

The invention relates to the field of advertising, in particular to a method and a system that allow a cellular mobile operator to deliver advertising information and in an interactive dialogue with a user to receive applications for the purchase of promoted services.

The proposed method is carried out using a system for the delivery of advertising information and an interactive dialogue with subscribers of cellular mobile telecommunication and includes the following stages: a USSD request is generated and sent from a subscriber's user device via the communications center to the personal account status checking service; the operator's systems are used to obtain data on the current status of the personal account and the parameters of the subscriber's profile; the subscriber profile is analyzed and, based on the received data, advertising offers are formulated about the services that will most likely interest the subscriber. The method is characterized in that the USSD message with the current value of the balance and the advertising offer are sent to the subscriber in USSD interactive session mode; the services advertised by the USSD order from the subscriber are activated and the subscriber is informed about the status of the service activation operation, at the same time a direct connection to the telecommunications operator's switching system is used, using the SS7 protocol stack's MAP protocol to receive and send USSD messages.

Claims: 2

Fig.: 1