

Quack! Messenger Officially Launches in the UK

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Quack! Messenger, the instant messaging app that shares advertising revenue with its users, has today officially launched in the UK.

The app, which is already successful in Spain and Italy, rewards users for contacting friends and family while broadcasting tailored and high-quality 'wanted advertising' to their devices without interrupting conversations.

Quack! Messenger is available for free download on Android and iPhone and allows users to share images and videos.

"The app revolutionises the mobile marketing space and the concept of wanted advertising is born," commented Fernando Troyano, founder and CEO of Quack! Messenger.

"We identified that mobile users often enjoy watching high quality and non-intrusive adverts, particularly during 'dead' time. Consumers also feel they deserve to earn a share of the profits made by advertising to them. Just by chatting on Quack! Messenger people can earn additional money by doing something they already do every day."

The app also allows users to donate revenue earned from chatting to a number of registered charities. At the end of each calendar month, users are given the option to collect or accumulate the money raised. Payment is made via PayPal or donated to a selected charity instead.

Figures show that instant messaging is becoming increasingly popular in the UK with an expected 300 billion instant messages predicted to be sent in 2014. (Deloitte/OFCOM)

Launch video - <https://www.youtube.com/watch?v=hp51n2AJviw>