

Use Cases for Keynote MITE

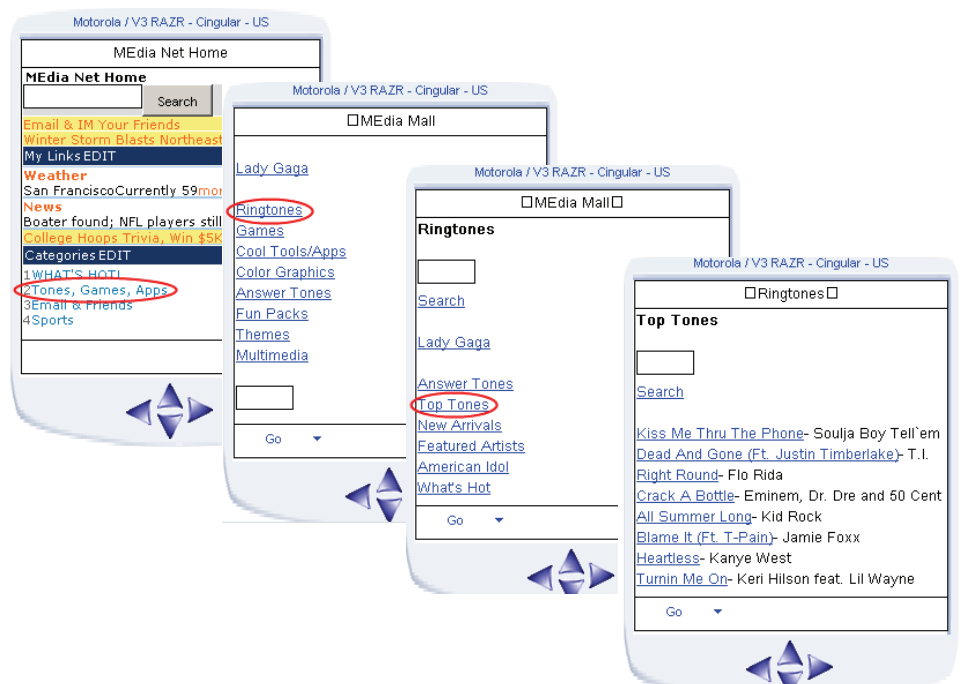
Use Case: Carrier Deck Placement Verification

Mobile content sales directly depend on their placement in carrier decks. Higher position leads to higher sales. As a result, content providers of games, ringtone, and applications, constantly monitor carrier decks to track placement of their properties.

Currently content companies manually go through carrier decks on different phones – a process that is slow and tedious. Some third-party companies also track carrier decks and provide weekly reports – a solution that does not provide real-time information.

Content companies need a solution that lets them easily track carrier decks in real time on as many devices as possible.

Keynote MITE gives on demand desktop access to carrier decks. Choose any of the 1,600 different devices in the library and MITE will retrieve deck content simulating that device. Quickly navigate the entire deck and track content placement. Additionally, click on any of the links to check if they are broken. In the case of broken links, MITE gives the direct URL of the link that can be emailed along with the device type to your carrier partner for quick resolution.



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Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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