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Velti, Vantrix partner on ad-sponsored mobile video content platform

By [Giselle Abramovich](#)

May 21, 2008



The platform backend

Mobile specialists [Vantrix](#) and [Velti](#) have partnered to offer brands, wireless carriers and media groups a mobile marketing platform with video capabilities.

Mobile Marketer's **Giselle Abramovich** interviewed **Alex Moukas**, CEO of Velti, to discuss the deal. Excerpts from this dialogue with London-based Mr. Moukas:

Why the need for this deal?

This deal will help Velti to extend our capabilities for our MMP [Mobile Marketing Platform] and provide on-demand, ad-sponsored video content to mobile devices as part of integrated marketing campaigns. This helps our clients to create ad campaigns that can be inserted in real-time streamed and downloadable video content.

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The ads are optimized to each mobile device's technical capabilities and the network but are also targeted contextually, based on the content already viewed by the consumer. This allows advertisers to know that their messages are delivered with unprecedented quality to the most relevant audience.

Who is the target?

Our target market includes brands, ad agencies and operators who wish to engage with a specific audience using highly targeted, ad-supported video content.

What is the strategy?

Our strategy is to maintain our position as a leader in the mobile marketing and advertising technology sector.

Through this partnership with Vantrix and the use of their Media Broadcaster technology, we can now offer mobile operators, brands and media groups the tools to deliver their message through video content to any device anywhere in the world.

How will it work?

Subscribers to Velti's enhanced MMP are asked the first time they sign-up to provide basic personal data such as gender, date of birth, area of residence and range of income.



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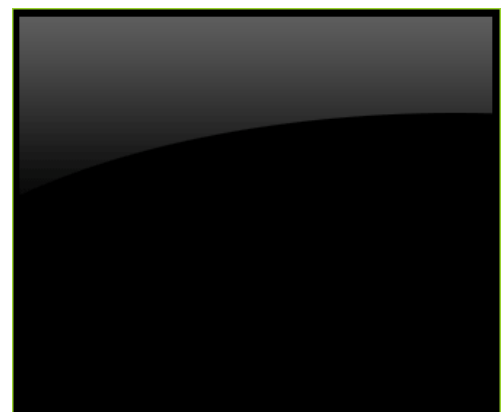
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This information, continuously updated by the Velti Personalization Engine, as well as device performance characteristics provided by the Media Broadcaster from Vantrix, is used to target consumers with advertising that's relevant to them.

Subscribers can then use the service on most networks for free and view video clips optimized for their unique device as often as they like. Brand advertisers will bear the cost of the service, so users can enjoy high quality video on their mobile phones, complete with targeted ad content.

Are there any customers already using this offering?

We are currently in negotiations with a number of potential customers. As soon as one of their projects goes live, we would be happy to share the information with you.

Why mobile video?

The more developed mobile markets have proved to be extremely receptive to mobile marketing, particularly when it is combined with entertainment.

In the U.S. and Europe, studies have shown that young consumers previously exposed to Internet advertising are comfortable with advertising-funded services via mobile devices.

Combined with the increased demand for mobile TV and video, the overall mobile marketing growth is expected to reach \$8.9 billion by 2011, according to [ABI Research](#).

Is anyone else doing something similar?

No, no other company has a single mobile marketing and advertising platform that offers the breadth and depth of campaign possibilities as Velti.

Velti's MMP can incorporate any third-party technology to execute mobile marketing campaigns seamlessly under one campaign umbrella, not only at an execution level, but also in providing a clear view of solid results for the advertiser's return on investment.

In this context, we chose Vantrix as the preferable streaming services vendor to offer high-quality video streaming services which can be measured correctly and integrated in the Velti MMP activities catalog.

From a product perspective, these services are not new and have been offered by other companies recently, but only as isolated services and not as part of a complete solution such as MMP.

What challenge is this meant to address?

The challenge is to offer a one-stop-shop solution for global ad agencies, media groups and brands that wish to plan, develop, launch and measure mobile marketing and advertising campaigns from a single platform.

Velti's MMP allows them to do this from the simplest SMS text to contextual multi-layered, ad sponsored video content.

The platform supports the full cycle of planning, execution and monitoring of multiple campaigns across differing mobile formats and channels, offering customers more than 70 mobile marketing and advertising templates which can be managed from one user interface.

Associate Editor Giselle Abramovich covers ad networks, advertising, search, social networks, television and video. Reach her at giselle@mobilemarketer.com.

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