

Marketing Reflex datasheet

Today's consumers are accustomed to personalized services across multiple channels. In order to lead in an increasingly competitive communication marketplace, Communication Service Providers (CSPs) must understand each subscriber and deliver services based on their preferences and intentions.

Personalized and contextualized subscriber engagement can increase revenue, improve customer retention, boost customer service and acquisition effectiveness, and grow customer advocacy. Strategic management of subscriber information is the key capability that enables CPS to go beyond behavior tracking. It empowers them to capitalize on the information required to maximize the value of each subscriber.

Guavus Marketing Reflex, a key pillar of the Guavus Customer Experience Analytics (CXA) applications suite, is the industry's fastest provider of subscriber-level analytics. It understands every subscriber's interest in real time to enable personalized engagement and interactions that increase customer loyalty and help grow the business. Marketing Reflex incorporates behavioral, contextual and business data across data sources to form a complete view of each subscriber.

With Marketing Reflex, carriers can monetize one of their most valuable assets - subscriber data.

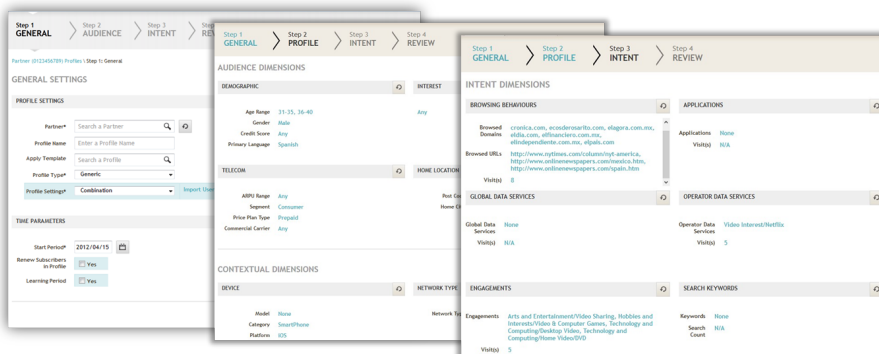


Figure 1. Guavus Marketing Reflex supports a rich set of dimension for subscriber profiling

Key benefits

- Increase upsell/cross-sell through accurate customer profiling that correlates network and business data
- Collect, classify, categorize and understand audience interests as well as their key use of applications, devices, networks and content
- Increase revenue by discovering new subscriber segments with shared interests
- Deliver personalized and consistent subscriber engagement that improves customer retention and grows customer advocacy across multiple touchpoints
- Benefit from unrivalled scalability and performance – the fastest provider of subscriber-level analytics, with near real-time customer profiling
- Monetize data assets with third parties, turning network data into profitable Data-as-a-Service business model
- Easily integrate with existing systems through Guavus' API design, which enables operators to query data through third-party BI tools such as Tableau

Ensure the success of marketing campaigns through dynamic audience segmentation

CSPs should strive to make every interaction with their subscribers simple, personal and valuable. To maximize their revenue opportunity and to increase customer loyalty, CSPs must understand subscriber context and interests to deliver relevant offers and fend off the competition. As an example, service providers can seek ways to personalize their service plans around specific consumption activities and behaviors such as content streaming, downloading, or online gaming, and promote them accordingly.

Marketing Reflex gives access to services consumption patterns and leading activities/interests (350+ categories) of subscribers. This enables CSPs to understand their customers and to hold contextual and personalized communications with each individual. The tailored interactions can apply to inbound actions—for instance, during a call to customer service or while the customer is shopping on the CSP mobile portal—as well as to outbound actions such as a customer performing a certain set of acts which will trigger an SMS. The real-time personalization leads to far more effective cross-selling/upselling since the customer tends to be more receptive during a live conversation or in the immediate aftermath of an intent-filled act.

Marketing Reflex profiles subscribers using carrier business data and network data, enabling the discovery of new customer segments based on customer interests and behaviors. These segments are fused with the CSP's traditional segmentation in order to better drive new business actions and upsell opportunities toward underserved audiences.

Connect Marketing and Sales for an integrated customer view

Marketing and Sales organizations typically operate in silos, and the lack of communication and information sharing between the groups often result in the loss of valuable customer intelligence. The absence of an integrated customer view means that offers are often being made to the wrong people or at the wrong time. Marketing and Sales definitely benefit from connecting their processes in order to effectively compete with OTT providers and other CSPs.

Marketing Reflex enables the definition of subscriber profiles to target through a flexible, easy-to-use GUI. Customers are mapped to these profiles in real time. Web service APIs and Notification Managers are designed to integrate with the CSP's existing operational workflows.

Marketing Reflex collects network data to determine subscriber intent and context:

- Network location
- Device (model, manufacturer, OS, category)
- Network access type
- Browsing behavior (e.g. web domains & URLs) with number of visits
- Applications used, with number of visits
- Engagement
- Global Data Services (e.g. Usage categories like: browsing, download – music) with number of visits
- Operator Data Services (e.g. Content Interest such as CSP portal, social media apps) with number of visits
- Guavus Content Categorization following IAB taxonomy

Uncover new revenue opportunities with Data as a Service (DaaS)

In order to combat stagnating ARPU and increasing network costs, CSPs must explore new ways to generate revenue. Subscriber data represents a key asset that can be monetized through new channels, from advertising to content personalization and partners.

Guavus qualifies audience segments in near real-time through dynamic profiling. This helps marketers efficiently reach specific audiences and offer advertisers/partners one of the most accurate audience data sets available. When a CSP Partner has a specific profile in mind to target, Marketing Reflex will monitor the entire mobile network traffic and look for selected triggers that indicate intent for specific goods and services, thus improving the conversion rates for both CSPs' and partners' marketing campaigns.

Here are a few options that illustrate how CSPs can generate new advertising revenues through partnerships:

- CSPs can bundle their existing offering to advertising and content partners for audience targeting in order to enable these partners to create profiles tailored to their personalization needs.
- Marketing Reflex enables the CSP's Marketing organization to identify and sell targeted profiling data to partners looking for Audience Measurement information. Using this application, the CSP's Marketing unit can define a unique set of profiles that fits the Partner's requirements, execute the near real-time profiling process and enable the data flow within the overall operational workflow. CSPs can sell this capability as a premium to their existing offering.

Marketing Reflex offers a flexible GUI that enables the CSP and its authorized partners to create ad hoc definition of subscriber profiles. It qualifies customers to the defined profiles in real time and gives partners real-time access to subscriber profiles within allowed privacy boundaries. CSPs control the profile approval workflow, the partner management and the billing settlement.

Marketing Reflex DaaS framework provides a set of APIs that allows the consumer to retrieve profile information. The DaaS framework can be used internally by the CSP to integrate with OSS/BSS downstream systems. CSPs' partners can also access the profile information through the APIs.

Marketing Reflex supports the following subscriber identity data:

- Age range
- Gender
- Credit score range
- Primary language
- ARPU range
- Segment type (e.g. Business or Consumer)
- Price plan type (e.g. Post-Paid, Prepaid)
- Commercial carrier (MVNO)
- Customer interest group (CSP's interest classification)
- Account location – postal code/ZIP
- Account location – city/state

Real world ROI examples

#1: Effective audience monetization with granular and dynamic targeting

A fast food chain turned to Guavus Marketing Reflex to increase the download of their mobile app through smarter targeting. Marketing Reflex created two sets of audiences to send SMS messages. The first audience was generated by the standard segmentation methodology based on static data such as age, gender, and device OS. The second audience combined this standard information with subscriber behavior information gathered dynamically by the Guavus Profiling Engine (e.g. interest for travel, online deals, local food) to achieve more precise targeting.

Four batches of messages were sent side-by-side to the two audiences. The results were striking. The audience who were targeted using Marketing Reflex's dynamic profile engine downloaded 7x more apps than the audience who were targeted using the standard segmentation method. All in all, Guavus' segmentation yielded 8.0% click through rate (CTR) versus 2.3% for the standard segmentation, and a 53% CTR to download rate versus 27% for the standard audience.

#2: Segment and target anonymous prepaid subscribers

Like most CSPs, this provider did not have enough visibility into the demographic data of their prepaid subscriber population to segment and extend targeted offers. Marketing Reflex processed DPI data to understand behavior characteristics of the prepaid base and enable subscriber-level segmentation by usage, interest, location, time of day, and more. It also integrated with the CSP's charging system for prepaid users in order to trigger targeted offers, advertising, and retention programs once customers matched key profile conditions.

#3: Leverage retail event data to monetize channels

Most CSPs' analysis of subscriber behavior is confined to a single channel. In today's multi-channel world a lot of valuable insight is lost by this lack of integration. One CSP turned to Guavus to correlate their subscribers' retail habits with their network activity in order to identify their best commercial partners.

Marketing Reflex created retail profiles during key commercial events in the country and used the resulting segments to find common characteristics. It determined the best retail partners to run targeted campaigns and advertising with, as well as the optimal social media channels to reach the audience. The CSP was able to monetize the data for these specific markets.

#4: Improve customer retention and increase adoption with targeted insights

In order to combat the increasing threat from OTT video providers, this CSP needed to better understand its subscribers and build effective customer retention and acquisition strategies. They sought to identify the top video OTT competitors and better grasp the performance of their own video services against the competition.

Marketing Reflex used historical data to discover trends in video services adoption and profile users of each video service. It measured MoM subscriber usage trend per video service and segmented the CSP's proprietary video service subscribers as well as those of the competition. After Marketing Reflex identified the key differentiating factors for each group, the CSP was able to retain more subscribers and convert their competitor's adopters.

The Marketing Reflex Framework

Guavus Marketing Reflex leverages the modular technology components of the Guavus Reflex big data platform which is designed to ingest, correlate and analyze high volumes of streaming and stored data in real time using a "compute-first / store-later" architecture. Marketing Reflex can easily extend to more architectural components as the use cases evolve toward a true, end-to-end customer experience management solution.

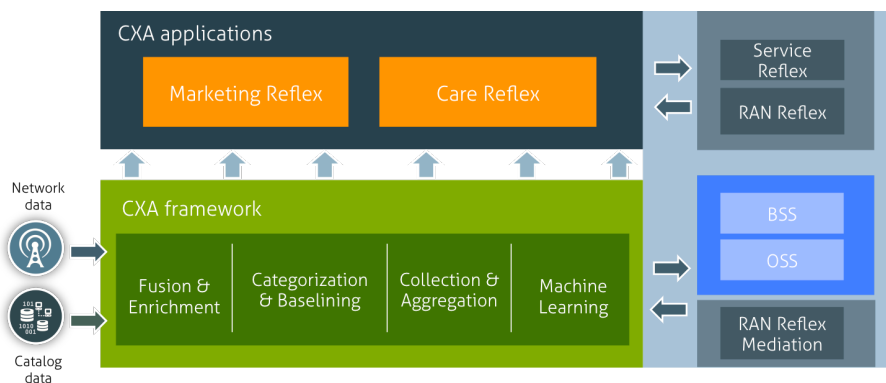


Figure 2. Marketing Reflex is built on top of the Guavus CXA Framework

Along with Guavus Care Reflex, Guavus Marketing Reflex is a main component of the data-driven Guavus Customer Experience Analytics (CXA) framework. The two analytics applications leverage a common framework for maximum reusability and extensibility. For the first time, CSPs and MSOs have the ability to create holistic, cross-functional data-driven customer experience journeys. The framework's starting point is a set of common workflows, functions and data models that support the applications' use cases.



Promote services/products to a wide segment, yielding low conversion	Increase upsell/cross-sell through customer profiling and next-best offer campaigns
Customer profiles are based on limited information	Build a 360-degree view of each subscriber by correlating network and business data
Customer segments are static and based on generic data	Increase revenue by discovering new subscriber segments with shared interests
Impersonal service and promotions annoy customers and leads to frustration	Deliver personalized subscriber engagement that improves customer retention and grows customer advocacy

Summary

As consumer choice has increased, CSPs must provide a superior customer experience to remain competitive both with peers and new entrants. As such, CSPs should strive to enhance their understanding of each subscriber in addition to forming the foundation for proactive and highly-focused marketing campaigns aimed at providing the right service to the right person at the right time.

Guavus Marketing Reflex enables CSPs to gain a greater understanding of subscribers' interests to strengthen their competitive position against digital providers and find new revenue opportunities to overcome flat ARPU. As the fastest provider of subscriber-level analytics, Marketing Reflex extracts complete subscriber intelligence by linking usage, demographic, contextual and behavioral data at the individual level to increase conversion rate, drive subscriber engagement and improve adoption. Marketing Reflex can help CSPs turn a negative customer experience into a positive one by proactively understanding the situation and delivering the right message or offer preemptively.

About Guavus

Guavus solves the world's most complex data problems. Proven across Fortune 500 enterprises, Guavus provides a new generation of analytically powered big data applications to address specific business problems for next-generation service assurance, next-generation customer experience management and the Internet of Things. The Company uniquely breaks down the barriers between Operational Support Systems and Business Support Systems to enable customers to more efficiently plan network capacity, improve service operations and deliver a better customer experience. Guavus' operational intelligence applications correlate and analyze massive amounts of streaming and stored business, operational and sensor data from multiple, disparate source systems in real time. Guavus products currently process more than two Trillion transactions per day.

The logo for Guavus, featuring the word "guavus" in a lowercase, sans-serif font. The letter "a" is stylized with a small orange dot above it.

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