



Ring Back Advertising

Things haven't been going well for Jennifer since she lost her job. So to save communications costs she purchased a low price mobile contract from Hollywood Telecom.

In exchange for listening to advertisements while waiting for her calls to be answered, she can call for free. When she registered for the SIM card, she filled out a short questionnaire on her person and interests.

Hollywood Telecom sells the ring back "air time" of their prepaid customers to advertisers. The advertiser pays for each advertisement played and gets exact statistics specifying which advert was played how often to which type of profile.

When Jennifer makes a call, she now hears an advertisement chosen based on her profile.

Do you want to transform air time into revenue? [Contact us today.](#)

[___ Ring Back Advertising Background Info](#)