

Mblox Announces Partnership with Kokokusha

SUNNYVALE, Calif., Jun 02, 2015 (BUSINESS WIRE) -- Mblox, the global leader in application-to-person (A2P) text messaging, today announced Kokokusha is the latest company to join its Global Partner Program. The partnership will extend Mblox's SMS messaging services to brands and enterprises throughout Japan, and will provide Kokokusha's customers access to Mblox's A2P marketing platform.

Kokokusha, Japan's oldest advertising agency, specializes in printed media, branding, advertising and public relations campaigns. This partnership also expands Mblox's presence in Japan, following opening a Tokyo office in July 2014.

As smartphone usage in the APAC region grows, Japan continues to lead the way with dramatic penetration. According to eMarketer, 79.9 percent of mobile users in Japan are expected to own a smartphone by 2017.

"Kokokusha is one of Japan's prestigious advertising firms and provides their customers with exceptional products," said Lynn Drumheller, senior director of the Mblox Partner Program. "Adding Kokokusha to our Value Added Partner Program creates a strong strategic partnership that benefits the customers who want to use mobile marketing to reach their target market effectively. At Mblox, we know our success is tied to working hand-in-hand with strong partners to create solutions that offer clear competitive advantages for the marketplace."

"Through our partnership with Mblox, we can now utilize a state-of-the-art messaging platform, enabling us to confidently introduce SMS based services to our clients," said Kaz Komagome, general manager at Kokokusha. "Our clients will see immediate benefits and feel fully supported through our partnership with the global market leader in SMS messaging."

In addition to the partnership with Kokokusha, Mblox will join key information and communications technology experts at CommunicAsia 2015 in Singapore June 2-5, as it continues to expand its presence in APAC. If you are interested in connecting with Mblox APAC head of sales Hayley Fisher at the conference, please contact her at hayley.fisher@mblox.com.

About Mblox

Mblox is the largest independent application-to-person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry's most experienced Tier One SMS aggregator, Mblox specializes in the unique demands of large-scale mobile messaging programs and are known for providing reliable, uncompromising connections. By creating positive brand experiences, Mblox helps clients transform numbers into profitable relationships with their customers.

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