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Beyond SMS: Mobile MMS Video Marketing with Mogreet's Jay Goss

December 7, 2009



Jay Goss, SVP of Sales and Marketing
at Mogreet

Despite the rapid emergence of smartphones with mobile browsers supporting multimedia content, including advertising, SMS text messages still dominate in mobile marketing and advertising campaigns. SMS' effectiveness as a marketing and advertising channel on cell phones is extremely effective especially when combined with digital and traditional media.

Because mobile users typically open, read and share text messages within a few minutes of receipt, SMS is an excellent channel for viral marketing.

Since the release of the iPhone and other smartphones with high resolution displays, rich content mobile marketing and advertising firms, such as Crisp Wireless, have developed media-rich advertising. (See my blog post and podcast with [Tom Foran](#) on IM-Mobile.) However, SMS is the preferred advertising channel for most mobile marketers and advertisers.

Mogreet

[Mogreet](#), a company with headquarters in Venice, California, has bridged the gap in the text ad market by combining SMS and short MMS videos viewable on most phones supported by U.S. carriers. Mogreet claims it's the first company to offer mobile MMS video across all cell phone carriers in the United States. (Mogreet will soon offer its service in Canada as well.)

Founded in 2006, the company raised \$7 million in venture capital and built a platform capable of delivering SMS and MMS video messages to over 200 million mobile phones in the United States.

In 2007-2008, Mogreet started its mobile video greeting messaging service, using its base of over 3,000 videos acquired through its partnerships with Paramount, Fox Mobile Entertainment and other movie companies. Each MMS video is compressed and transmitted as a text message which is immediately viewable on mobile users' phones.

After initially focusing on consumers in 2007-2008, the company re-focused its business and now targets marketers seeking more compelling, effective mobile ads than the 160 characters of SMS. MMS videos, especially when combined with SMS text messages, produce high click-through rates.

James Citron, Mogreet's CEO, commented at Ad-Tech in New York this year:

"Rich media has raised the standard for advertising online and in mobile. Marketers want and are starting to expect the ability to deliver engaging, targeted and interactive experiences with their consumers across all platforms."

The company offers complete end-to-end campaign management, including video production, compression, ad delivery and campaign analytics through Mogreet's Campaign Manager. Brands and advertisers can view online, real-time campaign progress and fine-tune campaigns to maximize ROI.

Successful campaigns include Reebok which achieved a 50% CTR, a movie trailer launch sending video clips of “Twilight” and a hotel chain that offered mobile coupons to guests redeemable for drinks. Mogreet believes combining MMS videos with SMS significantly increases campaign results.

Jay Goss

Jay Goss, Mogreet’s SVP of Sales and Marketing, has over twenty years in marketing focusing on digital technology and innovation. As COO for Numedeon, Goss was responsible for introducing Whyville, a leading edu-tainment virtual world for tweens and teens to Madison Avenue.

Among the brands that Jay handled were Toyota, Disney, Scholastic, Fox Walden Media and Virgin Records. Jay also launched new businesses within Fortune 500 and Global 2000 organizations, including Disney, Reed Elsevier and UCLA.

Jay Goss has spoken at numerous new media marketing events including KidsScreen and YMME, and has contributed to articles in the New York Times, USA Today, MSNBC, The Wall Street Journal and Advertising Age. Goss graduated from The University of California, Los Angeles with a B.A. in Economics and Business, and an MBA from the University of Southern California, Marshall School of Business.

The Podcast

In a podcast interview with Brian Prows, Jay Goss describes the power of mobile MMS video marketing, brand campaigns, the necessity of company mobile databases, unique characteristics of the mobile channel that complement Mogreet’s services, mobile commerce and more.

For further information:

Jay Goss

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[Mogreet website](#)

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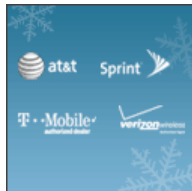
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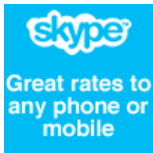
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