

PRESS RELEASE

VALICON PARTNERS WITH INFOBIP

Enhanced Market Research & Mobile Survey Engagement With Omnichannel Communications

Zagreb, Croatia - 9-18-2018 - Valicon, leading marketing consulting and research company in South East Europe has partnered with Infobip, global communications platform for businesses. Valicon and Infobip will be utilizing Infobip OMNI solution enhancing its market research palette with engaging real-time response functionalities, improved analytics and automation in its newly launched solution called *Smart Profiler Feedback*. The synergetic effects of the partnership also enable the two companies to jointly acquire clients.

By using Infobip OMNI solution, businesses can choose the optimal communication channels for specific types of messages including SMS, number of chat app messages, email, voice, RCS and in-app push messages.

Valicon can conveniently carry out client surveys through the OMNI-channel capabilities of Infobip platform. Utilizing for example a chat app such as Viber or WhatsApp, already used and trusted by survey respondent can result in time-efficient and impactful results.

"At Valicon, our clients are always our top priority. Businesses and organizations aim for a friction-free survey experience reaching its respondents in a quick and engaging way. Our *Smart Profiler Feedback* solution enables us to tailor every campaign over the most suitable channels for its audience. We are, through our partnership with Infobip, bringing our company to a new level of engagement, survey responsiveness and client satisfaction," said **Kristijan Gregoric**, Regional Director and Partner at Valicon.

According to the global research organization Knect 365 mobile survey participation rates have steadily improved while participation rates for desktop users have remained stable indicating that survey designs for mobile devices also have become more efficient and smarter. Reaching respondents over a mobile device is crucial in gaining results and engagement.

"The customers and the survey respondents have made their choice. A fully enabled mobile survey is where you'll reach your audience with the most impact. With Infobip OMNI-channel solution, Valicon can tailor and personalize their market research services to fit each market, audience, and client." said **Elvino Krizmanic**, Director of Channel Partnerships at Infobip.

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About Valicon

Valicon is one of the leading marketing consulting and research companies, mostly active in the region of South-Eastern Europe. The company specializes in small markets and offers customized solutions, advanced methodologies, and in-depth insights into the client industries. The company's core business is marketing consulting based on market research. The knowledge and skills of Valicon's employees extend to fields such as brand management, management consulting, innovation, media, trend prediction, online strategies and data mining. Valicon offers services across the entire region of South East Europe.

About Infobip

Infobip was founded over a decade ago in Croatia. The company grew into an international business with 59 offices on six continents offering in-house developed messaging platform with the capacity to reach over six billion mobile devices connected to over 800 telecoms networks. Infobip innovates at the intersection of Internet and telecoms technologies, creating new ways and opportunities for businesses and their end users to interact over mobile devices. The company serves and partners with leading mobile operators, messaging apps, banks, social networks, tech companies, and aggregators. Infobip was also recently awarded world's best A2P SMS vendor by ROCCO.

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