

The GoMo News Advertising Directory – 151 mobile marketing companies

A: Agencies

An Advertising Agency manages and runs campaigns for mobile brands.

B: Ad Networks

An ad network is usually a self-service platform where brands and consumers can manage the sale of ad inventory online.

C: Ad Enablers

An ad enabler is an exchange that can serve adverts from a number of mobile ad networks to your mobile site. Enablers also manage in application advertising for games and iPhone applications.

D: Ad Based Business Model

These are mobile companies with an advertising based service. An ad insertion platform or those that offer SMS and MMS advertising.

E: Mobile Platforms












These are platforms that serve mobile adverts and can be sold into companies and operators.


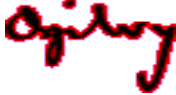






F: Mobile analytics

These are mobile analytics companies. They can track your users on your mobile site.

Table A: Agencies

01design		www.01tribe.com is an Italy-based brand advertising agency that specializes in mobile	A
12snap		www.12snap.com is a German company. It creates mobile marketing campaigns for brands and agencies - Nokia in particular.	A
2ergo		Multiserve, the www.2ergo.com technology engine, combines multiple mobile channels and billing into a very broad marketing channel.	A
5 th Finger		www.5thfinger.com creates tailored mobile advertising campaign, from design and implementation through to data gathering and reports. They publish on their platform AirCast.	A
Acision		www.acision.com offers scalable multi-channel advertising through it's platform. Solutions range from entry level campaigns through to fully integrated cross channel advertising.	A
Ansible		A joint venture between Velti and Interpublic Group, www.ansiblemobile.com offers end-to-end mobile marketing campaign planning.	A
Carat		www.carat.co.uk is a mobile agency.	A
Cellempower		A broad-spectrum mobile marketing provider, www.cellempower.com specializes in supporting mobile campaigns across the Middle East	A
Fetch Media		www.fetchmedia.co.uk offers a "full service" mobile marketing solution, creating bespoke campaigns over any channel.	A
Gomeeki		www.gomeeki.com (under construction, but contact details available) offers campaign building, serving, billing and analysis through in-house platform, Origin platform has five core offerings	A

Grey		www.grey.com is a large advertising agency, and a part of WPP. Among its interests is a mobile advertising division	A
Group M		www.groupm.com is WPP's media investment management group. It manages global communications for many of WPP's client companies, and offers mobile advertising services through www.mindshare.com (see Advertisers and Search list)	A
iconmobile		www.iconmobile.com provides tailored campaigns through their icmsp service platform.	A
Inside Mobile		Operating solely in the mobile market, www.insidemob.com offers consultancy, management and implementation on entire mobile advertising campaigns.	A
Jinny		www.jinny.ie has a campaign engine for brands and operators.	A
Marvellous		www.marvellousmobile.com plans, carries, tracks and reports on mobile advertising campaigns through the m-hub platform.	A
Mindshare		www.mindshare.com is a multi-national advertising agency.	A
Miva		www.miva.com is a wide-spectrum internet advertising firm with one arm in mobile.	A
Mobile Interactive Group		www.migcan.com is a massive mobile and comms company... which also happens to handles to mobile advertising and marketing	A
Mobile One2One		www.mo2o.com/en are pioneers on Mobile Marketing in Spain. One2One communication is our aim and mobile our way to achieve it. Our tools: MMS, SMS, Bluetooth, 2D Codes, Mobile Advertising, etc.	A
Mobixell		www.mobixell.com delivers rich media ads over mobile for brands and operators	A

Moblin		www.moblin.com is an Israeli-based mobile marketing company. It runs ads for international brands including Microsoft, Doritos, Nike and Nestlé. It uses platforms including on-deck & off-deck, global ad networks and publishers)	A
Ogilvy One		The mobile branch of the Ogilvy advertising corporation: http://www.ogilvy.com/o_one/	A
Phonevalley		www.phonevalley.com provides full service mobile marketing. From media planning and buying, to interactive services, mobile sites, apps, brands and consultancy.	A
Publicis Groupe		A multi-national marketing corporation, www.publicis.com operate in the mobile advertising sector with their company PhoneValley (see Advertisers list), and in the search sector through deals with Yahoo.	A
RingRing Media		www.ringringmedia.com , the UK's first independent advertiser dedicated to mobile internet, tailors bespoke plans for every client.	A
Sponge		www.spongegroup.com uses any mobile channel available to advertise for brands. It has run campaigns on WAP, app, SMS and voice-response.	A
The Hyperfactory		www.thehyperfactory.com specialise in long-term mobile internet campaigns. They tailor make products from initial design, through implementation and final analysis.	A
userADgents		Backed by WPP, www.useradgments.com creates mobile campaigns for brands through SMS, MMS, search & display, apps & mobile web sites.	A
Velti		www.velti.com offers over 70 ready-to-use campaign templates on their Mobile Marketing Platform. They aim for targeted ads delivered at the right time. Velti recently purchased Ad-Infuse.	A
We Love Mobile		www.welovemobile.co.uk is a London-based agency that offers planning, creation, buying, delivery and reporting on mobile ad campaigns.	A










WPP		www.wpp.com is multi-national marketing company. They operate in the mobile advertising sector through their company OgilvyOne, and invest in search and advertising companies like JumpTap (see above)	A
Xiam		A division of Qualcomm, www.xiam.com provides a cross-platform, "intelligent" advertising service, available on mobile, broadband and IPTV.	A
YOC		http://en.group.yoc.com/ offers full service mobile advertising, marketing and internet services to clients including News International, Coca-Cola and Motorola. Its premium open advertising network receives over 600 million monthly page impressions.	A

Table B: Advertising Networks

Adfonic		www.adfonic.com is a self-service mobile advertising marketplace for mobile publishers and advertisers. It launched in July 2009 and has been born out of ex-Infospace/Motricity employees.	B
AdMob		www.admob.com is the first mobile advertising network.	B
Amoda		www.admoda.com is an advertising network that serves mobile internet or in-application ads.	B
Buzzcity		www.buzzcity.com is a mobile network stroke social networking site. It offers ad placement including adult on its myGamma social network.	B
Decktrade		Another self-service mobile advertising network, www.decktrade.com allows advertisers to target their campaigns across a variety of networks.	B
Gigafone		www.gigafone.com is a Russian mobile advertising player for aggregation of in application content.	B

Google mobile		Google Search for mobile users offers advertisers the chance to place their ads alongside search results.	B
Gruner+Jahr		Part of Europe's largest magazine publishing house, G+J Electronic Media Sales offers advertisers massive ad placement across multiple media, including mobile advertising. http://www.ems.guj.de/english/ It is responsible for Vodafone Germany self-service mobile advertising platform.	B
Hands		http://m.hands.com.br is a Brazilian mobile advertising network	B
iLoop mobile		Through its mFinity™ platform, www.iloopmobile.com offers tailored ad campaigns via customisable mobile sites, text messaging, voice calls, banner ad placement and downloadable content.	B
JumpTap		www.jumptap.com is out of the search market and now provides a mobile advertising network TapMatch.	B
madvertise		German-based www.madvertise.de is an advertising network, including a self-service platform, that serves mobile internet and in-application ads.	B
Millennial Media		www.millennialmedia.com creates rich media mobile ads, and distributes them across its own MBrand network, or with it's affiliates on the Decktrade network	B
mKhoj (now inMobi)		www.inmobi.com now rebranded to inMobi is a global mobile ad self-service network headquartered in India.	B
Mobile Content Networks		http://mcn-inc.com is a mobile search company with an ad network.	B
MobileIQ		The Fabric platform from www.mobileiq.com serves ads from brands and marketing agencies to multiple networks	B































Mojiva		www.mojiva.com is a self-service mobile advertising provider out of the US.	B
Nexage		www.nexage.com is a mobile ad optimization platform, serving from publishers and advertisers to networks	B
Nokia Interactive Agency		http://advertising.nokia.com offers mobile advertisers the ability to place inventory on the Nokia Media Network (was once enpocket).	B
Offerpal Media		In the mobile space, www.offerpalmedia.com focuses on monetising social networking apps for a variety of mobile platforms	B
Pudding Media		www.puddingmedia.com offers SMS, display and ringback tone advertising to agencies and brands	B
Quattro Wireless		www.quattrowireless.com is a platform based advertiser. It provides multimedia adverts and SMS campaigns, with end-to-end campaign planning and analytics	B
Third Screen Media		www.thirdscreenmedia.com is a self-service mobile ad network.	B
TMS Factory		www.tmsfactory.com offers DIY creation, distribution, and management of mobile campaigns. It is owned by mobile marketing service TheTMSway Ltd (www.thetmsway.com)	B
Widespace		www.widespace.com handles ad-publishing, analytics and payments, but is mostly an ad-serving marketplace	B
Yahoo! Mobile		Yahoo! Mobile Ad Services can be placed with any of Yahoo's mobile web services. This includes their mobile search engine Yahoo! OneSearch.	B
Zestads		www.zestadz.com offers WAP and SMS advertising through a network of advertisers and publishers	B

Table C: Advertising Enablers

4 th Screen		www.4th-screen.com is a premium mobile advertising network, serving targeted ads via its ad serving platform Mpression. 4 th Screen Advertising is part of global mobile and digital communications business Mobile Interactive Group (MIG) www.migcan.com	C
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AccuraCast		www accuracast.com offers advertising solutions for search engines, including mobile advertising campaigns, feedback and analysis.	C
AdCell		www.adcellmedia.com is an ad enabler for mobile content serving ads in multi-media.	C
Adinfuse (now owned by Velti)		Adinfuse is an in-application mobile advertising provider.	C
AdMarvel		www.admarvel.com is a publisher aggregator that works to improve existing ad-space so it brings in more ROI.	C
Adremixer		www.adremixer.com gives agencies and advertisers one control panel to manage all their mobile ad campaigns across multiple mobile ad networks.	C
AdWhirl		Specifically for iPhone developers, www.adwhirl.com can place and switch ads with a large number of ad platforms operating on the Apple device. Adwhirl has been banned by AdMob but is popular with developers.	C
Comverse		www.comverse.com offers mobile advertising options to operators, like display, SMS and visual voicemail.	C
DIDMO		An ad-funded gaming site, www.didmo.com offers gamers 24 hours free play in return for watching 4 seconds of targeted advertisements	C
Goldspot		http://www.goldspotmedia.com/ enables in-app and mobile web video advertising for brands and premium advertisers	C
Greystripe		Targeting the mobile gamer market, www.greystripe.com display full-screen ads on the handset until the user takes an action.	C
i2SMS		i2SMS specializes in SMS Mobile Advertising. Public Utilities remain i2SMS's top focus area since 2001, enabling the first true 2-way power outage notification system in North America.	C
In Game Advertising (IGA)		www.igaworldwide.com specialises in complete advertising solutions for computer game producers. They have now branched into mobile gaming	C

		advertising.	
innerActive		Concentrating on free content, http://www.inner-active.com offers: advertising to content producers; embedded ads for advertisers; content for operators	C
Liquid Air Lab		Using it's adplace application, www.liquidairlab.com places banner ads on incoming call / text screens. Users set the number of ads received per day, and can earn points and rewards per ad view.	C
Medialets		Specialising in iPhone ads and advertising applications , www.medialets.com provide analytics and access to an advertising network.	C
MobClix		www.mobclix.com is a mobile ad exchange that enables easy contact between developers and advertisers. It also offers an analytics service	C
MobileFX		www.mobilefx.com is geared towards mobile applications development. They offer applications for mobile advertising, polling, marketing campaigns and interactive SMS campaigns.	C
Mobpartner		www.mobpartner.com is a mobile ad network, specialized on affiliate marketing. It works with major brands, creating CPA campaigns for Gameloft, ComScore, Buongiorno	C
Playphone		A mobile internet entertainment company, http://emea.playphone.com has acquired mobile advertising companies and now also specialises in mobile marketing for entertainment companies.	C
Púca		www.puca.com is a mobile site creation firm with a focus on ad-insertion for ROI.	C
Ringleader Digital		www.ringleaderdigital.com uses it's third-party ad serving platform, RLD Spark Server, to deliver ads through multiple already-existing mobile ad platforms	C
Smaato		www.smaato.com operates the mobile ad optimization platform SOMA and partners with publishers, developers and ad networks.	C










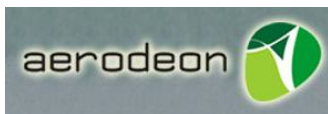






















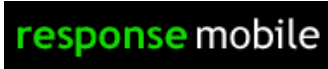
Tapjoy		Offering free mobile ad optimization for iPhone, www.tapjoy.com is the recommended Offerpal mobile SDK	C
TCN 360		http://tcn360.com/ runs targeted opt-in campaigns across content, apps, display and in-app. It can place vouchers, SMS, MMS, In-Game and Interactive Voice Portals (IVR).	C
Transpera		www.transpera.com provides an ad-supported mobile video platform, Transpera Advertising Platform (TAP). This streams advertisements before, after and around mobile videos.	C
Unkasoft		www.unkasoft.com specialises in both placing ads in-game and creating games specifically centered around particular products.	C

Table D: Advertising Based Business Model

3 rd space		Specialising in mobile video, www.3rdspace.com delivers pre-roll advertisement.	D
4INFO		SMS service http://advertising.4info.net adds banner ads and links to texts containing user-requested information, like breaking sports scores or social network notification messages.	D
Ad.IQ		Concentrating on getting response from their advertising campaigns, www.adiqglobal.com use SMS, mobile internet and voice channels to collect info on ad performance.	D
Adfortel		www.adfortel.com is an ad-based voice company based in the Netherlands. It uses its VoiceAds engine to play audio commercials instead of a tone during "call waiting".	D
AditOn		www.aditon.com use mobile phone down-time to scroll adverts on the screen when it's not being used.	D
aerodeon		www.aerodeon.com only operates in the mobile market, and create customised solutions to various advertising problems, including MMS, multimedia and on-portal ads.	D

Aghreni		An Indian company, www.aghreni.com provides direct marketing via email and SMS	D
Appsavvy		www.appssavvy.com focuses exclusively on advertising on apps for social networking services – but it qualifies as a mobile advertiser due to heavy involvement with the iPhone	D
Bluepod		www.bluepodmedia.com offers location-based mobile advertising. They sell a bluetooth broadcast device that delivers you advertisement to any bluetooth enabled mobile device within range.	D
Catchwind		www.catchwind.com concentrates on SMS for mobile advertising, coupons, loyalty campaigns, etc.	D
Celltick		Using it's LiveScreen® Media app, www.celltick.com places targeted advertising and content on the mobile idle screen.	D
ChaCha		Mobile SMS search service www.chacha.com uses a panel of experts to answer questions. It also offers bidding for keyword based advertising embedded in it's SMS responses.	D
Clickatell		Among many other SMS services, www.clickatell offers user-activated SMS advertising.	D
Cytech		www.cytech.gr is a german company that offers SMS and proximity marketing through it's subsidiary companies www.mobile-marketing-platform.com and www.bluevibe.net	D
Flytxt		www.flytxt.com offers highly customisable mobile mass-advertising campaigns.	D
Frog2frog		www.frog2frog.com offers ad-supported text and voice to users. It places interactive advertising in SMS and voice calls, and offers the end-user a discount in return	D
I-Wood		www.i-woodintl.com runs a permission based system which displays banners and clips on your mobile screen when it's in downtime mode. It has worked with Vodafone NL in the past.	D
Impact Mobile		www.impactmobile.com uses its JumpTXT Media Platform to send	D

		coupons and downloadable content to users. This service is based on text shortcodes placed in other advertisements.	
incentivated		SMS based campaigns are created by www.incentivated.com	D
Jubaloo		www.jubaloo.com creates mobile marketing campaigns over WAP, SMS, mobile video and widgets	D
LDMobile		French company www.ldmobile.net offers opt-in push advertising through SMS, MMS and WAP, along with keyword advertising in WAP banners	D
liveAD		www.liveadmobile.co.uk uses bluetooth and SMS to put advertisers directly into contact with the audience.	D
MAD		www.mobileandinternetadvertising.com is an Indian advertiser that provides SMS and WAP advertising	D
mBlox		While mostly dedicated to mobile billing, www.mblox.com also offers mobile advertising services through SMS, coupons and ticketing.	D
Mobile Posse		www.mobileposse.com is an opt-in idlescreen service that delivers free content like weather, news and trivia to subscribers – along with targetted ads, coupons and promos	D
Mobile-worx		http://mobile-worx.com is a "mobile 2.0" advertiser, placing ads through its mobile ad network ZestADZ	D
Movoxx		When an SMS containing content is sent through the www.movoxx.com server, it places geographically targetted ads in the SMS.	D
MyScreen		http://myscreen.com/ offers a downloadable app, which serves opt-in advertising to subscribers	D
Response mobile		www.responsemobile.com concentrates on direct marketing for the mobile internet. It caters to major industries, including financial services, IT, marketing and publishing, energy and transport.	D





















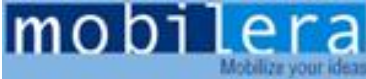


Ruxter		Targeting small businesses, www.ruxter.com is a free mobile web site creation template with an integrated SMS messaging platform	D
SMSJock		www.feedtext.com provides SMSJOCK, a free-to-advertisers mobile marketing solution that allows Radio/TV/Print operators an easy way to broadcast through the mobile Internet.	D
Soprano		Using its Mobile Enterprise Messaging Suite (MEMS), www.soprano.com.au provides SMS and MMS campaigns, voting, competitions and surveys.	D
Stop N Text		Based in New Jersey, www.stopntext.com provides clients with a keyword based SMS system. The clients business information is sent to any user who searches that keyword.	D
Zapme		www.zapme.com.au offers SMS interaction through shortcodes on any visual advertising.	D

Table E: Mobile Platforms

3C Interactive		www.3cinteractive.com uses its platform, SwitchBlade, to distribute simple applications like voting and polling, and more complex interaction with live radio and TV events.	E
Acuity mobile		www.acuitymobile.com uses its eMAP (embedded mobile advertising platform) to deliver SMS, mobile web, and targeted applications advertising.	E
Adhere		www.adhere.com promise delivery of any type of digital advertising product to any device through their AdHere AllMedia platform.	E
Ads-click		www.ads-click.com uses it's Adpremo Mobile platform for on-portal, SMS, MMS, mobile app and video ads. It also allows bidding for search and keyword advertising.	E
Alcatel-Lucent		The Advertising Selection Server from www.alcatel-lucent.com lets businesses host and serve highly targeted advertisement campaigns to mobile devices.	E
Amobee		www.amobee.com provides a mobile advertising platform to operators and brands.	E

Blismobile		A proximity advertiser, http://blismobile.com combines Bluetooth with thorough targeting	E
Changing Worlds		www.changingworlds.com uses its ClixSmart platform to "intelligently" alter the adverts that appear based on the consumers portal usage history.	E
Entriq		www.entriq.com concentrates on digital-video based advertising across multiple platforms, including the mobile internet	E
Friendticker		Launched at MWC 2010, www.friendticker.com is an LBS marketing company, providing customer loyalty advertising over iPhone.	E
Iptune		www.iptune.com is a telecoms services company that also provides targeted mobile advertising	E
MADS		www.mads.com has a mobile advertising platform for operators.	E
Media Layers		www.medialayers.com places targeted, rich media ads on all mobile channels. The SMART All Screen Advertising platform also targets other digital and IP channels – IP-TV, Web, WiFi, etc.	E
Medio		www.medio.com run a mobile search engine which uses mobile analytics to try and provide one-stop search results for users. Their mobile adverts are targeted and placed with the search results.	E
Mobile People		A provider of white label local search engines for directory assistance providers, www.mobilepeople.com provides sponsored text links and display advertising post-search	E
Mobilera		Based in Turkey, www.mobilera.com creates interactive advertising programs which it distributes on it's own platform	E
Mobisolv		www.mobisolv.com operates a Targeted Mobile Advertising platform called myAdz. They publish through WAP, SMS and MMS	E
Movidilo		www.movidilo.com , the Movidilo Marketing interface carries full multimedia, with voice recognition and downloads.	E











Oorja		www.discoveroorja.com is an Indian start-up company who value non-intrusive advertising. Its platform uses targeted advertising with data-based user profiles for "silver bullet profiling"	E
Out There Media		http://out-there-media.com/ is an operator based mobile platform provider with a strong Central and Eastern European presence.	E
Sendandsee		www.sendandsee.com maintains mobiprint, a media serving platform, through which it displays advertising content with the media content.	E
Waymedia		Waymedia runs www.mobitouchcube.com , a proximity ad serving platform based on Bluetooth & WiFi.	E

Table F: Mobile analytics

Airsage		www.airsage.com is focused on location, generating movement analytics from mobile and wireless information	F
Amethon		www.amethon.com provides mobile analytics products designed to be integrated into the mobile operator or content provider/aggregator's network	F
Bango		www.bango.com is a mobile analytics company. It provides analytics for mobile display and search advertising, and websites. It also does billing.	F
Flurry		www.flurry.com provides mobile application analytics for over 1,000 models of mobile device.	F
Localytics		www.localytics.com/ does analytics for mobile applications on Blackberry, iPhone and Android	F
M-Wise		www.m-wise.com works with mobile operators and large content providers. It offers a number of services, but focuses mainly on content delivery, mobile marketing and analytics.	F
Mobilytics		http:// www.mobilytics.net is a free analytics service, designed for mobile web site analytics and tracking	F

Motally		www.motally.com tracks and reports usage statistics on mobile websites and applications.	F
Omniure		www.omniure.com provides mobile analytics through its on-line and mobile engine, SiteCatalyst	F
Openwave		www.openwave.com aims at mobile and broadband operator. It provides application, content, marketing and analytics support.	F
Percent Mobile		www.percentmobile.com measures mobile traffic to on-line sites	F
Pinch Media		Partnered with Tapjoy, www.pinchmedia.com provides analytics for iPhone and iPod Touch apps.	F
Tigtags		www.tigtags.com provides both mobile Web site and NFC/mobile barcodes tracking and metrics	F
Xtract		www.xtract.com uses analytics from mobile social networks to build "3d profiles" of mobile users.	F