



Hipcricket Takes Frost Award

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Mobile marketing company [Hipcricket](#) has won the '2008 Market Penetration Leadership Award' from analyst firm Frost & Sullivan, with the analyst noting that the company "has taken an early lead in the U.S. mobile marketing space". [Frost & Sullivan Best Practices Awards](#) are presented to companies in recognition of making an outstanding contribution to their industry, or achieving a competitive or customer-based leading position in the market.

"Hipcricket is a clear market leader within its target segment," says Vikrant Gandhi, Senior Analyst, Mobile and Wireless, at Frost & Sullivan. "The company successfully leverages its technical expertise and experience to develop and deliver highly-customized, turnkey mobile marketing campaigns. Continually innovating and differentiating its offerings, Hipcricket has also shown a tremendous ability to identify lucrative market segments, such as Hispanic-Americans, and then deliver solutions tailored specifically to helping advertisers reach these targets."

Hipcricket has implemented more than 17,000 turnkey mobile marketing campaigns to date. In April, the company launched what it claims is the first comprehensive Hispanic Mobile Marketing Network. Comprised of a family of Hispanic media properties, the network can be leveraged by brand marketers to deliver targeted, interactive mobile marketing programs directly to opted-in users. Hipcricket's Hispanic reach extends to 14 of the top 15 Hispanic markets and to more than 9 million listeners and viewers.

"We are thrilled that Frost & Sullivan is honoring us for our success," says Hipcricket CEO, Ivan Braiker. "It speaks volumes of the intelligence, creativity and overall efforts of Hipcricket's team members. We are passionate about making traditional media interactive, and specifically, ensuring new and valuable revenue sources for broadcasters and brands, and providing advertisers with a more effective and measurable way to market their products and services."