

Guavus Marketing Insight Marketing Analytics

Use Analytics to Identify your Strategic Audiences:

Today's Reality:

The next generation of consumers demand personalized products and services. In order to be competitive, Communication Service Providers (CSPs) must understand each subscriber and deliver services and content based on their preferences. CSPs need to make customer-aware decisions and tailor the promotions, plans, services and products they offer accordingly.

This is easier said than done. Customer-awareness must extend beyond standard demographic information and reach into subscribers' behaviors, interests, and locations. However this is not readily accessible, and subscribers' privacy must be protected.

The Guavus Analytics Solution:

In order for marketers to position the right product, with the right consumers, at the right time, they must have a 360 degree view of their customers.

Guavus Marketing Insight has been designed exactly for that purpose. Subscriber events are collected from the network from Data Records (xDRs) and Deep Packet Inspection (DPI) information and processed in near real-time in order to turn non-meaningful data into intelligence. Customer location, preferences, apps used, website visited, rate plan, phone type and demographic information are all correlated in near real-time, allowing marketers to create customized segments of subscribers. For example, marketers can now identify subscribers who regularly use video streaming services, in a certain city, on a certain type of network, to create an offer that will resonate. Sensitive user IDs are obfuscated to protect privacy.

Guavus Marketing Insight rapidly identifies high users and displays behavioral trending and comparison analysis. Guavus delivers all of this via a rich, interactive graphical user interface (GUI), so that marketers can slice and dice all of the information as needed. Guavus also easily integrates with marketing automation systems such as Campaign Management Systems, delivering data intelligence so that appropriate outbound actions can be taken. Data can also be shared with 3rd parties for cross-marketing purposes as permissible by law or fed into an analytics sandbox for internal uses.

Guavus Marketing Insight has been built to serve the people responsible for generating new revenues in the CSP organization, providing them with customer-centric insights about their market.

FEATURES



Content Analytics: understand content consumed within larger segments to present a rich, contextualized view to marketers.



GDPR compliant per-subscriber characteristics: identify different content interest on a subscriber basis while protecting identity.



Create custom segments: quickly correlate subscriber's interests with demographic and network data. Create a segment of subs and present a tailored offer.



Natural Language Processing: algorithms allow for multi-faceted classification of the content visited.



Automatic data classification: leverage a rich set of dimensions to understand usage type and content drivers (apps, FQDNs, etc.).



User distribution analytics: understand the 20% of subscribers responsible for 80% of the events.



Integration to 3rd party systems: such as Marketing Automation platforms or CMS via standard APIs to take actions based on insights.



Guavus
Marketing Insight

Supported Data Sources:

- DPI signatures:** ●
 - Apps used -
 - URLs visited -
 - Session duration -
- Network topology** ●
- Location based S1-MME events** ●
- Subscriber demographics** ●
- ARPU / ARPU range** ●
- Data plan & account location** ●



Actions & Insights

- Customizable, near real-time customer segments
- Content classifications for quick understanding of customer interest
- Audience measurement and footfall analysis
- Visualization of subscriber segments
- Push information to:
 - Campaign Management Systems
 - Data Lake BI environment

FEATURES & FUNCTIONS:

- Near real-time customer centric events monitoring, behavioral classification, filtering, trending, chaining and baselining.
- Rich, detailed "out-of-the box" prebuilt browsing and app usage classification.
- Detailed audience measurement and footfall analysis.
- Correlation of customer experience markers with operational data.
- Geo-location mapping of events .
- Content analytics.

KEY USE CASES:

- Personalization of plans and offers.
- Dynamic, on-the-fly, segmentation & targeting.
- Monetization of data.
- Customer upsell and retention.
- Content usage analytics.
- Insights for internal marketers and 3rd parties.

