



Mobile Advertising

Sonic provides the tools that allow you, the publisher, to track impressions and serve ads either on your mobile website or mobile devices.

As the delivery of mobile content services becomes mainstream so will the prevalence of wireless advertising such as the inclusion of marketing messages in content services. Sonic has developed a system that meets the needs of publishers and marketers.

The Product

Publisher

Very much like an internet advertising model Sonic provides the tools that allow you the publisher to track impressions and serve ads either on your mobile website or mobile devices.

Marketer

Marketers are provided with another avenue in which to promote brands and increase brand awareness with potentially a different demographic.

How does it work?

Mobile website

On your mobile website you serve ads to your clients and report back to your advertisers. These reports are based on impressions and unique visitors. As well as this we provide you with tools that track the visitors to your mobile website.

SMS and MMS services

Within your content services you include marketing messages that you sell on a per message basis.

These marketing messages can link directly through to your client's mobile website or can simply be brand awareness in the form of brand imagery or smart mobile content such as videos. Marketers can choose from two options:

1. Per message cost e.g. your client buys 10,000 messages and their ad gets served until these expire
2. Run of service e.g. your client buys the advertising rights to every mobile message and impression for a time period. The client's rate is dictated by previous month's traffic over the service.

Why do I need it?

- Increased revenue from publishers content services
- Re-use of existing content into the mobile channel
- New and exciting way to advertise products
- Easy to manage service
- Build brand in the mobile medium

Sonic Mobile can solve all of your mobile marketing and wireless communication needs. Talk to us about how you can integrate this product with any of our other mobile solutions. We have the capability to do just about anything mobile – so how far can your imagination stretch?