

Location Based Mobile Marketing also in Hungary

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Mobilmarketing

Location-based mobile marketing is already successfully operated in America and England. Now this service will also be introduced in Hungary - the first of 13 countries where Deutsche Telekom is present.

The technical background of the solution will be provided by IT Services Hungary Kft – the company informed MTI on Wednesday.

The service, as the result of the cooperation between ITSH and Magyar Telekom, informs the mobile subscriber when they are in close proximity of advertising shops about discounted special offers. The program development started a year ago and has been tested over a period of four months with 25 multi-national companies and with 50,000 mobile subscribers. This “rethinking” new type of engagement between consumers and advertisers has been developed by T-Systems International.

Magyar Telekom is confident that, based on the example in England, the three Mobile Network Operators in Hungary will cooperate to jointly operate this service. The discussions shall start soon – said ITSH.

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