

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 network subscriber with the possibility of immediate activation of the advertised service consists in sending to the subscriber USSD messages to USSD requests of the subscriber for short USSD numbers, pre-setting HLR to route USSD requests to previously unused by the operator USSD numbers on the Wrong USSD Advertising platform, at the same time the Wrong USSD Advertising platform is programmatically adjusted in such a way that it responds to the subscriber with an advertising message, directed to this subscriber on the basis of subscriber data, received on request to the billing subsystem (IN platform) immediately at the time of the USSD request, 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 USSD message activates the advertised service by sending inquiries to the corresponding system of the operator on behalf of the subscriber, using the 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