

### Velti | VELT | Profile | Summary



Velti, [VELT](#) , is a mobile marketing provider founded over 13 years ago, it develops and executes highly interactive campaigns.

[Velti](#)

was among the first companies to initiate, develop, and deliver advertising and marketing initiatives across the mobile channel. Today Velti's leading global marketing platform, connecting brands with consumers around the world.

The company delivers technology and services that enable companies to engage with and reach their consumers through innovative mobile marketing and advertising efforts. The mGage platform is available for agencies and companies ready for a set of self-service based tools that consolidate media management, simplify mobile asset production, and deliver highly engaging messaging campaigns. For those who want professional assistance in achieving mobile goals, Velti's managed services organization offers expert help in developing

strategies, programs, and hosting services to support mobile initiatives.

The Velti team now has a global footprint in 15+ countries, supporting Fortune 500 companies around the world. Over the years, Velti has extended its global leadership position through the strategic acquisition of companies whose technologies offer synergies to the mGage platform. In 2010, Velti acquired Media Cannon, a developer of mobile advertising tools and technology, and Mobclix, a mobile ad exchange network. In 2011, Velti acquired Mobile Interactive Group (MIG), the UK's largest mobile marketing company, and also Air2Web, a leading provider of mobile customer relationship management (mCRM) solutions for consumer brands in the United States and India. As of January 2012, Velti completed its acquisition of CASEE, the largest mobile advertising exchange in China.



## **The mGage® Mobile Marketing Platform**

Velti's mGage empowers brands to use mobile to transform their business. Whether it's ad delivery and measurement, cross-channel messaging campaigns, or mobile site development, our secure and scalable platform allows marketers to execute highly personalized, enterprise mobile marketing campaigns.

Velti makes it simple for you to capture the full revenue

potential of your mobile ad inventory. A single SDK lets you work with as many ad networks as you like, giving you complete flexibility and control over the ads you run.

**Sources:** [Velti](#) , [OxBridge Research](#), [Daily Stock Deals](#) ,  
[Penny Stock Monster](#).

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