

AMERICAN EXPRESS PARTNERS WITH ZUMOBI



During the week, American Express made a major announcement, stating that the company would now be working alongside of Zumobi, a company known for being a leader of the mobile media spectrum. The reason behind the two companies working together is to help with the advertising campaign, Membership Effect, which was recently set up and launched. This new type of mobile campaign will ultimately provide a number of different advanced features for the consumers, features that come from the Zumobi platform, which ultimately helps to improve the experience of the consumers when they see these advertisements, specifically while they are using their mobile devices and smartphones. The advertisements are typically targeted to certain people based on the types of things they like, along with the types of habits they have when it comes to shopping and spending money. This type of mobile advertisement experience is quite personalized and helps to increase the positive response of the consumer, which is what companies generally want. This mobile advertisement campaign relies heavily on the Zumobi platform, ZBi, in order to basically customized specific images for each and every user. The advertisements will be interactive and it will depend on the type of responses perceived by the different individual which ultimately helps to personalize advertisements that will fit them specifically, based on the types of things they are interested in and what they like to shop for, whether it is electronic devices, beauty products, or even things that relate to traveling and outdoor events. After dealing with such an advertisement experience, those who have an American Express Card can sync it with their social networking pages, whether they want to sync it with their Facebook account or with another account, such as Twitter or even Foursquare. When they do this, they will be able to receive some savings for different shops and restaurants in and around their area. This type of campaign is truly one of a kind and it is a unique approach for American Express to engage with those who have American Express Cards and use their mobile device. When the Zumobi Company created the ZBi platform, they wanted to make sure that they could help increase brand advertising via mobile devices by increasing engagement between the consumer and the advertisement being displayed, which ultimately works better for the advertisers and the consumers alike, especially with the help of social media as well. The CEO for Zumobi, Ken Willner, says that he is ecstatic to have the opportunity to work with American Express on a campaign that will be used on mobile devices and knows that they will be able to generally improve the overall experience for consumers and American Express Cardholders.

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