

At **AskKinjo** we want to be best in the best medium - voice. It is ubiquitous and capable of reaching 100% of mobile phone users through permission based opt-in programmes like those provided by #KINJO.

## KEY FACTS

- Audio delivery allows you to reach 100% of mobile users
- **Free location-based content**
- Context aware adverts ensure the highest possible conversion rates
- **AskKinjo is an opt-in service so you only reach the most responsive individuals for your message**
- AskKinjo is supported on all mobile devices
- **Designed with ease of use as a priority**

## USER DEMOGRAPHICS

- 78% male
- 71% 35+ of age
- 67% couple
- 30% with children under 18
- 62% 50k household income



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# TARGETED MOBILE ADVERTISING ON #KINJO



**Free Location-Based Services in Audio Format**  
for gas, traffic, coffee shops, fast food, ATM, parking & more....

# MOBILE ADVERTISING ON #KINJO

## MOBILE IS THE IDEAL MEDIUM

Did you know that it has the greatest reach, the highest usage and the closest relationship to your client?

Today, there are more mobile phones in use around the globe than computers, radios or television sets. A mobile phone is always with us wherever we go and statistics show us it's the device people use throughout the day to communicate with colleagues, family & friends.

## 100 % PERFORMANCE

"Location and voice are dramatically increasing value to the advertiser,"

*Vic Gundotra, head of Google's Mobile*

Shrinking marketing budgets require more controlled spending with increased value. Mobile is very appealing as it has attractive costs for acquisition and allows more precise targeting than alternative offline or PC delivery.

"Mobile will become more and more integrated into mainstream online marketing" said Sarah Keefe, vice president of marketing at Bango, London. "I think that the reason for this is because mobile, as a channel, is so measurable."



Click-through rates on mobile advertising are currently 10 times the current rate experienced with internet advertising.

## 100 % REACH

Mobile phones are now an intrinsic part of our day to day lives.

Mobile phones are basically audio devices. Using audio based services and advertising you can reach 100% of the mobile phone users. Smartphones are only 15% of the phones on the market.

Audio ads are permission based and cannot be skipped.

Hands-free regulations is reducing the impact of advertising on visual displays such as banner, mobile video, text and mobile internet.

## We deliver targeted contextual advertising based on:

- Location
- Day
- Time
- Content
- Personal data

## 100 % EASE OF USE

### Easy for You

One audio advert is suitable for all mobile phones whatever their age.

Your audio advert is not limited by the size and / or capabilities of any handset.

Does not rely on the technology employed by cell phone network providers.

No internet or high-speed connection is required to use the service.

### Easy for the Users

The service is not limited to those who have a smartphone.

Minimum number of keystrokes to access information. *Basically none!*

The majority of people use their phones to either call or text. Users simply have to call to access #KINJO services in full.