

# iLoop Mobile Powers 200+ Million Page Views For Customer Mobile Sites in Q1 2011

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San Jose, CA (*RPRN*) 03/29/11 — iLoop Mobile serves hundreds of millions of page views this quarter for the world's leading brands and publishers

iLoop Mobile

—Leading mobile marketing provider iLoop

Mobile has surpassed the benchmark of 200+ million mobile site page views this quarter, underlining the accelerated use of mobile sites by consumers as well as the success brands and publishers are experiencing with mobile Internet. iLoop Mobile is projected to serve over 230 million page views by the end of this quarter (Q1 2011), and with the growing adoption of smart phones set to reach 50% of all mobile users this year, mobile Internet sites are poised to be an essential component of any company's marketing plan.

“From the beginning, iLoop Mobile's platform has been built for scale and reliability, whether it's mobile site delivery or SMS/MMS messaging,” explains [Srinivas Kandikattu](#), CTO at iLoop Mobile. “Our well-defined operational/support process supports the largest companies worldwide, and is responsive 24/7, 365 days a year with full disaster recovery (DR) and Business Continuity Plan (BCP). Our redundant server infrastructure has no single point of failure and with 13 consecutive months of 99.999% uptime, the quality of our service levels is the highest in the mobile industry, including the major mobile operators.”

Many independent sources confirm the accelerated growth of mobile Internet use. ComScore reports that in January 2011, over 89 million people in the U.S. accessed the Internet from their mobile device, which is nearly 40% of all mobile subscribers. The Mobile Marketing Association (MMA) reports that mobile Internet growth is global, with growth in the U.S. at approximately 30 percent and ramping up quickly. Tier-one marketers have taken note, and have integrated mobile into their core business offering.

“Merkle is focused on the rapid growth in consumer adoption of digital media and how mobile is an essential part of the marketing mix,” shares [Chris Wayman](#), VP, General Manager, Mobile at [Merkle, Inc.](#) “Merkle's mobile practice helps marketers successfully integrate mobile into the other media and channels, driving significant results. We do this by providing overarching mobile strategies tied to their marketing objectives, and refine that strategy over time, through execution. The mobile group utilizes iLoop Mobile's cutting-edge platform to execute mobile marketing tactics that enables our clients to develop a meaningful relationship with the consumer.”

iLoop Mobile has extended its enterprise-grade capabilities across [the globe into 246 countries](#) and continues to demonstrate its commitment to innovation. iLoop Mobile was first to market a self-serve SaaS mobile marketing platform, and continues to evolve with leading-edge capabilities such as [mobile coupon POS redemption solutions](#) and location aware LBS messaging. The company has developed a patent-pending targeting engine for CRM based messaging unique to mobile, and integrated optimization for the latest smart phones with its platform to create seamless user experiences across multiple mobile channels.

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**About iLoop Mobile, Inc.**

iLoop Mobile's mobile marketing platform, professional services and training enable the world's most successful international brands, marketing agencies, and media companies to create, manage and analyze mobile marketing campaigns worldwide. iLoop Mobile's solutions include SMS/MMS

marketing and messaging initiatives, smart mobile couponing, mobile Internet sites, mobile-enabled online Web sites, mobile content delivery, and APIs that permit a wide range of other mobile services. iLoop Mobile offers its solutions platform as a self-service SaaS (software as a service) license with managed/professional services when requested. For more information visit [www.iloopmobile.com](http://www.iloopmobile.com).

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