

PRESS RELEASE

## Incentivated to Get UK businesses Mobile with Google's GetMo initiative

London, 14<sup>th</sup> March, 2012

Incentivated, the UK's leading mobile marketing and technology specialist, is delighted to be able to announce that it is a confirmed mobile technology vendor for the Google-led GetMo ([www.howtogetmo.com](http://www.howtogetmo.com)) initiative.

Despite frequent reports highlighting increased web browsing by Britons using their phones, and even the rapid increase in shopping through their phones, still 80% of FTSE100 companies have not made the marginal investment required to ensure that their corporate websites display properly on their customer's mobile devices.



This is a drum that Incentivated has been banging for a number of years, now. So being a part of Google's high profile "mobile first" strategy is a natural fit for the company, as well as an inspiring opportunity.

**Jonathan Bass, Managing Director, Incentivated, says:** "Google is a key player in the global mobile marketplace, so we are delighted to be part of the GetMo initiative, and to be a confirmed vendor for Google's UK clients. The hope now, is that businesses large and small will sit up and pay a bit more attention once Google joins us in telling them to 'get mobile'.

"We look forward to being able to delivering innovative, integrated mobile internet solutions we have put together for organisations large and small and across a variety of sectors. And building on recent work for British Gas ([www.britishgas.mobi](http://www.britishgas.mobi)); the Royal Borough of Kensington & Chelsea ([www.rbkc.gov.uk/visit](http://www.rbkc.gov.uk/visit)), Airbus, Gatwick Airport and the British Heart Foundation amongst others."

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## For further information:

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### About the Google GetMo Project

GetMo is a Google-led initiative dedicated to helping businesses 'Get Mobile' by providing them with the tools and resources they need to make their websites more mobile-friendly. On Google's GoMo website, participating businesses can use the GetMoMeter tool to see how their own sites look and perform on mobile devices, and get personalized recommendations for developing a more mobile-friendly experience for their sites. The GetMo site has information about current mobile trends, best practices for launching mobile sites, a list of developers ready to help companies build sites for mobile, and much more. For more information, visit [www.howtogetmo.com](http://www.howtogetmo.com)

### About Incentivated

Incentivated ([www.incentivated.com](http://www.incentivated.com)) is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through to mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service.

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone.