

We can't stop moving forward! Follow us through this newsletter to find out about our latest events, insights from OMExpo/LAC/MWC, and also some great news. The Crazy4media Group launches courses on Mobile Marketing and Mobile Business! Carry on reading...

NEWS | Crazy4Media

Do you want to meet us? Don't miss the chance and take note of our next event.

OMEXPO MADRID 2013



On the 24th and 25th of April come and meet us in OMExpo, a reference in the digital marketing and online advertising sector. Our support staff

will be on hand to help you at booth number 616. We will also be presenting our upcoming solutions in mobile, online and audiovisual marketing. But if you are not able to attend you can keep up to date through our social media sites like [Linked In](#), [Facebook](#) and Twitter [@crazy4media](#).

eROADSHOW SEVILLA 2013



Froggie is participating and sponsoring eRoadshow Sevilla 2013, Ecommerce and Marketing Online congress. It takes place next 9th april from 9:00 to 17:30 at

Campus Universitario EUSA C/ Plácido Fernandez Viagas nº4 (Sevilla). [Sign up for free here](#).

NEWS | Froggie Mobile Marketing

Froggie Mobile Marketing helps you to get the right training in one of the hottest sectors of the moment. Do you want to update your knowledge and adapt it to new technologies? Do it with the best and become an expert in Mobile Business and Mobile Marketing.

MOBILE BUSINESS & MOBILE MARKETING COURSES



Froggie Mobile Marketing and The Neteman Group have launched their first professional Mobile Business and Mobile Marketing courses.

The booming Spanish mobile market has led to an increased demand for well qualified professionals, so Neteman and Froggie have put their resources together to create a professional classroom based training programme of Mobile Business and Mobile Marketing courses, run out of the Froggie headquarters in Seville.

Our courses are 100% reimbursable through the *Fundacion Tripartita* subsidy system for active workers in Spain. Our goal is to run high quality training programmes, combining both theory and practice to provide real value for our students to use in their day to day work activities. [Keep reading](#)

TARGETIZA NEWS



Last month we announced Targetiza, a trustworthy platform allowing you to run effective direct mobile marketing campaigns, saving not only your

money, but also your time. However, Froggie, a world leader in Mobile Marketing, keeps improving their services day by day. Targetiza now offers international support, to let you coordinate your SMS campaigns globally. We have also improved the platform to make it more efficient than ever, allowing you to find the current rates for each carrier and country, updated automatically on the fly.

Visit [Targetiza](#) and start both saving, and making, more money today! You can also contact us through email info@froggie-mm.com.

FROGGIE'S MOBILE PAYMENTS SYSTEM



Froggie's mobile payments system increases the number of countries in which you can bill through your mobile to 43! But why choose

Froggie mobile payments for your billing?

-It's easy to use: Just three steps, enter a phone number, get a pin, enter the pin, and confirm.

-It's secure: Because a purchase isn't confirmed until the pin has been checked and validated by our system.

-It's fast: No unnecessary holdups.

Check the countries in which the system is currently running:

Albania, Armenia, Australia, Austria, Azerbaijan, Belgium, Bosnia, Bulgaria, Colombia, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, India, Indonesia, Italy, Korea, Kyrgyzstan, Latvia, Lithuania, Macedonia, Malaysia, México, Montenegro, Netherlands, Norway, Portugal, Philippines, Serbia, Singapore, Slovenia, Spain, Sweden, Switzerland, South Africa, Taiwan, Thailand, Turkey, Vietnam.

To get more information, please send us an email to info@froggie-mm.com.

DIRECT MOBILE MARKETING CAMPAIGNS WITH FROGGIE



Direct mobile marketing works, and Froggie possesses a wide range of innovative tools to help you obtain the maximum ROI from your

campaigns. Here are the latest results from campaigns run across our notification push (Advisors) and SMS push (Targetiza) systems, using databases provided by Froggie:

- Total impressions: 2.961.000
- Total Clicks: 1.315.000
- Total Conversions: 203,000
- CTR: 44.4%
- Conversion rate: 15.4%

If you want to take advantage of our advanced technology and services, please contact us through [our website](#) or send us an email to info@froggie-mm.com.

NEWS | Creafi Online Media

Creafi Online Media has a new destination in South America. This time Mexico is the country we have chosen to open a physical presence. We also share insights into impression data for our top 20 geographies.

CREAFI ONLINE MEDIA'S NEXT DESTINATION.. MEXICO!



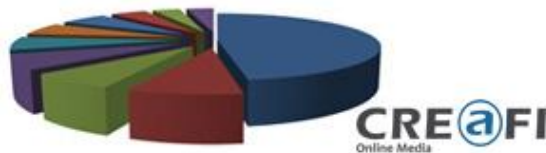
Creafi has decided to expand to Mexico. Our international presence is growing fast and in the right direction, especially in South American countries. Creafi

Online Media belongs to the elite of advertising, and this launch allows us to fulfil our advertiser and publisher needs even more effectively.

The launch of Mexico follows the recent openings (in the last five months!) of United Kingdom (London), Malta (Valletta) and Sao Paulo (Brazil).

If you want more details about our office launches, please contact us through [Creafi Website](#) or send us an email to info@creafi-online-media.com, our team will be happy to help.

TOP 20 GEOS CREAFI ONLINE MEDIA



Here are our top 20 geos for last week, with our total monthly volume being approximately 10 billion impressions.

United States 897.408.392	Belgium 36.324.704	Switzerland 18.598.179
Spain 163.480.751	Thailand 35.438.515	Malaysia 17.427.514
France 134.090.733	RussianF.35.069.495	Saudi Arabia 15.797.228
U.K. 132.120.364	Colombia 32.072.305	China 15.657.114
Germany 119.483.995	Mexico 31.053.184	Ireland 12.825.208
Italy 111.814.414	Sweden 29.995.279	Austria 12.746.195
Brazil 111.179.658	Poland 24.460.883	Denmark 12.030.588
Canada 85.201.418	Argentina 21.943.855	South Africa 10.276.928
Australia 65.850.040	India 20.190.155	Turkey 10.230.177
Netherlands 65.719.569	New Zealand 19.613.159	Ukraine 10.191.319

If you want to start a campaign or to join us as a publisher, please contact through [our website](#) or send us an email to info@creafi-online-media.com.

CREAFI ONLINE MEDIA'S CUSTOMER SATISFACTION QUESTIONNAIRE



At Creafi we are always striving to improve our quality service, in order to assist us in this we have launched a customer satisfaction questionnaire

focused on our managed publishers. By filling it in you let us know your grade of satisfaction with our service, you may express your suggestions and concerns and you also receive information on a number of exclusive promotions.

If you are one of our publishers and did not have time to fill it in previously, please help us offer you the best service, and do so now, it will only take a minute. The link is here:

[Customer questionnaire](#)

MORE NEWS

In the last couple of months we gave a number of talks and attended multiple events relevant to the digital marketing industry. Here is our point of view on the most interesting technological news from those events.

MOBILE WORLD CONGRESS, C4M REVIEW



Crazy4Media couldn't miss the biggest annual event for the world's mobile communications industry. So, our key technical and account management and

strategy staff attended the latest edition of the show, taking place in Barcelona. Here are our main conclusions:

- Devices are getting bigger year by year
- The mobile operating systems war is heating up. Three new OS launch to market.
- A noticeable absence, indeed more than just one; Google, Microsoft, Yahoo, Blackberry, Amazon.
- "Indestructible" devices
- and much more.... [Keep reading](#)

LONDON AFFILIATE CONFERENCE



Tom Horsey, co-founder of The Crazy4Media Group, gave a talk during the London Affiliate Conference that took place in London in February,

if you weren't able to attend but you want to know the subjects that were discussed, keep reading, because we have summarized the main topics. The talk focused on the usage of mobile applications (native and html5) as lead generation tools, and on **Five tips for improving mobile display advertising campaign performance:**

- Think about segmenting not only by operation system, but also by operating system version. There are large differences in pricing between different versions of different operating systems.
- Think about segmenting your campaigns into wifi and non-wifi bookings. Non-wifi traffic is much more expensive in many markets.
- Use mobile web campaigns for more complicated purchasing decisions and conversion processes, and in-app for more simple ones. Users tend to be in a different state of mind when navigating online and using apps. The mobile web is used to "search", in-app to "play".
- Dedicate resources to you app store SEO, it is one of the more effective ways of achieving application downloads.

-Test out direct download campaigns for your Android apps, in addition to app store downloads. The installation process is faster, you can design the landing page as you like, and generally the marketing possibilities are broader.

-Track your installation, and uninstall rates, not only the downloads achieved. Some media will achieve very high levels of downloads, but few installations; some media will provide high levels of installations, but also high install rates; some will provide many downloads, many installations, and few uninstalls!