



Messaging Capabilities

Concatenation

Air2Web is able to offer the ability to send text messages that exceed the current 160 character limit on selected carrier networks. And while we support the ability to split large messages into smaller messages today, this feature allows newer phones to reintegrate the extended message back into a single message.

Free to End User (FTEU)

There are highly valuable mobile messaging programs that require a payment model known as “Free to End User” where organizations cover the costs of a text message so their customers don’t have to. Air2Web is one of the few companies that can provide this capability, which is perfect for customer care scenarios. Examples of FTEU programs include payment reminder alerts, government alerts and other use cases where it’s not appropriate to expect the end user to pay for the text message.

International Messaging

We can deliver a text message to virtually any handset around the world. Our client services team has the expertise to ensure that your mission-critical message is handled properly and delivered to the correct subscriber. Air2Web is one of the few aggregators with the experience and connectivity to implement a global mobile messaging solution.

Ad Insertion

Air2Web now offers an integrated solution that will allow Content Providers, Marketers, Brands, and Carriers to monetize their existing SMS programs so that their mobile messaging campaigns can become a profit center rather than a marketing expense. Air2Web creates an ad marketplace where ad buyers and agencies include their Ad inventory into a mobile campaign where customers will see their advertisements. Publishers can segment their inventory based on geographic and demographic data, as well as confirm or reserve the right to deny media buys of its inventory. Once a media buy is confirmed, an ad is selected based on the inventory id and appended to the bottom of your SMS message. Ads can be of variable length based on the advertiser’s requirement.

Wireless Application Protocol (WAP)

Air2Web provides the capability to deliver text messages containing a WAP (Mobile Website) URL link that enhances the value of messaging with a compelling user experience by directing customers to a Mobile Website for more information or further interactivity. Air2Web can develop a WAP (mobile website) as part of our client services delivery.