

The invention relates to methods for delivering advertising information in the networks of mobile communication operators.

The method for targeted delivery of advertising information to mobile communication subscriber with the possibility to immediately activate the advertised service consists in the automatic reproduction of pre-recorded voice messages when the IVR platform calls a subscriber. At the same time, the IVR platform is programmatically adjusted in such a way that it reproduces an advertising message, directed to that subscriber on the basis of subscriber data, received on request to the billing subsystem (IN platform) immediately at the time of making the call, and waits for the subscriber to respond to the need to activate the advertised service, and receiving a response from the subscriber in the form of a DTMF signal activates the advertised service by sending inquiries to the corresponding system of the operator on behalf of the subscriber and informs the subscriber about the service activation, using at the same time MAP USSD requests or SMS messages, or HTTP API calls on the side of the activated service, or exchanging TCP/IP packets according to the specification provided by the operator.

Claims: 1

Fig.: 1