



## Everyone is talking about it, but some companies have been doing it for years

As advertising revenues plummet, the race is on for companies to find new ways of generating income. This is where mobile comes into its own as the most cost effective and user-friendly micro-payments system available.

Tried and tested by companies like Future Publishing, The Daily Telegraph and Dovetail Services, Piri's mobile marketing system gives you a simple solution to the paid-for content and subscriptions problem.

**Those who thought that consumers would be reluctant to pay by mobile have been proved wrong. With flexibility to charge from as little as 10p to as much £30, companies are using Piri to generate significant additional revenues.**

Because mobile phones are always to hand, they are also ideal for providing live update services. Piri can deliver content from external feeds for services such as news, sports results, share prices, traffic information and weather.

With 50 million mobile phones across the UK and network coverage of 98.9% nationwide having a mobile strategy in place is essential for any organisation.

It makes sense to let your customers choose how they view and pay for your services. Without mobile you are restricting their options and risking the possibility that they will sign-up with your competitors.

With Piri's unique subscription and web content payment function, you can simply choose how much to charge, whatever the frequency and build a valuable database in the process.

Use Piri, problem solved!

**Find out what Piri can do for you - call us on 0870 460 3992 or text Piri to 87474.**

**Affordable and easy to use, Piri gives you all the power of more expensive mobile marketing systems at a fraction of the cost**