

The invention relates to the field of advertising, in particular to a method and a system that allows a mobile operator to deliver advertising and other types of information to subscribers in the event that they make unsuccessful calls due to busyness or unavailability of the called subscriber.

The proposed method is carried out using a system of targeted delivery of advertising information and includes the following steps: a call signal is generated and sent from the subscriber's user device through a communications center; the attempts of subscriber A to call subscriber B, which is in the busy, unavailable or out of network coverage area status are tracked; the automatic voice information of subscriber A about unavailability or busyness of subscriber B is carried out; the current state of subscriber A's profile is assessed and are automatically selected the advertising offers that are most likely to interest him; the automatic voice information of subscriber A about the relevant services without breaking the established connection is carried out; subscriber A is proposed to purchase and connect the promoted service by pressing a key on the phone using the voice menu (IVR); and at the moment of making a call attempt the service activation operation for subscriber A is performed.

Claims: 2

Fig.: 1