Allows operators to generate revenue by integrating sponsored ads into subscriber messaging

Sponsored Messaging

This capability provides a valuable new advertising channel for businesses that allows them to deliver context-based, highly targeted ads that are relevant to the user's conversation, and unobtrusively display on their messaging interface. It also enables operators to unlock new mobile data monetization opportunities by offering 3rd-party sponsors the ability to pay, either directly or indirectly, for specific traffic.

Ad Sponsored Messaging

Ad Sponsored Messaging allows targeting of specific audiences:

- Ads display when user messages demonstrate an interest
- Users can enable (opt-in) or disable (opt-out) ads based on categories and interests
- Generates revenue for operators and rewards for users, such as free messages or data allowances, or even points to exchange for gifts
- Leverages existing wireless networks and messaging technologies but provides an enhanced user experience when combined with rich RCS messaging

How it works: Artificial intelligence recognizes keywords, location and conversation context in messages and uses this information to select and display appropriate ads. For example, if users are discussing dinner plans tonight, ads featuring restaurants are suggested. Or, if users are messaging about finding a ride home, ads for transportation services will appear.

The solution includes a web-based, fully automated ads dashboard to create and customize campaigns by location, keyword or device type to allocate budget and rewards assigned per ad impression and to collect and review analytics regarding campaign performance.

Data Sponsored Messaging

Mobile operators are under intense pressure to meet capacity demand while launching innovative, revenue-generating services. Mavenir's Data Sponsored Messaging is focused on enabling CSP's to rejuvenate the Prepaid market and monetize their messaging and data services, which will lead to new revenue streams, increased ARPU, and increased subscriber engagement and loyalty.

Our solution enables operators to unlock new mobile data monetization opportunities by offering 3rd-party sponsors the ability to pay, either directly or indirectly, for specific traffic on behalf of the subscriber with Sponsored Data (users engaging with content free of charge) or reward subscribers with mobile Data Rewards in exchange for consuming specific content or engaging with the sponsor.