



Moustik is one of the main mobile content publishers in France. Moustik now provides customers with a great choice of mobile phone content to be downloaded (ring tones, logos, wall paper, games and text messages...)

Objective

Being one of the SMS+ pioneers (since 2003), Moustik wished to implement a Push Premium solution adapted to the French market and to especially keep up with received SMS status for each customer, regardless of the Mobile Network Operator.



Service started:
Since april 2005

Implemented solution

Ocito has developed Push Premium manager, an optimized platform for Push premium functionalities in France. This platform includes the following functionalities:

- Checking traffic history for any given "alias"
- Real time statistics per short code and per operator
- Extracting a series of "alias"
- Providing a direct marketing tool in order to call back inactive customers for example, or for customers having exceeded their prepaid credits.

Results

Using the Ocito Push Premium connectivity platforms, Moustik was able to gain a significant position on the Push Premium market in France, while controlling every customer's income (ARPU).