



Spectaconsulting



# iCandi FAQs

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### ***Who is Specta Consulting?***

Specta Consulting is a global consulting firm that specializes in indentifying key business solutions and technologies that can provide immediate positive impact to the bottom line of any organization. We filter through all the trends, blogs, analysts and pundits to identify the products tools and concepts that really work in today's rapidly growing business and technology space, allowing our customers to focus on increasing their profitability. Our extensive consulting experience working with fortune 500 companies is leveraged to solve our client's toughest business challenges. Our portfolio of technologies and applications is constantly growing attesting to our ability to identify gaps and provide tools to plug the holes in our clients' ability to improve efficiency and increase profitability.

One of our current offerings is mobile marketing solutions delivered through our iCandi platform.

### ***What is Mobile marketing?***

Mobile marketing is considered the action of advertising to consumers and clients via a mobile device, this could be in the form of a display banner on a mobile website, an SMS/MMS or mobile device initiated advert display. **Specta Consulting** provides end to end solutions for Mobile marketing starting with defining a mobile strategy, through the technical implementation via the iCandi platform, the creative communication with customers, performance monitoring and ultimately ROI effectiveness.

### ***Why is Mobile marketing important?***

Consumers and clients today all carry a mobile device and it is estimated that people have their mobile device with them over 80% of the time, creating the superior reach. This medium enables organizations, media agencies, governments, PR firms etc the ultimate opportunity to reach and monetize mobile audiences.

### ***What is iCandi?***

iCandi is mobile application from **Specta Consulting** that delivers targeted advertising to the user via the device screen. The iCandi™ application is a tested and approved application by RIM, the manufacturers of BlackBerry devices and Symbian, the operating system driving 80% of current mobile phones. The iCandi™ mobile application from **Specta Consulting** offers the ultimate solution for our clients to stay in touch with their consumers/clients through mobile devices. Through this creative, state of the art solution, we help clients develop innovative, effective and profitable promotions delivered directly to demographically classified consumers.

### ***How does iCandi™ work?***

The iCandi application is installed on a client's mobile device, once installed the application interacts with the mobile device each time a trigger event (**Incoming calls/SMS /MMS/Email or Outgoing calls/SMS/MMS/Email**) happens. The client mobile device then displays an advert on the mobile device screen until the user responds to his regular mobile device action, for example – the advert will keep displaying until the client picks up his/her ringing phone.

***Are the Ads Relevant to the client?***

The iCandi™ application is designed with the most advanced technology which offers each consumer and client the opportunity to specifically customize his/her own personal profile. This ensures that the consumer gets only relevant adverts on his/her mobile device. The result is consumer adverts and rewards that are directly beneficial to the recipients, leading to effective engagement, increased brand awareness and loyalty.

***How do I benefit from using the iCandi Application?***

**Mobile Operators** – The iCandi™ mobile application allows you to create loyalty among your subscribers and reduce churn. With our unique platform you can create your own independent application and generate income directly from advertisers.

**Product and service organizations** – The iCandi™ mobile application offers the most personal reach for your advertising campaign, which helps compliment your other advertising channel campaign. The application is very unique as only the desired demographic get to view the product/services ensuring maximum exposure and reach

**Advertising agencies** – The iCandi™ mobile application allows agencies to offer a mobile channel campaign outlet to their customers, complimenting other advertising mediums. Advertisers have the opportunity to reach the right target market. The iCandi affiliate model allows advertisers to get direct revenue from campaigns run by their clients.

**Consumers** – The iCandi™ mobile application allows recipients receive rewards for viewing advertisements and contents that are relevant to them, on the most personal and innovative of channels. With installation consumers are automatically signed up for the iCandi Platform Rewards that provide various incentives such as free airtime, product offers, savings, , promotions, discounts and coupons.

**Entrepreneurs** – The iCandi™ mobile application is a unique mobile advertising platform that allows entrepreneurs to create a new revenue streams by signing up with the iCandi Affiliate network.

***Will it affect my phone/device functionality?***

No, after the iCandi™ mobile application is installed, all mobile phone functions remain unaffected. The Advertising integrates seamlessly, appearing to be an original function of the phone.

When a text message or call is placed or received, iCandi delivers a relevant advert, based on the recipient's profile, on the mobile phone screen along with the mobile phones regular caller information.

### ***What does it cost?***

Refer to the current iCandi rate card

### ***How can I get involved?***

If you are an advertising agency, PR firm or corporate outfit that is interested in promoting your goods or services, the iCandi™ application will enable you schedule and flight rich content and brand advertising efficiently.

### ***Next Steps?***

Contact Specta Consulting to start discussion on your mobile strategy and to implement your next mobile advertising campaign.

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