

Frost & Sullivan Award for Mobile Marketing Product Suite



AWARD DESCRIPTION

Frost & Sullivan Award for Mobile Marketing Product Suite is given each year to the company that possesses the most compelling suite of mobile marketing applications in the United States. The company has demonstrated the best insight into development and the subsequent customization of the suite to meet the rapidly changing needs of the mobile marketing industry in the United States and has ensured increase in revenues for its customers through greater end user participation.

RESEARCH METHODOLOGY

To choose the recipient, Frost & Sullivan tracks different companies for their mobile marketing solutions. This is done through interviews with all market players and extensive secondary research. Different solution suites are compared in terms of their ability to meet the existing as well as the rapidly evolving needs of the industry and are given relative rankings. The company with the best packaged offering of mobile marketing applications is then selected for the Award.

MEASUREMENT CRITERIA

In addition to the above-mentioned criteria, some other criteria used in selecting the highest ranking company include:

- Functional capabilities of the mobile marketing solution suite
- Product enhancement through optimization of services, delivery mechanisms, software etc.
- Competitive advantages
- Industry adoption rates of the solution suite
- Technology agnosticism
- End user response to applications powered by the solution suite
- Integration with carrier infrastructure

AWARD RECIPIENT:

AIR2WEB

Frost & Sullivan presents its 2004 Award for Mobile Marketing Product Suite to Air2Web,



Inc. for their 2Notify suite of permission based mobile marketing tools. 2Notify has consistently demonstrated its technological and functional superiority in different mobile marketing campaigns and Air2Web has been able to develop a scalable suite of mobile marketing applications to meet the rapidly changing needs of brands and mobile operators in the United States.

As the mobile marketing industry grows, brands would be increasingly required to develop compelling interactive mobile marketing applications with a pleasurable end-user experience. The popular mobile marketing campaigns include mobile coupons, interactive text based campaigns, trivia, and polling etc. 2Notify is a comprehensive package of mobile marketing applications, which allows brands and mobile operators to support many different types of mobile marketing campaigns without incorporating a multitude of campaign specific applications.

2Notify uses text-messaging to allow brands to conduct mobile marketing campaigns. Text-messaging has evolved as the most popular medium for mobile marketing in the United States. A key advantage of text messaging based campaigns is their ability to reach a wide audience at costs which are much lower than traditional channels like television and radio, and Frost & Sullivan believes that multi-functional solutions which address the key requirements of the whole value chain would acquire greater prominence.

Air2Web's 2Notify is technology agnostic and can be deployed on all carrier networks, with no modifications or additional infrastructure required by the carrier. Additionally, Air2Web offers comprehensive support for the full spectrum of advanced networks and more than 900 digital devices. As a result, brands can concentrate on deploying popular mobile marketing campaigns including mobile couponing, interactive media campaigns for TV and radio,

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trivia, games and sweepstakes with a high degree of success rate. For example, CLX LLC, a wireless permission based marketing company which has launched text polling campaigns using the 2Notify suite for BellSouth and sports drink company Hydrade and are developing pilot programs for Marriott International and EDS, is seeing more than 70 percent response rate among its opted-in user base. This is significantly higher than Internet based marketing campaigns, where the click through rate is less than 10 percent and CLX credits Air2Web's 2Notify as an important reason for their success.

Air2Web has laid a keen emphasis on the need to develop a turnkey solution requiring no additional infrastructure from the carrier or the brand. As a result, organizations don't have to worry about device types, network connections and protocols. 2Notify provides campaign management features like an easy to use web-based interface, comprehensive reporting, two-way messaging, permissions list management, and subscriber personalization. The company has successfully addressed some key concerns of mobile operators by building traffic management and device optimization capabilities in 2Notify. As a testimony to 2Notify's capabilities, Cingular Wireless, presently the largest mobile operator in the United States with more than 47 million subscribers and one of the most aggressive operators for text-messaging based mobile marketing campaigns, has licensed the 2Notify suite of applications for its text messaging applications for TV polling, surveys, contests, entertainment, and opt-in promotional offers. Air2Web's 2Notify has been used by Cingular Wireless to successfully operate numerous mobile marketing campaigns in support of men's college basketball, reality TV including the 'Survivor' campaign, movie promotions, stock car racing, professional football, and college football etc.

As an increasing number of brands insist on delivering text-messaging based mobile marketing campaigns in the United States, mobile operators view this as an opportunity to increase traffic on their networks and earn extra non-voice revenues. Turnkey solutions able to address key concerns of brands and mobile operators without compromising on



performance are likely to succeed in the U.S. mobile marketing industry, and Frost & Sullivan expects Air2Web's 2Notify suite of permission based mobile marketing tools to continue offering a compelling value proposition to mobile operators and brands involved in mobile marketing.

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