

The eCoupon Business Opportunity

Coupons offer customers substantial savings—the amount is staggering! According to Barter News, consumers can realize an annual savings of \$331 billion by using coupons—the majority of which are printed and distributed with newspapers. An estimated \$2.6 billion of these coupons may be found online, with a redemption rate that is 11 times higher than the printed variety.

With this remarkable online redemption rate, advertisers now turn to the Internet rather than newspapers and direct mail, creating a tremendous opportunity for online coupon businesses. For consumers who remain on-the-go, mobile coupons provide the convenience of anywhere, anytime access.

Mobi33's self-generated online and mobile coupon sites allow your business to enter and capture this high potential market – with powerful software tools and a simple, straightforward process. You can have your own eCoupon sites up and running in less than a day.

Mobile Coupon Site

With about 240 million cellular phone users in the US, 58 million of which viewed ads on their mobile phones in February 2008, mobile coupons are expected to be one of the fastest growing channels for Internet Marketing during the next three years.

Mobi33 has removed all technical barriers to launching your own mobile coupon site. With simple type-in text and image uploads, you can effortlessly create a full feature mobile coupon site with your own logo and company name. Our self-generated mobile coupon site, allows Ad Viewers to:

- Search and browse coupons
- View coupons with barcode
- Send coupons as SMS

You may also promote coupons and campaign materials by using other media. Offer customers access to your content by calling our Voice Response Call Center or by keyword text messaging.



Mobi33 tm
Mobilize Your Message





Online Coupon Site

According to recent surveys, at-home viewers greatly prefer using computers to browse product and service information, download coupons, or enter sweepstakes rather than utilizing other advertising media.

Mobi33 converts your content into web format that will automatically be accessible online. With our self-generated online coupon site, Ad Viewers may:

- Search and browse coupons
- Select and print multiple coupons with barcode
- Send coupons to mobile phones as SMS or to email accounts
- View full-length commercials

The screenshot shows the Mobi33 website interface. At the top, there is a navigation bar with links for Home, Get Ad, Services, About Us, Contact Us, and Test & Track. Below this is a header section with a custom logo and company name, and a 'Coupon Shopping Cart' button. The main content area is a table of coupons with columns for Text Message, Address, Coupon, Keyword, and View Ad. Each coupon entry includes a product or logo image, coupon content, and a 'View Full Length Commercial' link. At the bottom, there are links for 'Send Coupon to Mobile Phone' and 'Print Coupon with Barcode'.

Text Message	Address	Coupon	Keyword	View Ad
 \$15 coupon 1 BPA FLOWERS \$2 off on any flower arrangement of \$50 or more Call 1-888-FLOWERS to place your order before 5PM for next day delivery Offer expires Dec 2008	2570 North First St San Jose CA	+Phone	4088772200-100 more info >	View Ad
 Win Vegas Trip - Suzutera Cafe	2570 North First St San Jose CA	+Phone	4088772200-100 more info >	View Ad
 \$2 coupon Duncan Farms	2570 North First St San Jose CA	+Phone	4088772200-110 more info >	View Ad
 \$3 Coupon Ade Spring Water	2570 North First St San Jose CA	+Phone	4088772200-100 more info >	View Ad

Using **Mobi33**, you can also implement a “performance-based” advertising model. Our tracking system enables you to record content request activities from both mobile and online coupon sites. You can charge back your advertisers based on the actual number of coupons delivered—an additional advantage as advertisers prefer registering with businesses that offer this pay-per-action option.

Please contact [sales](#) for more information.

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