



## WAP Push Platform

A WAP Push message allows you to advertise a web site to your recipients. This type of message arrives at the customers phone like any other text message but it's a direct link to your WAP or mobile web site.

When the user opens the link their mobile phone's web browser opens and takes them directly to the web address you specify. You also specify a 'Caption' (title) for your WAP Push to identify the sender and content of the link.

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