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**Ivan Braiker**  
CEO  
HipCricket

## HipCricket Leverages OpenMarket to Integrate Mobile Channel into Marketing Campaigns

*Companies collaborate to improve technical capabilities for premium messaging delivery*

### HipCricket

Headquartered in Bellevue, Washington, HipCricket is a mobile marketing company with robust software and services that create ROI-driven relationships between consumers, broadcasters and brands. The organization drives revenue and increases listenership, viewership and loyalty by tapping into the behaviors and interests of more than 136 million Americans.

As a pioneer, HipCricket has implemented over 16,000 successful, turnkey campaigns with radio and TV stations and brands. The HipCricket system, a proprietary web-based application, provides industry-leading flexibility, simplicity and measurability.

HipCricket helps broadcast stations add measurable, real-time interactivity into their programs via mobile marketing. For example, a radio DJ can announce a live poll, then watch the tally in real-time as respondents send a text message vote. In turn, listeners receive a reply indicating the current tally and a radio-sponsor tag. This marketing effort—powered by the HipCricket system—facilitates consumer interaction, increased listenership, brand loyalty, and creates new revenue streams.

Similarly, HipCricket works with brands and agencies to enable consumers to respond immediately via text message to promotions printed on product labels, in advertisements and through other calls to action. This marketing method increases campaign redemption and response rates while introducing ongoing opted-in one-to-one communication opportunities between the brand and consumer.

### Business Challenges

The U.S. mobile commerce industry has evolved quickly as wireless service providers and content companies alter their strategies to drive revenue from the mobile channel and vary their content offerings to satisfy consumers. In this rapidly changing business environment, HipCricket needed a trustworthy, accessible partner to provide full connectivity for the HipCricket system for use in the U.S. market.

The HipCricket system was built using advanced mobile technology knowledge and capabilities developed in the more mobile-savvy regions of Europe and Asia-Pacific. Beyond standard text messaging, HipCricket can deliver MMS, such as picture and video messaging, rich media content, interactive mobile/web sites, loyalty modules, and can easily integrate with both web/e-mail databases. The HipCricket system is also ready to leverage location-based services and other more advanced forms of wireless transmission as they are introduced.

However, with the nascent U.S. market, these advanced capabilities went unused. Instead HipCricket dealt with more pressing issues, such as getting third-party content approved through wireless service providers and launching marketing campaigns quickly. What was missing was a partner with established business relationships and connectivity to various companies in the mobile value chain.

To improve its technical capabilities and successfully navigate the market, HipCricket entered into a close partnership with OpenMarket. As a trusted industry expert, OpenMarket has deep relationships with the major wireless service providers and expertise in providing financial-grade solutions for mobile commerce.

## **OpenMarket Solution**

OpenMarket strategized and worked side by side with HipCricket to improve its technical capabilities and to leverage OpenMarket's mobile business relationships. "From the beginning, we found OpenMarket to be highly collaborative, easy to work with and proactive at helping us identify and eliminate issues," says Ivan Braiker, CEO of HipCricket.

On the technical side, HipCricket worked closely with OpenMarket to optimize HipCricket system service quality and price. OpenMarket also helped make the HipCricket system more robust for handling campaign surges, such as when HipCricket helped a client prepare for a Super Bowl commercial that invited people to send a text message.

Finally, HipCricket leveraged OpenMarket's relationship with and connectivity to wireless service providers to ensure system compatibility for premium and advanced messaging services. Currently, HipCricket's customers can interact with consumers using picture and video messaging.

## **Business Results**

Now that wireless service providers and content companies are past the experimental stage in mobile commerce, the market is more predictable. But as a mobile marketing innovator, HipCricket could not wait. "Our early decision to forge a strong partnership with OpenMarket opened doors and improved communication with wireless service providers, resulting in a speedier marketing campaign approval and program launch process," says Braiker. HipCricket is now OpenMarket's largest holder of common short codes and recognized by the U.S. mobile industry authority (CTIA) as the company with the fastest growth in short code enabled mobile marketing campaigns.

Working with OpenMarket also supports HipCricket's growth goals to enrich mobile marketing interactions between companies and consumers. From this standpoint, OpenMarket is helping HipCricket be the first to move toward offering higher-end forms of wireless messaging, such as cross-carrier MMS, location-based services, mobile coupons, and other wireless technologies still in the development stage.

## **About OpenMarket**

OpenMarket is the only complete messaging and financial solution for mobile commerce and the service provider of choice for companies looking to reliably sell premium digital content directly to consumers. OpenMarket provides an innovative and powerful suite of on-demand services from a trusted industry expert enabling the largest consumer brands to the smallest enterprises to rapidly and cost effectively leverage the mobile channel to market and promote their digital content offerings. OpenMarket provides the most direct network operator connections in the U.S. market today. OpenMarket is a business of Amdocs Limited.

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