

CASE STUDY: HOW XIAM'S SOLUTION ENABLES VODAFONE TO OPEN THEIR PORTAL TO MOBILE ADVERTISING



Discovery and recommendations solutions for your mobile lifestyle.



Vodafone Ireland's Mobile Advertising Proposition

Vodafone Ireland is the largest Operator in Ireland with a subscriber base of 2.4 million users and a market share of 49%. In line with Vodafone Group's strategy, Vodafone Ireland wanted a solution to open their portal to third party advertisers.

Xiam at a Glance:

To be successful in driving usage and adoption of 3G content and services, Xiam's market proven solution incorporates a range of capabilities in a number of core functional areas:

•Discovery and Recommendations

Xiam can make discovery of new services and content easy through discovery techniques such as personalized recommendations and promotions.

•Advanced Personalization

Xiam offers a range of different techniques to automate the personalization process, allowing you bring highly relevant offers to your customers.

•Usage Data and Content Cataloging

Provides an extensive architecture to support the capture of content metadata and to understand what services subscribers are using and are looking for.

•Campaign Management

Provides marketers with an intuitive interface to manage the creation, execution, monitoring and reporting of recommendations and content marketing campaigns.

•Campaign Fulfillment

Xiam provides the software tools to launch campaigns over any channel – mobile web or IP based services such as IPTV – in a manner which provides flexibility while ensuring quality of customer experience.

Learn more.

Visit www.xiam.com.

Xiam Advertising Solution

Xiam Technologies' market leading Targeting and Profiling technology includes a dedicated Mobile Advertising solution that manages all technical and commercial aspects of Vodafone's advertising inventory including the following features:

- Target Audience Selection
- Advanced Targeting
- Ad Serving Technology
- Innovative Techniques, Click-to-Call
- Advanced Reporting Modules
- Inventory Sales Management
- Web Based Interface
- Publisher Sales Tracking
- Legacy Systems Integration

Xiam guarantees the quality of the Publisher's advertising inventory through precise and reliable ad-serving technology. Xiam selects the correct advert to display from all ads available to the system and displays the ad that is most likely to generate a sale, click through or response, subject to what the advertiser has paid for in terms of positioning, rotation, time slot or other variables.

Vodafone Choose Xiam

Vodafone chose Xiam to manage advertising on Vodafone Ireland's mobile internet portal for its market proven technology and proven commercial track record. Xiam bring to the table the expertise to build out the ad inventory, and fully manage the operation of the channel.

According to Chris Handley, Head of Mobile Internet and Content at Vodafone Ireland, "Xiam's proven commercial and technical know-how will bring the best to the channel for both advertisers and subscribers."

Results

The response from users has been tremendous with high click through rates and subsequent customer

acquisitions.

- Click Through Rates 10 times higher than web banner campaigns
- 16% of subscribers clicked on ads served to them
- Ads served to half of Vodafone's Subscriber base
- 7 million Ads served per month
- 800,000 Unique Subscribers reached each month

Mobile Internet

Vodafone are committed to developing their portal as a revenue generating, quality advertising inventory and to this end have relaunched their previous Vodafone Live! offering with a new streamlined portal named Mobile Internet.



Xiam Ads on Vodafone's Portal

Personal, Relevant and Easy

- Intelligent Recommendations
- Next Generation Personalization
- Intuitive Content Discovery for Users
- Automated Campaign Management
- Unified Mobile Content Catalog

Xiam at a Glance:

To be successful in driving usage and adoption of 3G content and services, Xiam's market proven solution incorporates a range of capabilities in a number of core functional areas:

•Discovery and Recommendations

Xiam can make discovery of new services and content easy through discovery techniques such as personalized recommendations and promotions.

•Advanced Personalization

Xiam offer a range of different techniques to automate the personalization process, allowing you bring highly relevant offers to your customers.

•Usage Data and Content Cataloging

Provides an extensive architecture to support the capture of content metadata and to understand what services subscribers are using and are looking for.

•Campaign Management

Provides marketers with an intuitive interface to manage the creation, execution, monitoring and reporting of recommendations and content marketing campaigns.

•Campaign Fulfillment

Xiam provides the software tools to launch campaigns over any channel – mobile web or IP based services such as IPTV – in a manner which provides flexibility while ensuring quality of customer experience.

Learn more.

Visit www.xiam.com.



Block S,
Eastpoint Business Park,
Dublin 3,
Ireland
Tel: 353.1.483.2000
Fax:353.1.483.2001

Mobile Internet brings a host of previously unavailable international brands and companies to the mobile internet, providing unprecedented choice to their customers and exposure and reach to brands.

Flat Rate Data Tariffs

As part of the strategy to attract new users into using the Mobile Internet portal, Vodafone have introduced flat rate data tariffs so that users know how much visiting and downloading information from the portal will cost them. They have seen a strong increase in the amount of data traffic going through their servers as a result of the new pricing.

Advertisers

- Key International Brands including:
• Sony Pictures; AutoTrader; Alliance, Playstation, Permanent TSB, Cadbury, Visa, Pepsi, Xbox, Warner Music, Reebok, Adidas
- Key Irish Brands including:
• RTE, Irish Rail, Daft.ie, Carzone.ie, Paddy Casey, Halifax.

Publishers

Mobile Publishers (Operators) can open their advertising inventories to 3rd party advertisers, manage all commercial and technical aspects of their available inventories, ad rotations, ad positioning and serve the right ads for a users' devices easily, with minimum overheads to their existing portal systems and technical and marketing personnel.

Advanced Targeting

Advanced targeting of advertising using demographic and behavioural information allows the Publisher to offer their Advertisers unparalleled ability to reach their target audience automatically, ensuring high quality campaigns which focus on the quality rather than volume of the audience reach. It is important that Publishers have in place a strategy that can provide this level of targeting to safeguard their advertising proposition and capitalize on its potential not only in the short term (contextual targeting) but also in the longer term when building value into the inventory will require behavioural and demographic targeting. Xiam uses a variety of targeting

techniques to select the adverts to display to user based on their personal likes and preferences.

- Past Purchase Behaviour
- Service Usage
- Monthly Spend
- Response to Adverts and Promotions
- Browsing Behaviour
- SMS patterns and usage
- Call Usage
- Location
- Roaming Patterns



Personal, Relevant and Easy

- Intelligent Recommendations
- Next Generation Personalization
- Intuitive Content Discovery for Users
- Automated Campaign Management
- Unified Mobile Content Catalog



Qualcomm Incorporated
5775 Morehouse Drive
San Diego, California 92121-1714
Tel: 1.858.587.1121
Fax: 1.858.658.2100

Features and specifications are subject to change without notice.

© 2009 Qualcomm Incorporated. All rights reserved. QUALCOMM and Xiam are registered trademarks of QUALCOMM. All other trademarks are properties of their respective owners.

XX-XIAM-001