

*The **Crazy4Media** group is growing day by day all around the world. Don't miss the chance to find out more about our latest geographic expansion, our appearances in the media, and the latest additions to our service portfolio. All to provide simpler, easier-to-manage solutions to better serve publishers, marketers and everyone in between. Please keep reading!*

## NEWS | Crazy4Media

*Crazy4Media participated in the new television programme, "Andalucia.es"*

**CRAZY4MEDIA PARTICIPATED IN "ANDALUCIA.ES", VIEW THE VIDEO HERE.**



Tom Horsey, CEO of Crazy4Media talked about the mobile marketing solutions offered by the Seville group. Click to view the programme and catch us as of minute

13. [Click here.](#)

## NEWS | Creafi Online Media

*Creafi Online Media exhibits during Adtech New York, has opened a new branch in Brazil, reaches over 15 million unique users per day, and launches an innovative new Preroll video monetization solution for publishers.*

**CREAFI HAD TO BE THERE, WE LAND IN BRAZIL!**

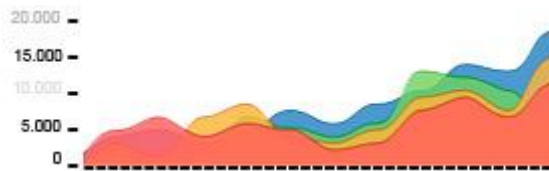


Brazil is one of the fastest-growing major economies in the world, coupled this with strong growth in smartphone penetration, has created a

large demand for display and video advertising, above all on mobile devices. Creafi Online Media has high quality international publishers network ready to meet this need.

To both improve our publisher reach, and fulfill the advertiser demand, we have therefore set up a physical presence in Sao Paulo, inaugurated in November. This follows the recent opening of both London and Valletta (Malta) in September.

## CREAFI'S TRAFFIC GROWS DAILY



In October Creafi Online Media reached an average of 15 million unique users per day!! Here is the data from selected countries:

Country	Daily Unique Visitors
United States	10,282,740
United Kingdom	986,830
Germany	984,230
France	871,910
Canada	488,800
Spain	478,920

Please contact us for additional information, [here](#).

## CREAFI HAD A HUGE PRESENCE THROUGHOUT THE ADTECH NY EVENT.



Despite some uncertainty following Hurricane Sandy, AdTech NY 2012 finally pressed on. The two day event was attended by the hottest companies

in online marketing and advertising. Creafi Online Media exhibited their new services in behavioral targeting, their display and pre-roll advertising solutions, as well as their mobile advertising capabilities. All useful for those that want to expand and improve their advertising effectiveness.

## PRE-ROLL VIDEO ADVERTISING: THE NEW MONETIZATION SERVICE OFFERED BY CREAFI TO INCREASE ADVERTISER'S EFFECTIVENESS AND PUBLISHER'S EARNINGS.



Creafi Online Media anticipates sector trends, and after 18 months of extensive experience with in-banner video, now offers publishers the possibility to run

pre-roll video advertising. Launching this month of November we are currently in a period of publisher acquisition under very attractive terms, as well as offering advertisers special Christmas deals.

As always, the Creafi staff is on hand to help with this new solution, thereby improving their publishers' profits and their advertisers' advertising campaign effectiveness.

## NEWS | Froggie Mobile Marketing

*Froggie Mobile Marketing launches Advisors, an innovative push notification service, they offer innovative ways to monetize mobile apps, and provide some tips to improve your SMS Marketing campaigns. It's well worth a look!!*

### ADSVISORS: AN INNOVATIVE TOOL FOR ANDROID PUSH NOTIFICATION.



Advisors is the perfect tool to generate online advertising revenues. We take mobile apps and transform them into direct marketing channels. Its benefits

include:

- Developers: Create additional profits with non intrusive adverts, without having to move a finger.
- Advertisers: Get high-quality customers easily.
- Users: End users can access the services they most like directly from their handset menu bar.

Take a look [at the website](#), and feel free to contact us with any queries, we'll be happy

to help!

## *FROGGIE CONSOLIDATES ITSELF IN THE MOBILE BILLING MARKET.*



Froggie offers innovative solutions to subscribe users to mobile applications and online services using billing tools such as SMS / Wap Premium, premium

audio services, direct operator billing and our Mobile Credits API. And that's not all, we also have a complete suite of mobile marketing tools optimized, over 12 years of use, to most effectively convert users, achieve improved ROI on your mobile advertising/marketing budget.

## *SMARTPHONE APPLICATION DEVELOPMENT BY FROGGIE*



Froggie sets up a new Innovation department specialized in the development of multiplatform mobile applications, to support their

shareholding in The Mobile life, one of the leading Smartphone app developers in Sweden and Singapore.

## *TIPS TO IMPROVE YOUR SMS MARKETING*



During the last twelve years Froggie has developed the tools and experience to make SMS Marketing (and in general direct mobile marketing) campaigns

highly effective. Taking advantage of their own experience, the company has recently launched a White paper titled "Tips on how to improve your SMS Marketing Campaigns", including multiple simple but very important tips such as: Set realistic objectives; Include a means of measuring them within your campaign; Target your users correctly; Test extensively; Launch progressively. We could sum it up as, "Provide the right message, at the right time, to the right customer, on the right device".

[Get more here.](#)