



INTRODUCTION

mAdme's award winning Customer Engagement Platform is used by mobile operators globally to have behavior changing conversations with their subscribers and deliver on their strategic digital transformation initiatives.

The platform does this by enabling the presentation of dynamic, engaging messages to subscribers delivered at key micro-moments in the customer lifecycle to ensure maximum relevance and engagement rates.

mAdme's customers are using the patented platform to communicate with their subscribers through this new innovative digital channel replacing or augmenting traditional channels like SMS and email.

- Customer Service teams are using the platform to drive adoption of digital self-care support channels and to **reduce the number and duration of calls to Customer Care centres**.
- The platform is used by Customer Experience teams to **gather customer feedback through mobile-first surveys** with up to 20% response rates.
- The platform is used by Marketers to **drive app installations, usage and loyalty**
- Customer Value Management teams use the platform to **increase monetised transactions** by 25%.
- Big Data teams are using the platform to gather previously unseen device data and generate insights used to enrich customer data profiles for more accurate targeting.

HOW IT WORKS

Campaigns are created, configured and approved via the **mAdme Campaign Portal**. The portal follows a simple flow to ensure the desired campaigns are set up and approved before the system delivers them to the targeted customer base.

Campaigns can be highly targeted to be sent only to specific segments of subscribers and granular limits can be set to control the number of messages subscribers receive and the frequency at which they are displayed.

To ensure the maximum relevance for subscribers the platform supports an extensive list of smart triggers which can be configured to present the mAdme campaign at the moment which maximises engagement rates, for example - at the end of a phone call or when the device connects to wi-fi.

The platform has powerful reporting and analytics engines which allow customers to track the past and current performance of campaigns.

WHY MADME?

mAdme has developed an award winning patented digital customer communications platform that is being used by its customers to increase engagement rates by 25%, increase revenues related to those engagements by 15% and is now an integral part of their digital transformation strategies.

In 2022 our software is deployed on over 250 million mobile phones, in 45 countries across 4 continents.

Our customers are using the platform to deliver thousands of business impacting campaigns across a number of different areas in their organisations from driving revenue through monetisation use cases, to saving money through cost-saving use cases.

mAdme's technological innovations and proprietary digital communications channel ensure key points of differentiation from its competitors thus enabling the significantly higher engagement rates versus business-as-usual channels.