

Mobitainment #8 Top Tech Provider - Global by Mobile Marketing Association on Business Impact Index

Issued by [Mobitainment](#)

13 Apr 2018

First-ever ranking of agencies, holding companies, advertisers and brands delivering business growth through mobile



Top Technology Provider - Global

Mobitainment ranked #8 in Top Tech Providers on the Global Mobile Marketing Association (MMA) SMARTIES Business Impact Index, the first and only ranking of agencies, advertisers, brands and technology enablers driving significant business impact through mobile-first campaigns. The index is produced by the [Mobile Marketing Association](#) (MMA), the leading global trade group for the mobile marketing industry.

With a proprietary methodology developed in collaboration with WARC, the global authority on advertising and media effectiveness, the rankings are compiled using finalist and winner data from the highly-competitive MMA SMARTIES Awards programs across the globe. The MMA SMARTIES are the only global awards that identify and recognize the most innovative and effective mobile campaigns.

To be named on this prestigious Index is a confirmation of Mobitainment's capabilities and thought leadership in mobile marketing. Only the most innovative companies driving impact and business growth through mobile are recognised on this benchmark for success.



Candice Goodman, Sheryl Daija, Errol Goodman

"Representing Africa in New York at the Impact NY for the Business Impact Index ranking announcement was an honour. Knowing that we were measured on Business Impact is very meaningful as it recognises our focus on translating

technology into marketing results. We believe that the mobile phone is a powerful tool to Impact Business and is truly a powerful enabler for good, especially in Africa, as showcased in our multi-award winning Ariel Impossible made Possible campaign. Being recognised as one of the top technology enablers in the world is a real testament to our proudly AfriCAN team!" shares Candice Goodman, Managing Director, Mobitainment.

Mobitainment was recognised at MMA's Impact NY, an exciting event where modern marketers build capabilities for success in mobile. To view the complete Index and rankings across categories by region, visit <http://www.mmaglobal.com/smarties-index>.

"Companies who rank on the MMA SMARTIES Business Impact Index have demonstrated the impact that successful mobile innovation has on the business' bottom line," says Sheryl Daija, Chief Strategy Officer, MMA. "Those with top ranked positions are thought leaders who have shown the marketing and business community what it takes to drive business growth in mobile, inspiring the next big idea through award-winning work that effectively blends strategy, creativity, and execution for maximum business impact."

The campaigns that earned Mobitainment its position on the Business Impact Index are available in the [MMA SMARTIES Case Study Hub](#), the most comprehensive body of successful, award-winning work in mobile that helps both buyers and creators in the industry navigate the mobile marketing landscape to understand what matters in mobile and why.

Both the Index and the Case Studies Hub are fueled by the SMARTIES award-winning and finalist campaigns. The 2018 SMARTIES Awards call for entries is now open. Early entry deadline is 24 May 2018. For more information or to submit work for consideration, visit www.mmaglobal.com/smarties2018.

About the Mobile Marketing Association (MMA)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800-member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem, including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement. Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and to advocate for mobile marketers. Additionally, MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development.

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