

# Time to Join the Mobile Marketing Association

The world's leading global non-profit trade association, comprised of more than 800 member companies from nearly fifty countries around the world.



**MISSION**  
to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

We are laser focused on creating a mobile marketplace that benefits our big tent membership and delivering unique and distinct opportunities for all.

**BY HELPING MARKETERS DO MOBILE BETTER, EVERYONE WINS.**

JOIN TODAY



Details on membership dues and tiers is available at [www.mmaglobal.com](http://www.mmaglobal.com) or email [membership@mmaglobal.com](mailto:membership@mmaglobal.com) for more information.

 @MMAGlobal

# BRAND MARKETERS

Collaborate on strategic initiatives, including the development of guidelines and best practices, in areas such as Location, Native, Programmatic and Text Marketing to name just a few. Helping you ...

## BE TRUE INDUSTRY LEADERS

Access industry research & resources, a library with hundreds of case studies and other tools and resources that cultivate knowledge, know-how and creativity. Helping you...

## INNOVATE AND INSPIRE

Participate in events, meetings and webinars that bring together experts from around the globe to share perspectives and do business together. Helping you...

## EXTEND YOUR COMPETITIVE EDGE

Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators, and others. Helping you...

## MAKE THE RIGHT CONNECTIONS

By focusing on the two elements that we feel will have the biggest impact on brand success with mobile we drill down with programs like the major industry SMOX study, resources like the 500+ Case Study Hub and programs like the Smarties Awards, to ensure we provide the right tools, around...

## MEASUREMENT AND INNOVATION



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# MEMBER BENEFITS

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- Complimentary passes to most **MMA** events including the invitation-only **CEO & CMO Summit**
- Participation in **MM25**, the industry's marketer-only peer group
- Access to MMA members-only content including the **Mobile Marketing Playbook** and a **case study library** featuring over 500 campaigns
- In-house presentations on new **cross-marketing effectiveness research and insights**
- Discounted submission to the **SMARTIES awards**
- Eligible for nomination to the **MMA Boards of Directors**
- Voting rights in MMA Board of Director elections
- Publication of your **news**, research, **case studies** and other thought leadership on the MMA website
- Global members may also participate in **regional MMA** activities and opportunities



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