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

Brand/Client Side Team:
Andrea Kavanagh, Ian Ross, Aine Dundas

**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 though 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%

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OPENET
transactional intelligence

# White Paper
## What's Driving Next-Generation Services in 2008



## 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** Colleague *
**Last Name** your last name *
**Company** your company *
**E-mail Address** your email address *
**Job Level** – Please Select –
**Phone Number (include country code)** *
**Country** –Please select– *
**Interest in Openet** —Please Select— *

**What Solutions are you consdering? (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
- Don't know

**Send me the Openet Newsletter** ☐
**Contact me with Openet News & Events** ☐
**Send me Openet Solution information** ☐

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