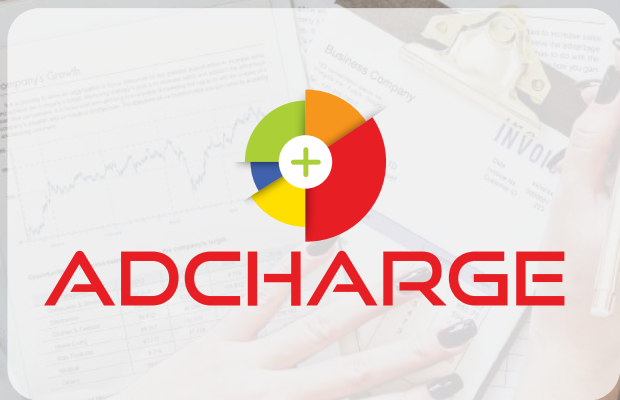


AdCharge Implementation by Teledema



Background

Teledema is the largest Mobile Virtual Network Operator (MVNO) in Lithuania. It was founded in 2003 and has proved to provide exceptional network quality to users over the years. Although the Lithuanian telecom market is small, Teledema has turned it into one of the most developed and modern in Europe.

Currently Teledema has more than 70 000 mobile subscribers with approximately 30 000 of them being Android users.

Challenge

Being aware of the global trends that influence and revolutionize many industries, the Teledema team saw the potential of displaying ads with incoming calls. The main objective was finding an integrated business and advertising model to get them ahead on the market and to modernize the services they are offering to end-users. However, they were not only looking for more profit and higher numbers of connected calls. They aimed for retaining current customers, attracting new ones and increasing their customer loyalty rates in general.

The international MVNO market is highly competitive. Some of the main challenges companies are facing nowadays include price competition and low switching barriers. So, Teledema wanted a solution to help them stand out and distinguish the company from competitors.





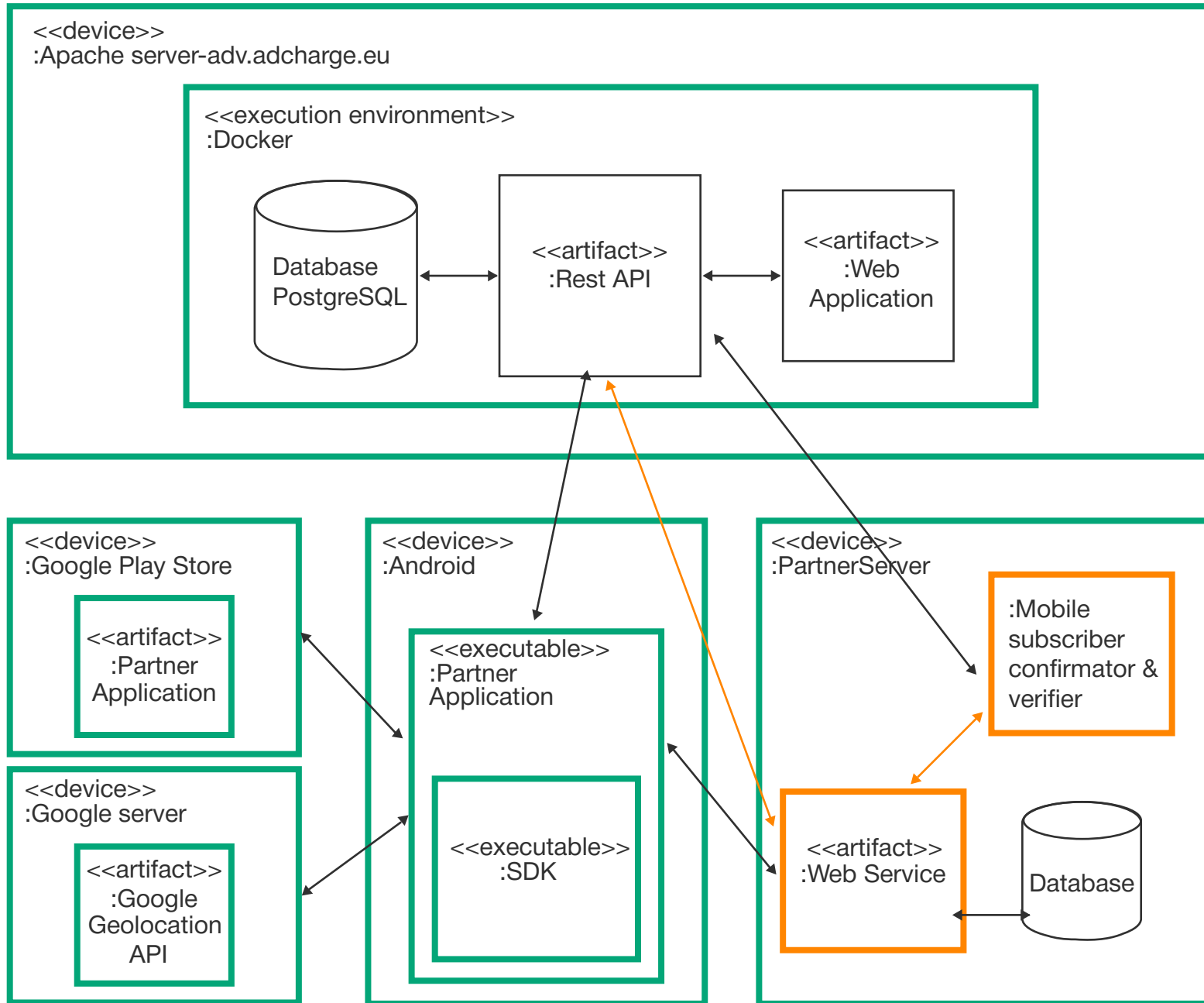
Solution

AdCharge grabbed the attention of Teledema management team, because it provides MVNO companies with a unique subscriber benefit program. Being end-user oriented, the media platform takes into account subscribers' interests and displays on their mobile phone screens only ads relevant to their preset settings. The full-screen banners are shown with incoming calls and users receive bonuses to their mobile accounts after each interaction they have had with an ad, be it views, clicks, installs, etc.

Since Teledema didn't have their own application, they needed to use the Android AdCharge app. After implementation their users can download the AdCharge app, install it on their mobile phones and begin viewing ads with incoming calls to get bonuses back to their mobile accounts.

During the integration process AdCharge developers established a connection between the Teledema network and AdCharge app (Fig. 1). All elements marked in orange indicate the procedures that were specifically applied in relation to the integration.

Figure 1



Results

By deploying AdCharge to their network Teledema has managed to modernize its mobile services and make them more relevant to customers living in today's digital world.

Moreover, active users, who make calls every day, will be able to cover a significant part of their monthly mobile bill with the bonuses they receive in their account. As a result Teledema will observe high retention rates. There will also be a significant boost in customer loyalty and brand trust – another main reason for AdCharge implementation.

The integration and implementation processes between AdCharge and Teledema are complete. Currently, Teledema is expected to commercially launch the AdCharge app and start deploying it to its own network of subscribers. Once the deployment has fully finished, it is expected that the MVNO will have 200 monthly ad impressions per user with 3% CTR. According to statistics this will eventually lead to more than 12% increase of their monthly ARPU.