MOBILE MARKETING SOLUTIONS

It's a mobile world out there. Do you have what it takes to compete?

According to Morgan Stanley, mobile internet traffic will equal desktop traffic by 2015. If you're thinking about expanding your marketing efforts to include mobile, you're definitely not alone. Not sure where to start? CUnet's mobile marketing solutions can help.

WHAT DOES MOBILE MARKETING MEAN FOR HIGHER EDUCATION?

CPE FROM MOBILE CALL INQUIRIES
CAN BE AS MUCH AS

30% LESS THAN

CPE FOR OTHER INQUIRY GENERATION CHANNELS.

Source: CUnet internal data

VOLUME. With over 285 million mobile subscribers in the US (40% of whom regularly access internet from their phone), mobile traffic is already there, waiting to be captured. CUnet and our affiliates generate thousands of mobile inquiries every month; in May 2012 alone, we generated over 10,000 mobile data inquiries.

QUALITY. CUnet has been successfully using mobile for the past few years to deliver enrollments and meet client goals. A recent CUnet mobile case study shows calls generated from CUnet mobile channels have higher quality and lower cost per enrollment (CPE) than other online affiliate channels.

LOW RISK. CUnet has developed no-risk, performance-based mobile solutions that are quick to set up and easy to test with minimal budget and 48 hour opt-out. With a low barrier to entry, and pay-per-inquiry models, there is no reason to wait.

WHY CUNET FOR MOBILE MARKETING?

CUSTOMIZED PLAN

The CUnet Mobile Marketing team will build a customized plan to meet your goals with branding and performance-based mobile ad display campaigns, mobile search engine marketing, and mobile click-to-call campaigns.

PAY-FOR-PERFORMANCE

At CUnet, we use a pay-for-performance service model that allows us to take the media buying risks for you. In addition, we offer added value by providing mobile creative and development services in-house.

FULL RANGE OF MOBILE MARKETING SOLUTIONS

- Pay-Per-Call Advertising
- Short Form Inquiry Generation
- Mobile Paid Search
- Compliant SMS Services
- Branded Mobile Site
- Short Form to Hot Transfers

INTERESTED IN LEARNING MORE ABOUT CUNET'S MOBILE MARKETING SERVICES?
CONTACT SALES@CUNET.COM TODAY!

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