



**Just in a personal conversation you can reach
your target group more directly.**

IQ mobile
intelligent communication

www.iq-mobile.at

Aleksandar Krstic 31.03.2011

Our business areas

mobile ADVERTISING

- All mobile portals, apps, permission SMS
- Ad-Serving and campaign management

mobile MARKETING

- Latest technologies (Bluetooth, Tagging, Interactive Screen, NFC, Video, etc.)
- Mobile portals, mobile apps, mobile CRM etc.

mobile PLANNING

- Mobile Creatives
- Mobile media bookings

mobile MESSAGING

- Payment services (NON-erotic!)
- SMS, MMS, Voice, Video



market leader and innovator

DANGER

MEN

WORKING ONLINE

Facts and status



Latest Research

I can not imagine a life without my mobile phone: 97%

I can not imagine a life without my present partner: 43%

Source: GFK 2010



Heavy irony

**India has more mobile phones than
toilets!**

Source: GFK 2010

**50% of Americans even go to the toilet
with their mobile phone!**

Source: GFK 2010



Call center as mobile distribution channel in the past



Target: selling, selling, selling!

Mobile marketing



Ticketing

Bluetooth

CRM

Point & Find

Competitions

Interactive screens

Tagging

m-commerce

Admission management

Invitation management

Mobile surveys

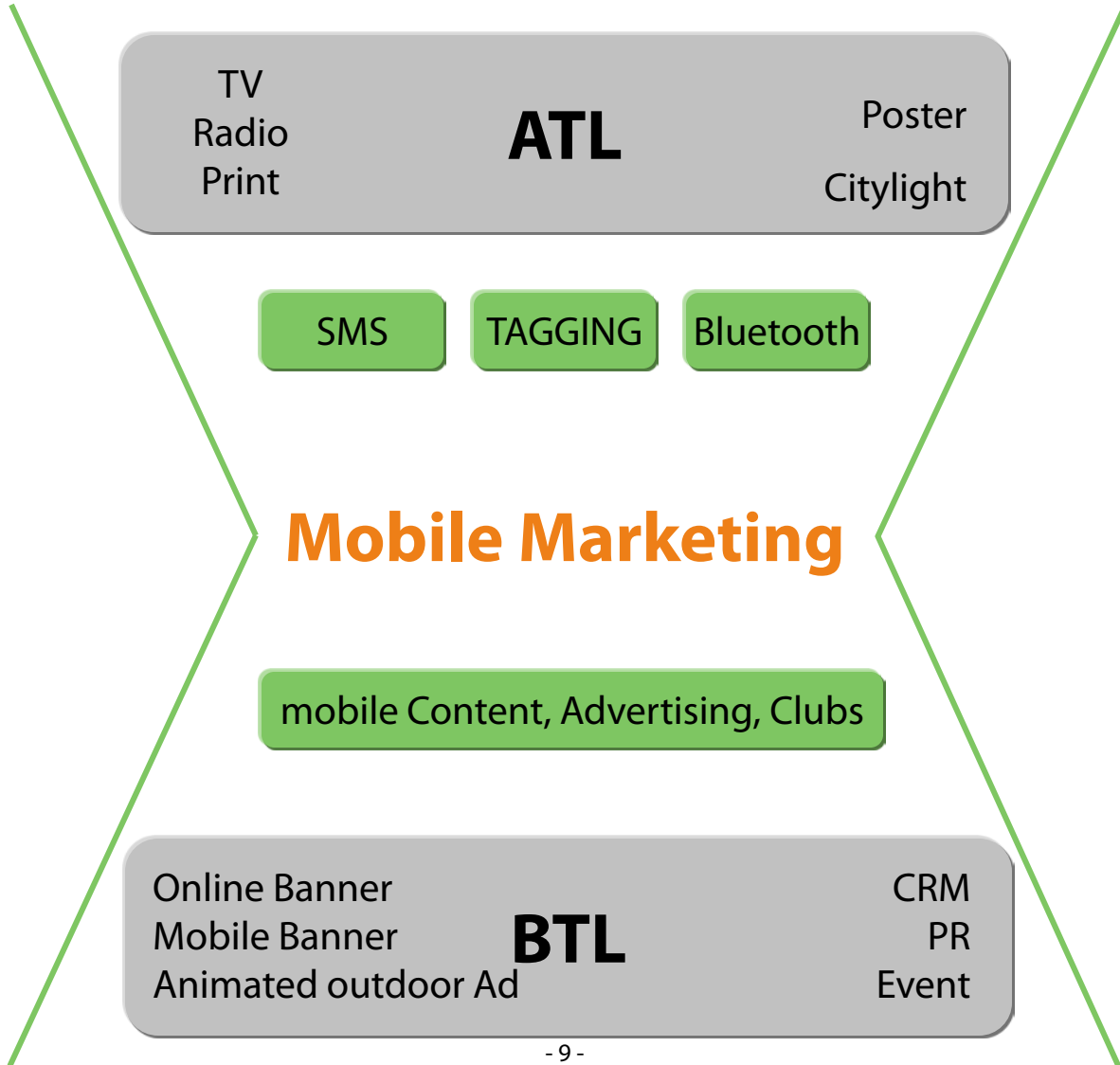
Couponing

Applications

Customer clubs

Voting

Social Media



Matters of course

- **Opt – In:** each user must give his Opt – In!
- **Benefits:** give your customer benefits
- **No spam:** the mobile phone is a sensitive area. Do not annoy your customers
- **POS:** bring your customers to your POS
- **Confidentiality:** always use your customer data strictly confidential and do not pass it on to third parties

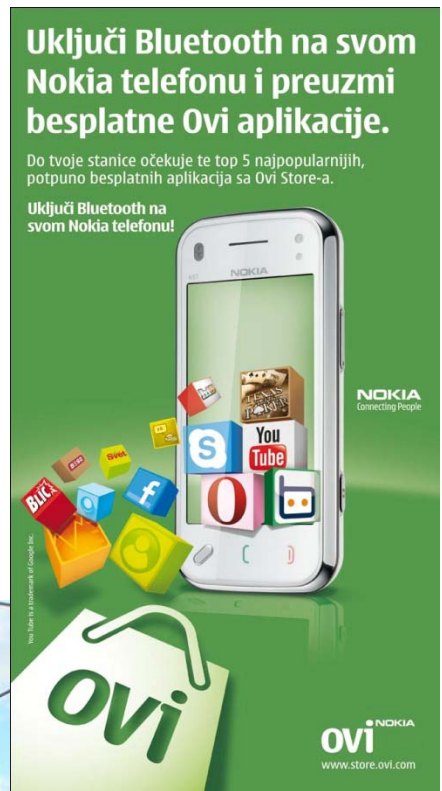




NOKIA – Bluetooth App Push In Public Transportation

BLUETOOTH APP PUSH IN PUBLIC TRANSPORT SERBIA

- **5 bus lines** in Belgrade, Nish, Novi Sad
- 5 bluetooth devices; push of top 10 app link
- Total accomplished connections – **3187**
- Total rejected connections - 88
- **Total clicks** on the link – 870 / **28%!**

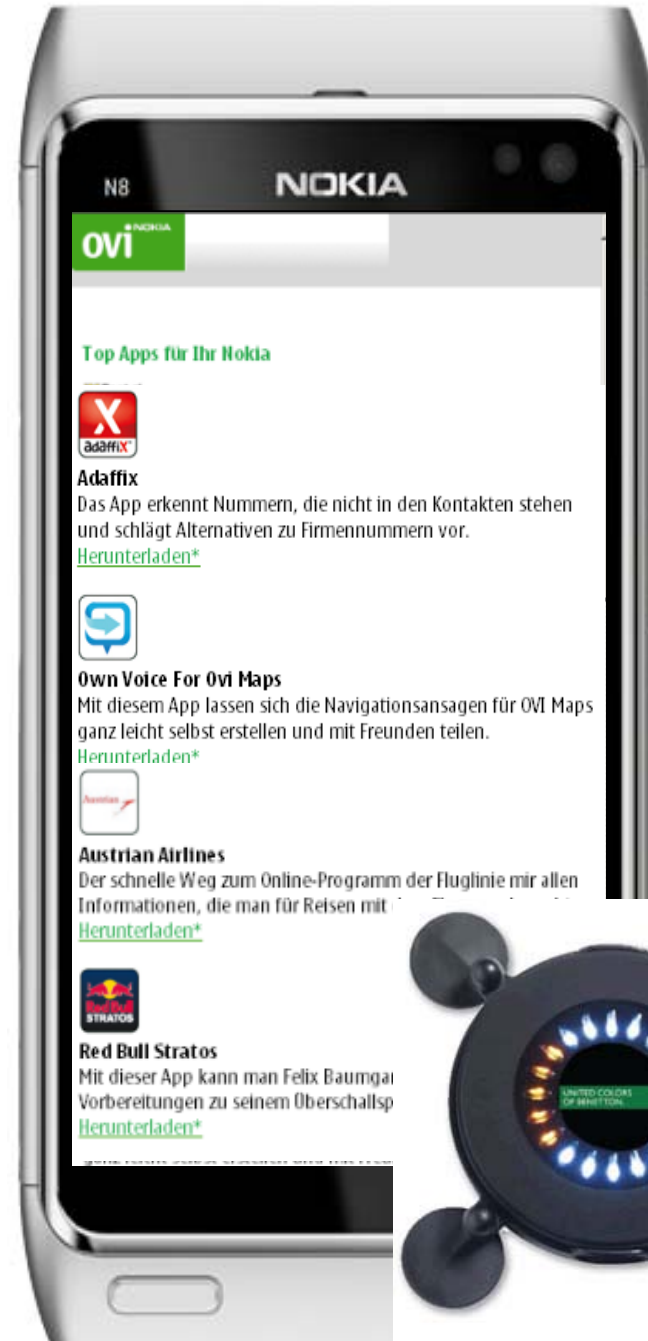


Inside poster

Outside branding

Mobile app Microsite

- Set up for all ASE
- to be integrated to all OoH and print campaigns
- “send APP to 4800” -> user will receive a link to a Microsite with the most important local apps.

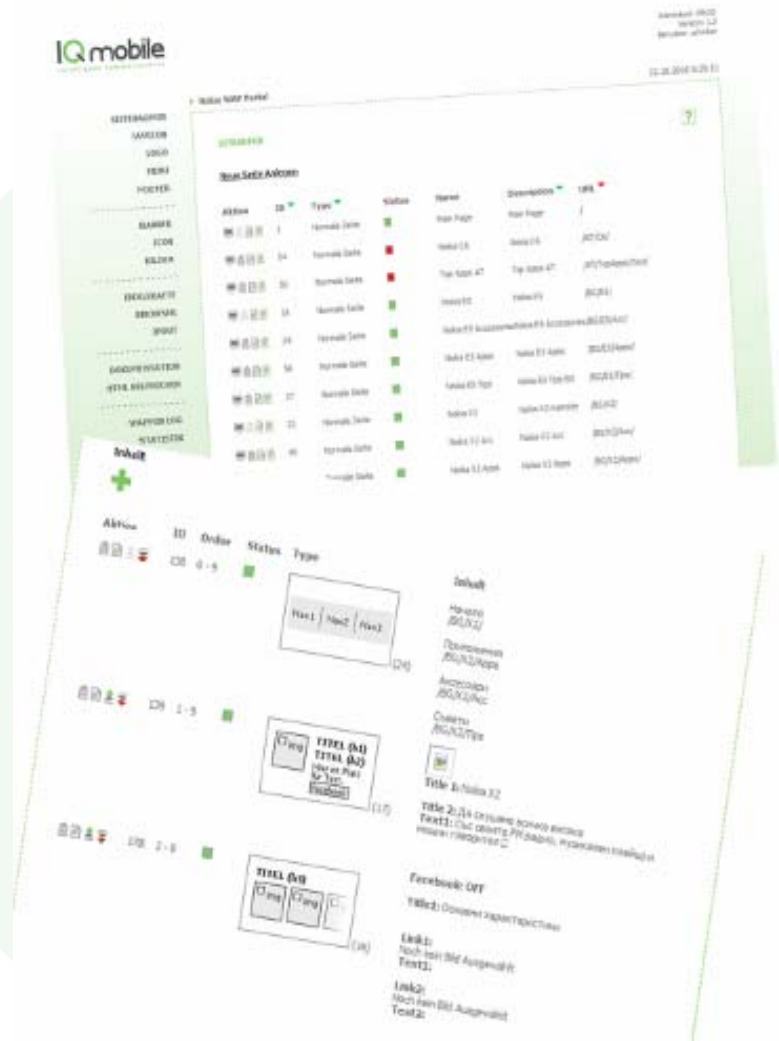


The multilanguage IQ mobile CMS

developed and hosted by IQ mobile

IQ CMS Features

- Handset optimised
- Flexible Page Structure
- Multi-language
- Pages are lightweight
- Easy usage, easy setup



IQ CMS Features

- Multi-language: any language, all special characters in ASE languages

NOKIA ovi™

Начало
Аксессуары

Приложения
Съвети



Nokia E5
Умният начин да поддържате връзка

Свързване се лесно и кората е професионална и ви дава повече време за бърза съобщаване, email и професионални съобщения по време на пътуване.

- Чат с всички с Microsoft Communicator Mobile
- Персонализирана начална екран с до 20 от вашите топ контакти
- Бързото 3G и WLAN връзки предоставят достъп до Интернет и разглеждане
- Бързо споделяне на снимки и големи прикачени файлове
- Мощен телефонен уебсайт на Facebook
- Професионална организация на разглеждане и съобщаване с един преглед

[Научете повече](#)

NOKIA ovi™

Accueil
Accessories

Applis
Trucs



Nokia E5
Intelligence intelligent de rester en contact

Connexion facile et devient que ce soit avec votre contenu professionnel ou personnel via la messagerie instantanée. E-mail et des réseaux sociaux en ligne protégés.

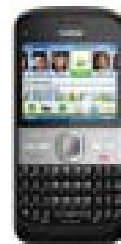
- Dialoguez avec vos collègues grâce à Microsoft Communicator Mobile
- Personnalisez votre écran d'accueil avec vos 20 contacts principaux
- La connexion rapide 3G et WLAN vous permettent d'explorer Internet de manière amusante
- Partagez rapidement des photos et des pièces jointes volumineuses
- Annoncez des événements Facebook
- Consulter un coup d'œil thématique des appels et des messages

[En savoir plus](#)

NOKIA ovi™

Αρχική
Παρεχόμενα

Εφαρμογές
Συμβουλές



Nokia E5
Ο έξυπνος τρόπος, για να παραμείνετε σε επαφή

Συνδέεται εύκολα και γίνεται πιο επαγγελματική, όσον αφορά την επικοινωνία, καθώς και προσωπική, καθώς είναι και απλή, για χρήση, και εξαιρετική

- Διατηρήστε με συνέπεια όλες τις Microsoft Communicator Mobile
- Προσαρμόστε την αρχική οθόνη με έως και 20 από τις σημαντικότερες σας επαφές
- Η γρήγορη σύνδεση 3G και WLAN κάνουν να είναι εύκολη η χρήση του Internet
- Μεταμεταφέρετε γρήγορα φωτογραφίες και μεγάλα αρχεία
- Απλοποιήστε, ενημερώστε, αναλάβετε τα Facebook
- Ελέγξτε το ιστορικό κλήσεων και μηνυμάτων με έναν

[Μάθετε περισσότερα](#)

NOKIA ovi™

Naslovna
Oprema

Aplikacije
Saveti



Nokia E5
Intelligentan način da ostanete u vezi sa drugima

Jednostavno se povežite sa ljudima u vašem profesionalnom i ličnom životu uz pomoć instant poruka, e-pošte i omiljenih društvenih mreža na Internetu.

- Čuvajte sa koлегama pomoću aplikacije Microsoft Communicator Mobile
- Pripravite početni ekran tako što ćete dodati do 20 omiljenih kontakata
- Brzo 3G i WLAN veza pomažu da pregledanje Interneta bude zabavno
- Brzo podijelite slike i velike priloge
- Imajte na funkcijama za Facebook
- Jednim pogledom provjerite istoriju poziva i poruka

[Saznajte više](#)

IQ CMS Features: Statistics

- Preview mode
 - » Total hits, Unique hits
 - » Get statistics in HTML, XLS, PDF or DOC Format
 - » Schedule Statistics to be created and sent by E-Mail

The screenshot shows the Nokia WAP Portal administration interface. On the left, a sidebar menu lists various administrative functions, with 'STATISTIK' (Statistics) circled in red. The main content area displays a table of available statistics reports.

<input type="checkbox"/>		Display Name	Description	Type
<input type="checkbox"/>		Active Pages	V 1.0.0	Report
<input type="checkbox"/>		Total Page Hits per Month	V 1.0.0	Report
<input type="checkbox"/>		Unique Device Hits	V 1.2.0 default periode is last 24 hours	Report
<input type="checkbox"/>		Unique MSISDNs	V 1.0.0 default periode is last 24 hours	Report
<input type="checkbox"/>		Unique Page Hits	V 1.2.0 default periode is last 24 hours	Report
<input type="checkbox"/>		Unique Vendor Hits	V 1.0.0 default periode is last 24 hours	Report

Nokia Case: Product Pages

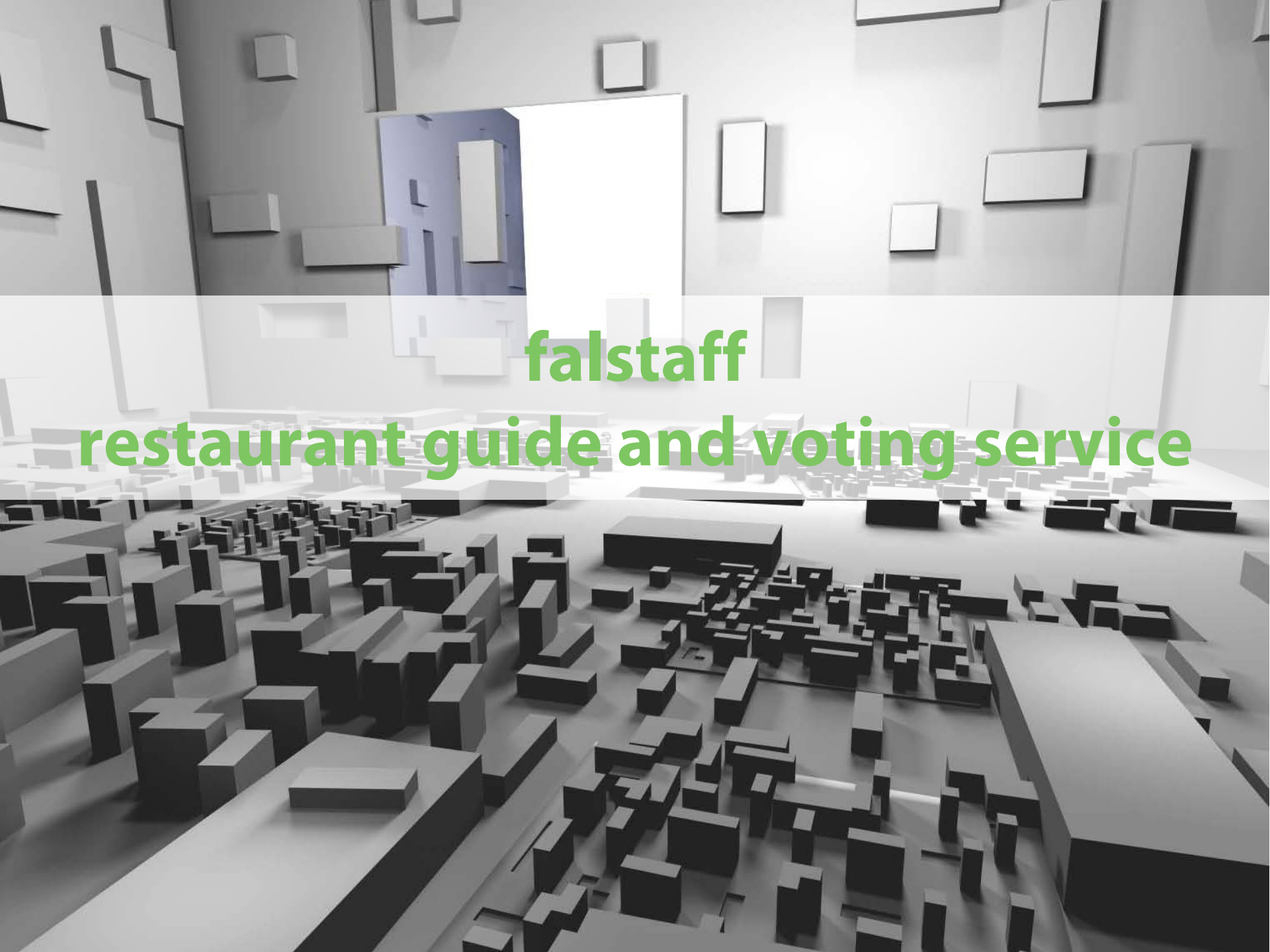




IKEA



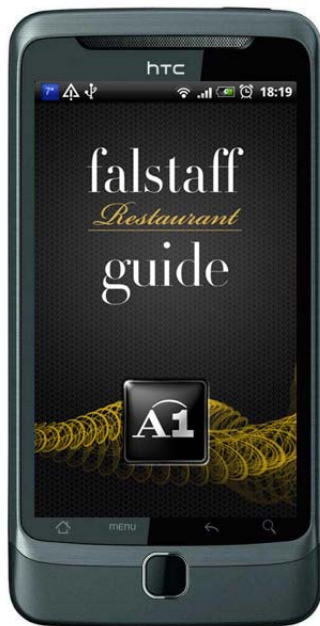
<http://www.youtube.com/watch?v=tqeLNxoBtjM>



falstaff

restaurant guide and voting service

A current App made with IQ :-) falstaff



Home



Restaurantfinder with rating



Restaurantfinder with rating



Restaurantfinder by address



Restaurantfinder by map

Facts and figures from Romania

- **Developing market**, where mobile is gaining a strong foothold
- **Over 75%** of Romanian adults use mobile phones
- **15%** use their handsets for **internet connection**
- **17 910 000 mobile** subscribers
- Penetration on national population: **98%**
- **2 686 000 mobile internet** users per month
- Using their phones for email (32%) and radio (22%)
- **30%** of Romanian mobile internet users use mobile internet to find **information on products, services or brands**
- 1% used their mobile phone to purchase a product or service, confirming that m-commerce has great potential for growth

Source: IAB Europe 2011



Online approach – user perspective



Mobile app approach – user perspective



Trends 2011

- Budgets for mobile marketing will still increase
- SMS is and remains the „Killer-Application“
- Smartphone market share will continue to grow
- Social Media integration on mobile devices
- Location Based Marketing
- Augmented Reality
- Apps

Thank You!



Presentation Or Business Card?
Type „IQ“ to +43 664 66 012 02