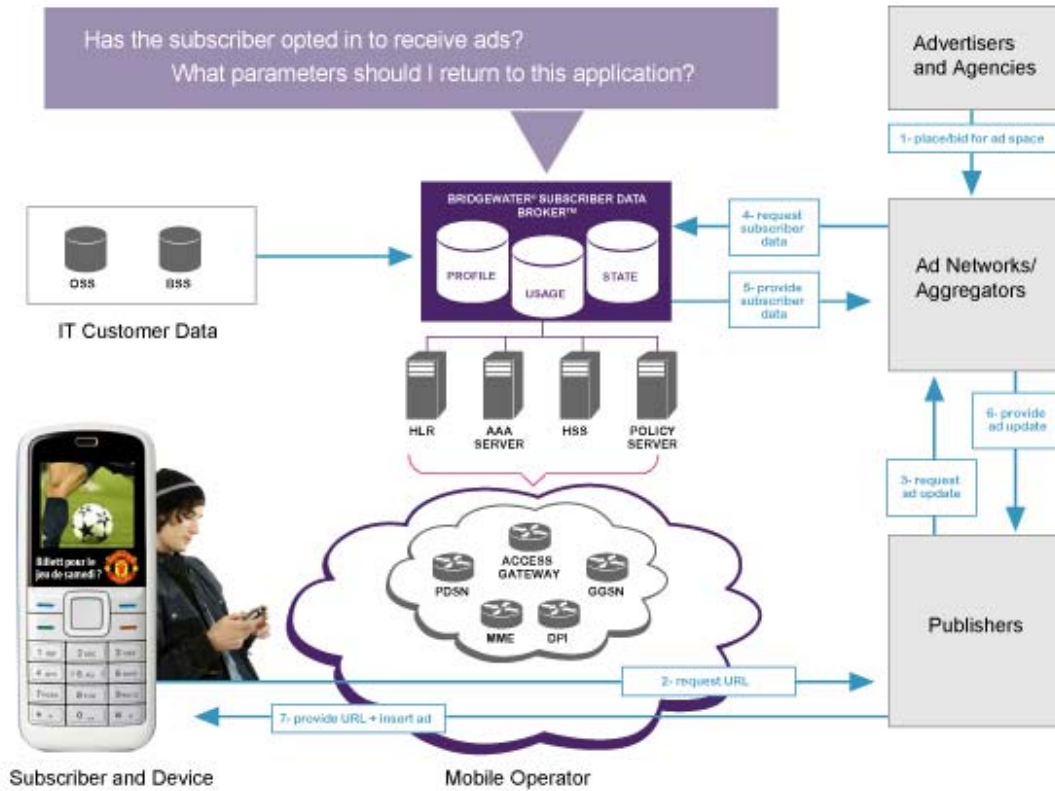


Mobile Advertising



In this example, [Bridgewater's Subscriber Data Broker™](#) manages the subscriber opt-in process, and brokers subscriber data related to primary language and location. As a result, the advertising offer is displayed in French, is relevant to the day of the week, offering soccer tickets to this weekend's match which is taking place in the subscriber's current location.