

News

Aussie mobile software in Hong Kong deal**Mobile marketing on the rise**

Rodney Gedda 19/07/2007 16:33:08

Sydney-based developer of marketing software for mobile phone operators Emagine International has inked a three-year contract with Hong Kong's largest mobile operator, Hong Kong CSL.

The deal extends an impressive international expansion by the local company, which has already seen success with one of [Africa's largest mobile carriers, Vodacom](#).

HK CSL has been using Emagine's customer loyalty product with its premium "ClubBest" customers since 2002.

HK CSL IT director Peter Smith said as ClubBest enters its fifth year it continues to be a key component of loyalty and retention strategies and enjoys ongoing popularity from high-value customers.

"This new deal further strengthens our well established and trusted relationship with Emagine and opens up new opportunities for us moving forward," Smith said.

Emagine has also unveiled the latest version of its closed-loop marketing solution, v6.5.

The new version claims increased performance by up to five times for Emagine customers, which include Telstra and AAPT.

Emagine v6.5 has new features including an enhanced communication engine, improved reporting module, and the ability to undertake opt-in mobile advertising campaigns, via SMS or MMS.

Emagine CEO David Peters said as mobile marketing solutions move to a more interactive environment, v6.5 enables marketers to build interactive mobile campaigns that create a dialogue between the advertiser and the mobile customer.

"This opens up many more opportunities for customers deploying intelligent, real time, automated campaigns," Peters said. "Marketers [can] move to a whole new wave of mobile marketing that embraces not only text but sound, image, and video files, providing much greater scope for creativity and increased conversion rates."

More about [Telstra](#), [Dialogue](#), [AAPT](#), [Emagine International](#), [VIA](#), [CSL](#)



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