

**Best Promotional Blast – Direct Sale or Lead Gen Offer:
Silver B2B
Openet – Whitepaper Offer**

Brand/Client Side Team:
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MarketingSherpa Summary – Why They Won:

The layout of the email, along with the images used, prompted excellent response rates from their target audience. The landing page mirrored the email, and the form was pre-populated to encourage submission. Giving recipients a screenshot of the asset they were to receive proved to be a great way to entice them to download.

From Their Nomination Form:

The metrics goal was to generate leads, determined by the BANT criteria contained in the form submission. Once we had ascertained the interest a contact had with our company and the particular products and solutions they were interested in, we were able to appropriately follow up and nurture the lead.

- o Open rate 25.76%
- o Click through rate 12.71%
- o E-mail to form conversion rate: 9.19%
- o Visitor to form conversion rate: 72.30%
- o Unsubscribe rate 0.1%



Trend Watch - What's Driving
Next-Generation Services in 2008

Service providers have an unprecedented opportunity to offer a broader range of value-added services to existing subscribers and to extend their operational reach into new markets. However, current provider business models will not be sufficient to support the emerging and anticipated new services.



In response to this challenge, Openet created a white paper, "[Trend Watch: What's Driving Next-Generation Services in 2008](#)," which reviews the trends underpinning the demand for new services, describes recently launched services and their associated business models, and discusses the implications for operators who must support such converged environments.

Some of the new services and supporting business models discussed include:

- Parental controls
- Corporate controls on services
- Services for convergent devices
- Social networking
- Location-based services
- IPTV

To learn more about these new services and business models.

First Name *

Last Name *

Company *

E-mail Address *

Job Level ▾ *

Phone Number (include country code) *

Country ▾ *

Interest in Openet ▾ *

What Solutions are you considering?

(please use CTRL to select more than one option)*

Billing mediation solution for voice or data services

Charging solution for voice or data services for pre- or post-paid subscribers

Online or offline charging solution for an IMS network and service

Rating solution for voice or data services

Data retention/Lawful Intercept solution to comply with government regulations

Revenue assurance solution to detect service usage leakage

Balance management solution for pre-paid voice and data service subscribers

Network policy decision solution

Another solution not listed above

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