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# General description

The service allows to inform subscribers about new operator's offers or to notify about scheduled network maintenance.



Imagine you offer a new package of channels of IPTV. The simplest and the cheapest way to inform subscribers about this offer is to use notification service. It allows also: to collect subscribers' requests to use the service, to reply their questions and to do all this in a suitable time - when subscribers are at home. The notification service allows significantly improve propagation of existing operator's services and thus make ARPU higher.

Upon the notification service activation by the operator, a subscriber receives the operator's information page on attempt to load any HTTP-page. The operator places on this information page the relevant information, order button, chat window or tech support call button, as well as the link to proceed to the requested site.



Attention: VAS Experts DPI detects a fact of redirection to indicated URL by packets passing from a subscriber to WEB server. In case the traffic to WEB server does not pass through DPI platform you should remove the service on a WEB server or to send the traffic through DPI platform.

A subscriber leaves the information page by the link on it or by any site request in browser's menu.



You might be also interested in:

- 1) [Conducting marketing campaigns via special section in the DPIUI2 graphical interface](#) (notifications, automatic deactivation of notifications, targeting opportunities).
- 2) [Click-Wrap function](#) (subscriber can leave the notification page only after the necessary action is taken).