

Marketing Analytics Module

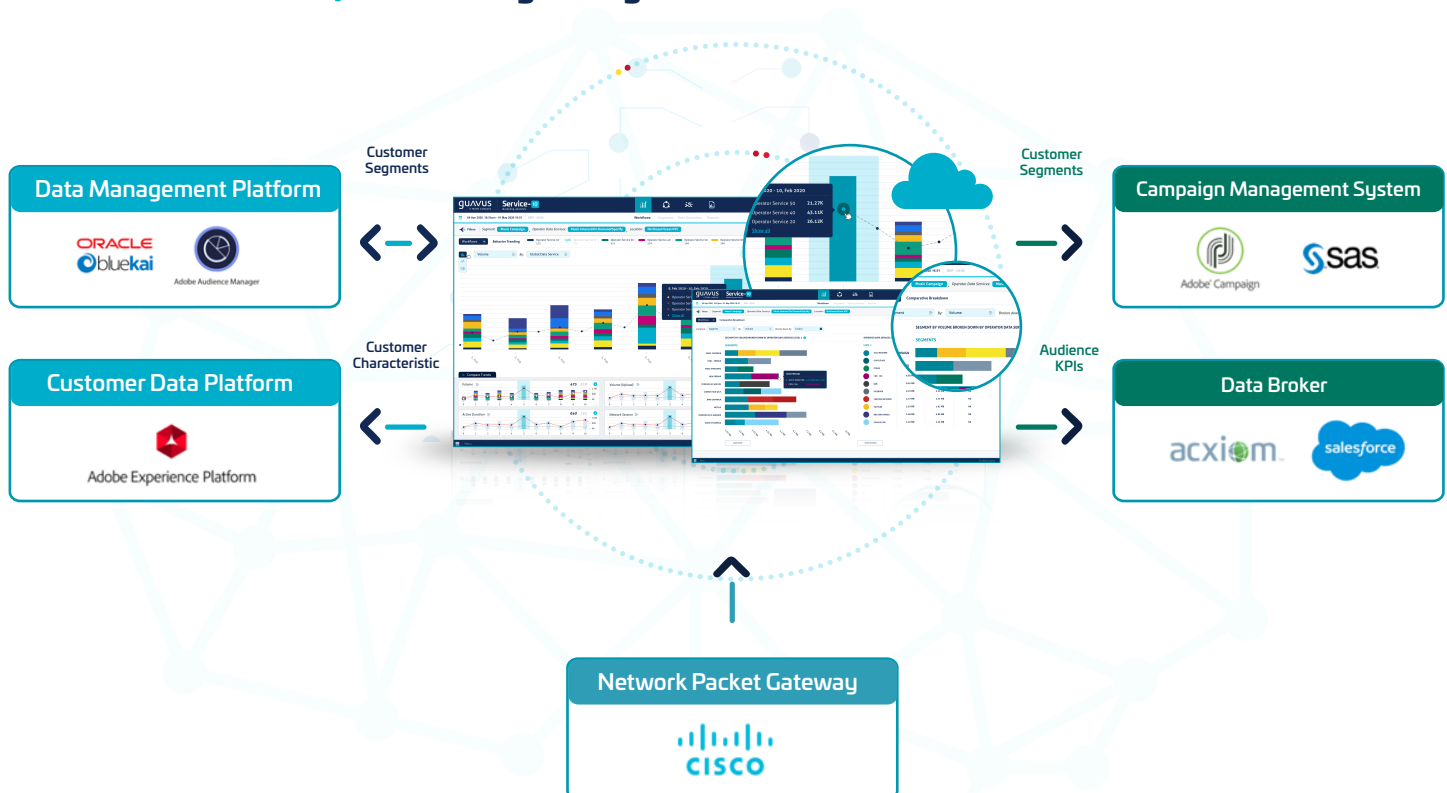
With **Service-IQ**'s goal to broaden and raise revenue across the communications service provider (CSP) organization, lower OPEX and better customer experience (CX), the Marketing Analytics module helps to maximize service adoption while minimizing conversion costs, optimize marketing programs and budgets, monetize subscriber data, and leverage subscribers' preferred communication channels without spamming them.

The use cases presented in this document describe how Product Management and Marketing Operations can seamlessly integrate the Marketing Analytics module with existing data, customer and campaign management systems to automate CX management (CEM) and make customer value management (CVM) shine with artificial intelligence (AI) and machine learning (ML).

Use Cases

- Build and Tune Compelling Products and Services
- Audience Measurement Service
- Competitive Intelligence to Optimize Marketing Programs
- Personalized and Targeted Marketing Campaigns

Where Service-IQ Marketing Analytics Fits



Product Management Teams

Build & Tune Compelling Products & Services

Can you quickly and easily analyze subscriber use of trending digital services and compare subscriber use of competing digital services to their behavior on your services, to offer highly adopted services?

PROBLEM

With limited market intelligence on subscribers' behaviors, interests and intentions, CSPs are unaware of competing/trending mobile service and app use (e.g. online shopping service) so building and tuning compelling products and services is a challenge.

SOLUTION

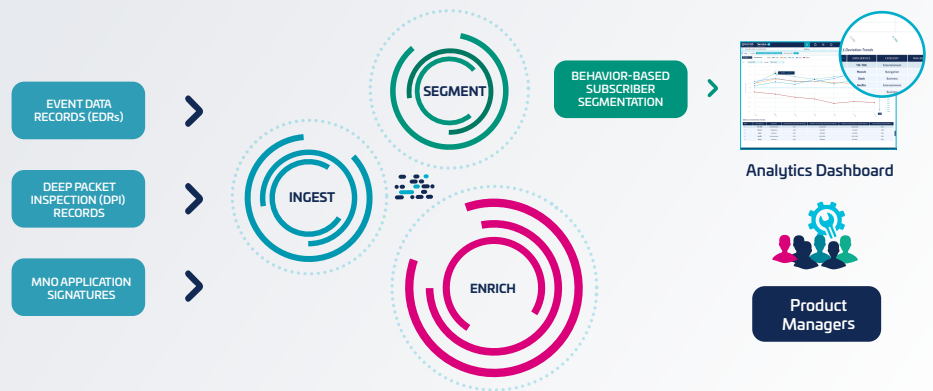
Utilizing real-time, continuous, accurate, granular and contextual segmentation of non-cookie network event data, quickly and easily create metrics from one source, in one step, to analyze subscriber use of trending digital services and compare subscriber use of competing digital services to their behavior on your services, based not only on the Interactive Advertising Bureau but CSP custom data services.

BENEFIT

- Maximize service adoption
- Optimize marketing budget

VALUE

- ^ Revenue
- ^ Opex



Audience Measurement Service

Are you able to collect, process, efficiently store, and package location-based subscriber behavioral data, so that you can sell it to partners and leverage it internally?

PROBLEM

CSPs need to generate additional revenue by providing value-added services to business partners in the form subscriber insights (network traffic/interactions), which requires real-time processing of high-volume network data without violating data privacy laws, such as General Data Protection Regulation. Subscriber behavioral information with precise location data has a high value, but combining them is a challenge for many CSPs.

SOLUTION

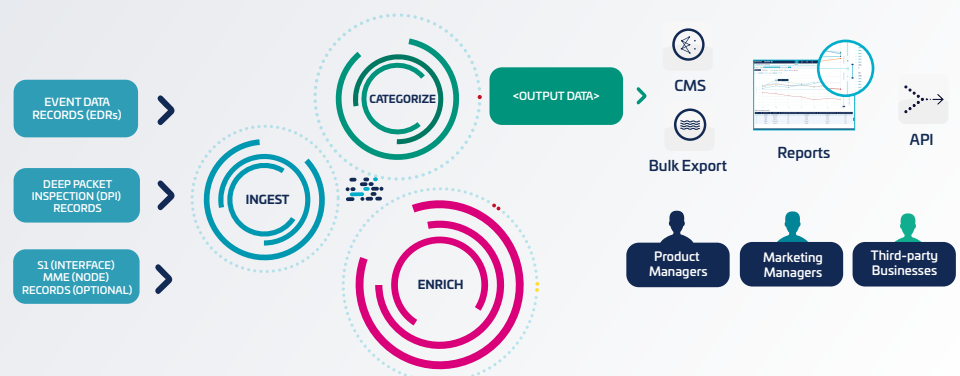
Utilizing continuous, accurate, detailed and contextual segmentation of non-cookie network event data, collect, categorize, efficiently store, and package anonymized subscriber information (browsing habits and application usage) with precise (signaling transport) location data according to partner requirements.

BENEFIT

- Sell anonymized location-based subscriber data to partners, directly or through B2B marketplaces and data broker interfaces
- Leverage location-based subscriber segmentation insights across CSP

VALUE

- ^ Revenue amplified with location dimension



Marketing Operations Teams

Competitive Intelligence to Optimize Marketing Programs

Can you quickly and easily compare subscriber use of competing/trending mobile services and applications to their behavior on your digital services, to optimize your marketing programs?

PROBLEM

With limited market intelligence on subscribers' behaviors, interests and intentions, CSPs are unaware of competing/trending mobile service and app use (e.g. online shopping service) so marketing programs are inefficient and not impactful.

SOLUTION

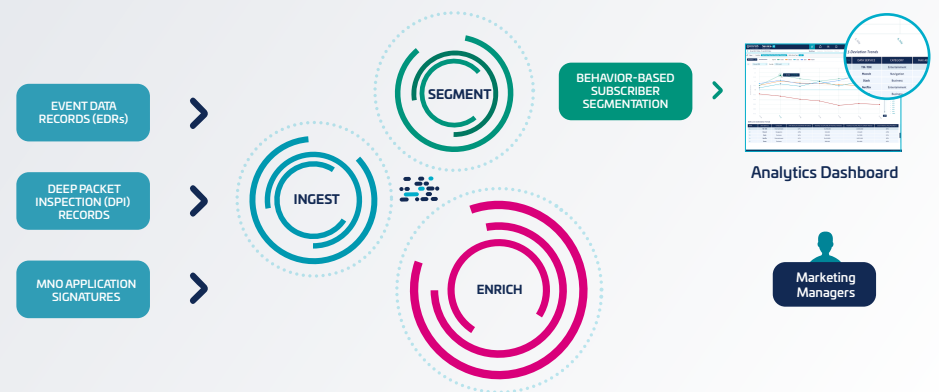
Utilizing real-time, continuous, accurate, granular and contextual segmentation of non-cookie network event data, quickly and easily create metrics from one source, in one step, to compare subscribers using your mobile services and apps versus competitive digital services, based not only on the Interactive Advertising Bureau but CSP custom data services.

BENEFIT

- Optimize marketing program/budget mix: awareness, retention and conversion/adoption
- Leverage subscriber-preferred communication channels

VALUE

- ✓ Revenue
- ✓ OPEX
- ✓ CX



Personalized/Targeted Marketing Campaigns with Adoption Measurement

Are you able to target subscribers with personalized campaigns to ensure the highest close rate for your products, services and applications, while not spamming low-probability adopters?

PROBLEM

With limited market intelligence on subscribers' behaviors, interests and intents, socio-demographic, untargeted, cookie-based campaigns produce a low ROI and erode customer experience (CX) with perceived spam.

SOLUTION

Utilizing continuous, accurate, detailed and contextual segmentation of non-cookie network event data, target subscribers with interest/intention-based personalized messages and offers in an automated fashion through Campaign Management System (CMS) integration, while leveraging usage-based adoption measurements.

BENEFIT

- Maximize click-through rate (CTR)
e.g. 4 X socio-demographic campaigns
- Maximize (mobile app) download rate
e.g. 7 X socio-demographic campaigns
- Maximize ongoing campaign performance and minimize adoption cost
- Avoid spamming subscribers

VALUE

- ✓ Revenue
- ✓ OPEX
- ✓ CX

