**EYE Network** is the member-led part of **Mobile Industry Eye** and exists to help members promote their own content, blogs, opinion and news to a targeted global audience.

### Membership Packages

As a Basic member you get a branded company page that automatically curates your news into a single view and includes your logo, company overview, website and social media links.

We also have Associate and Premium level memberships that offer deeper engagement.

<table>
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<tr>
<th>STANDARD (free)</th>
<th>ASSOCIATE (£595 per year)</th>
<th>PREMIUM (£1295 per year)</th>
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<tr>
<td>Basic profile page with company overview and logo and contact links.</td>
<td>Includes everything that goes with Standard membership plus… Access to the Industry Expert Panel, inviting you to contribute expert comment to a minimum of four stories per year (including EYE Views).</td>
<td>Includes everything that goes with Associate membership plus… Contribute four opinion articles per year.</td>
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<tr>
<td>Company news edited and posted to your profile page and the EYE Network section on the front page of the site.</td>
<td>Contribute two opinion articles per year. Publish nine case studies, white papers or reports to your profile page. Change the content whenever you like.</td>
<td>Company profile interview with your CEO or another senior employee.</td>
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<tr>
<td>Publish three case studies, white papers or reports to your profile page (with a redirect link to your landing page so you can harvest contact details). Change the content whenever you like.</td>
<td>Native ads included in your news and opinion pieces to build traffic to your other published content.</td>
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Upgrades (one-off packages)

**Upgrade 1:** A mini social media campaign (tweets, LinkedIn and Facebook posts) for each piece of content (reports, white papers, etc.) posted to your page *(£195 per campaign)*.

**Upgrade 2 (Associate and Premium membership):** Have your content items (case studies, reports and white papers) displayed in the main content slider at the top of the front page of the site, including a landing page and a mini social media campaign to drive awareness *(£495)*.

**Upgrade 3 (Associate and Premium membership):** Make it move on EYE TV. Have your profile interview conducted as a video piece via Zoom, edited to a six or seven-minute masterpiece, published through the EYE TV channel and in the main content slider on the front page of the site *(£495 per video)*.

What does an EYE Network profile page look like?
At the top of the page you get a company overview plus a logo and links to your website and social pages. Below that all of the news and opinion that you send in is neatly aggregated.

Work-a-day news like new business deals, appointments, product announcements and so on, also appear at the bottom of the front page in the EYE Network section.
What do native ads look like?

Sinch launches Conversation API enabling omni-channel consumer engagement

Cloud communications company, Sinch, has launched Conversation API, an omnichannel communication product that enables businesses and technology platforms to create rich and engaging conversations with consumers via widely used messaging channels including WhatsApp, Facebook Messenger, Viber, SMS, MMS, RCS, chatbots and more.

Integrating Conversation API is a one-time effort that saves time and development costs of working with each channel separately. It also adheres to channel-specific regulations and country-specific compliance in the areas of consumer privacy and engagement criteria.

Two-way conversations

The business benefits of conversational messaging are significant. Businesses have increased conversion 30 to 50% vs. more linear communication by email or standard SMS campaigns. Some have greatly reduced costs by moving conversations from voice, webchat and apps to messaging which is more cost-effective, has higher reach, and provides a better user experience.

For example, food delivery service Mord has seen a 71% conversion and 80% acquisition cost reduction for new restaurants through conversational messaging over WhatsApp.

> Brands are failing to create the post-COVID mobile experiences customers value most. Read the Sinch report, Customer Experience in a Transformed World here. <<

Mobile messaging and channels like WhatsApp, Facebook Messaging and RCS have a 98% open rate compared to the average email open rate of 25%. Such channels enable conversations between business and consumer; so Sinch also offers automation of two-way conversations via its leading chatbot technology, Chatlayer.ai. The company also provides managed services for customers who want further assistance to fully understand and maximize engagement on mobile channels.

The Sinch Conversation API gets businesses closer to their customers through industry-leading intelligence via message routing, transcoding and conversation AI as well as personalization that comes through one contact profile, conversational context, and rich media.

“At its core, excellent customer communication is about having meaningful and effective conversations with customers so that companies can meet their needs. A reliable and productive conversation leads to improved customer satisfaction, faster response times, increased loyalty to brands, and reduced effort from the customer. Conversational AI will play a critical role for companies to realize these benefits.”

Ritu Jyoti, IDC Program Vice President
How do reports, case studies and white papers appear on my profile page?

How much traffic does Mobile Industry Eye get?
We're growing fast. At the time of writing, we have more than 120 EYE Network members across the mobile ecosystem, from messaging, payments, advertising, analytics, analysts, trade associations and more

Currently, we receive around 50K impressions per month and 10K unique impressions. These numbers are on an upward curve.

How do I pay for an Associate or Premium membership package?
Once you've registered via the form, we'll be in touch to discuss details, we'll then set up the page and send you an invoice. You can pay at yearly, or quarterly intervals.

If you have any other questions, drop us a line on workwithus@mobileindustryeye.com or contact our editor, Tim Banks on editorial@mobileindustryeye.com / +44 (0) 7771512057