



ITAnyplace's **Smart Media** and Advertising solutions generate additional revenue and eyeballs by delivering content, services, ads to any device, virally.

### Highlights

- Increase revenue by providing content, services anytime, anywhere on any device
- Generate awareness, ad revenue through increased interactivity and viral distribution of ads

### Why ITAnyplace

- Lower Total Cost of Ownership (upto 80% less)
- Software-as-a-Service model for lower upfront investment, quicker deployment
- Broadest device support



**Mobile Portal:** The number of customers who want to access the web on their mobile device is growing by leaps and bounds. Enables the customer to access your website from their device of choice and thus attracts traffic.



**Mobile Content Delivery:** Deliver Comics, Animated messages, Virtual Gifts, Audio, Video, Ringtones, Wallpapers directly to the customers on their mobile phones. This provides a platform through which the same content can be delivered to the mobile devices and the computers. This enhances the speed of delivery greatly and brings Media Companies more revenue or more eyeballs for artists they are promoting.



**Viral advertising:** Distribute any ad or content virally via social networks or mobile devices. This generates additional eyeballs/awareness and hence more revenue.



**Mobile Contests:** Allows to setup Simple contests, Fantasy Leagues, Reality Shows etc. For example, an "American Idol" type Fantasy League can be setup where participants pick up the eliminations every week and win prizes. This drives more traffic to the Media/Advertising companies.



**Groups:** Allows to set up groups, post pictures, share stories, discuss various items, ask questions, post events, news, polls, write blogs and much more from laptops and mobile devices. This attracts traffic and generates referrals.



**Clues:** Allow companies to start guerilla marketing campaigns quickly. They can provide different business relevant pictures/content etc. and ask people to guess what that is.



**Ratings:** Another application to jumpstart guerilla marketing campaigns. Companies where they find out what people are looking for and thus come to know about the latest trends.



**Mobile Coupons:** Companies can send coupons to new and existing customers on their phones or computers. This brings in new business as well as repeat business.