

Alef Connex Rich Media Notification

Proximity based native mobility service



Rich Media Everywhere

Mobile users today have an ever-expanding appetite for rich media experiences with video-on-demand HTTP video streaming, and immersive augmented reality (AR) videos. Video consumption is exploding as nearly 60% of consumers are watching mobile videos that are less than a minute long every day. The biggest opportunities for marketers and local businesses are in mobile video campaigns with focus on short form content that increase customer engagement, audience targeting, and turn insights into actions. However, real-time audience targeting and lowering the video load times at scale is key for marketers. They need a solution that focus increasing on the quality of video ads, which will generate sales and better returns.

Alef Connex

Alef's rich media promotion service, ushers in the next generation of Native Mobility subscriber centric mobile video advertising. It is Immersive as it enables ultra-rich-definition videos, uninterrupted buffer free quality delivery on mobile devices. Interactive-as it enables dynamic interface, user actions and data captures, and Intelligent because it is adaptive to the user's behavior, usage, views, location and activity. Its core is built on the pioneering & patented overlay based Alef Service Enablement Environment (SEE) that enables Apps & Cloud at the mobile radio edge, creating a new class of digital products and services for the mobile Internet value chain.

On-Boarding

With Alef Connex, Marketers can quickly launch rich media mobile campaigns at scale. It provides the ability to manage the life cycle of the campaign specific video assets and associated Web link (URLs). Marketers can define a compelling story, create campaigns using any campaign management application, insert the Web link in a text message, and deliver via push notification to any mobile channel (SMS, MMS, In-App, or Social Media). Campaign performance can be measured via a Cloud based dashboard, which supports a wide range of engagement, performance, and operational KPIs for optimization and reporting.

Unique Architecture

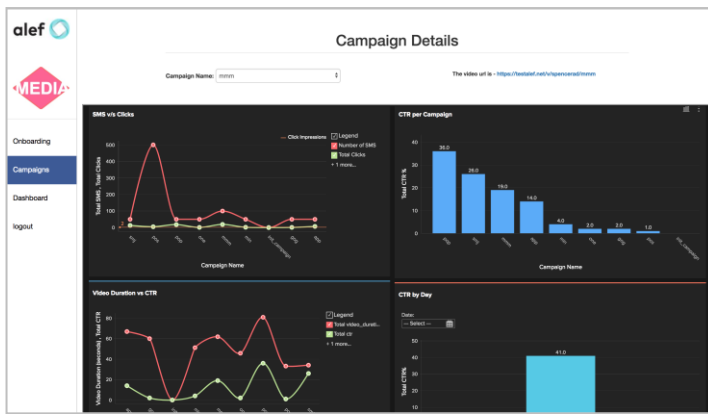
The adaptive overlay-based architecture of Alef SEE simplifies the mobile network, leading to network and cloud-based Ad units working in tandem. The seamless content distribution combined with connectivity and computing at the radio-edge enhances the ROI of the mobile digital campaigns. The native mobility capability creates new business lines; for e.g. programmatic Advertisement as well as dynamic Ad exchanges.

Key Benefits

- For Mobile Network Operators (MNOs), significant value add over the existing SMS services enabling service monetization and market differentiation
- Empowers Marketers/Advertisers, Increased campaign performance, and improved ROI via customer insights, engagements, and conversions
- Mass reach and distribution through MNO channel. Marketers can get to market fast with new campaign videos
- Unique overlay based service enablement environment (SEE) allows new services to be quickly prototyped and deployed to market
- Single platform with common service management helps to significantly lower OPEX cost
- Multiple deployment options including Alef Edge and Cloud service

Verticals Use cases

- Media Agencies
- Real Estate
- Retail
- Small & Medium Business
- Hospitality
- Transportation
- Others



Rich Media Management

Alef solution does all the heavy lifting of campaign specific rich media management and delivery; both natively at the radio edge and at the Cloud with secure hosting, encoding, storage, cross platform, streaming, analytics, reporting, performance, and optimization.

- Organize and manage video assets & storage per advertiser and campaign
- Manage media handling – HTTP live streaming (HLS) MPEG
- Manage the video file duration - Short form videos
- Manage media life cycle of a campaign – create, delete, activate URL

Analytics and Reporting

Analytics and reporting help determine the campaign strategies. Alef solution offers a wide range of awareness, engagements, experience, and performance based KPIs:

- Video Impressions, views, unique users
- View rate, watch time, completion rate etc.
- Video Click counts, Click through rate
- Video startup time, Video buffering/stall time, loading time.

Campaign specific reporting allows creating/export reports per campaign for distribution. A Web based dashboards give the marketers/ administrators a quick view into real-time campaign specific video consumption, and access KPIs from the Web Portal.

Service Management

Alef offers an end-to-end management of service via a Web portal, allowing to perform:

- Customer on-boarding, activation and service monitoring
- Service operations, administration, management, and reporting
- Subscription management and billing

Billing

The Alef solution supports flexible billing options; billing for monthly subscriptions or usage based models. Billing reports are generated per customer via flexible CDRs, which can then be pushed to an external billing entity.

About Alef Mobitech Inc.

Alef Mobitech's vision is to realize the full potential of the mobile Internet, globally, through a wide range of market leading products. Alef's patented mobility cloud services at the mobile Radio Edge, create a Service Enablement Environment that enhances the Mobile Internet to become; immersive, interactive, and intelligent. Based on patented Mobility Cloud technologies, Alef enables new mobile network operators and application providers (over-the-top) across multiple segments: Media & Entertainment, m-Commerce and Enterprise Mobility to deliver rich media-based products and services, thereby catalyzing business outcomes for the Mobile Internet value chain and unleashing its complete potential.

Key Features

- Standard Mobile Edge Computing Service
- Flexible content management and delivery (Cloud & radio edge)
- Campaign specific rich media URL/Weblink management
- Media type HTTP Streaming
- In-depth analytics and reporting
- Rich media delivery via any mobile channel SMS, In-App, Email, Social Media
- Secure content management – secure access, storage, privacy
- Service management, reporting, and operations
- Service Enablement Environment for creation of new services at the radio edge
- Billing Integration including flexible CDR creation and multiple
- 360° video support
- Affinity group-based messaging
- Brand URL landing page support
- Thumbnail support
- Targeting parameters collection
- Campaign approval workflow

Contact us

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