Mobile apps account for **89%** of mobile media time spent by a user, the other **11%** time is spent on websites.

More than **36%** of users use mobile devices to check emails and **34%** of them only use mobile devices to read emails.



Now the average Smartphone conversion rates are up by **64%** as compared to the average desktop conversion rates.



**71%** of businesses believe that mobile marketing is at highest priority when it comes to their marketing strategy.



Mobile email opens have grown by **180%** in the last three years.

Type Message...





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## SMS MARKETING AT ITS BEST

1



**150 MILLION SMS**

are sent to non-text enabled business landlines EVERYDAY. That's 150 MILLION chances to lose a sale or customer.

2

**77%**

of consumers think highly of companies that SMS



3



**9/10 consumers**

Prefer to use SMS to connect with businesses rather than call.

4

**98%**  
of ALL SMS

are read compared to only 20% of emails.



5



**96% of SMS**

are read within 3 minutes



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## MORE ABOUT US



**THERE'S MORE ABOUT US WHICH YOU SHOULD KNOW!**

- ONE WAY/TWO WAY SMS OUTREACH
- PICTURE & VIDEO COMMERCIAL DELIVERY ON MOBILE PLATFORMS
- SMS TO TV SERVICES
- MOBILE ENHANCED WEBSITES AND APPS
- MOBILE MARKETING SERVICES
- TEXT ENABLEMENT
- ON DEVICE PORTALS
- TEXT TO TV/RADIO
- MOBILE VIDEO/TV STREAMING
- (3G) APPLICATIONS
- PREMIUM/STANDARD RATE
- TEXTING SOLUTIONS



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## OUR CLIENT PORTFOLIO

IF THESE COMPANIES HAVE OPTED FOR SMS MARKETING FOR THE SUCCESS OF THEIR BUSINESSES, SO SHOULD YOU!





iPhone

Designed by Apple in California Assembled in China  
Model A1661 FCC ID:BCG-E3087A IC:579C-E3087A

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