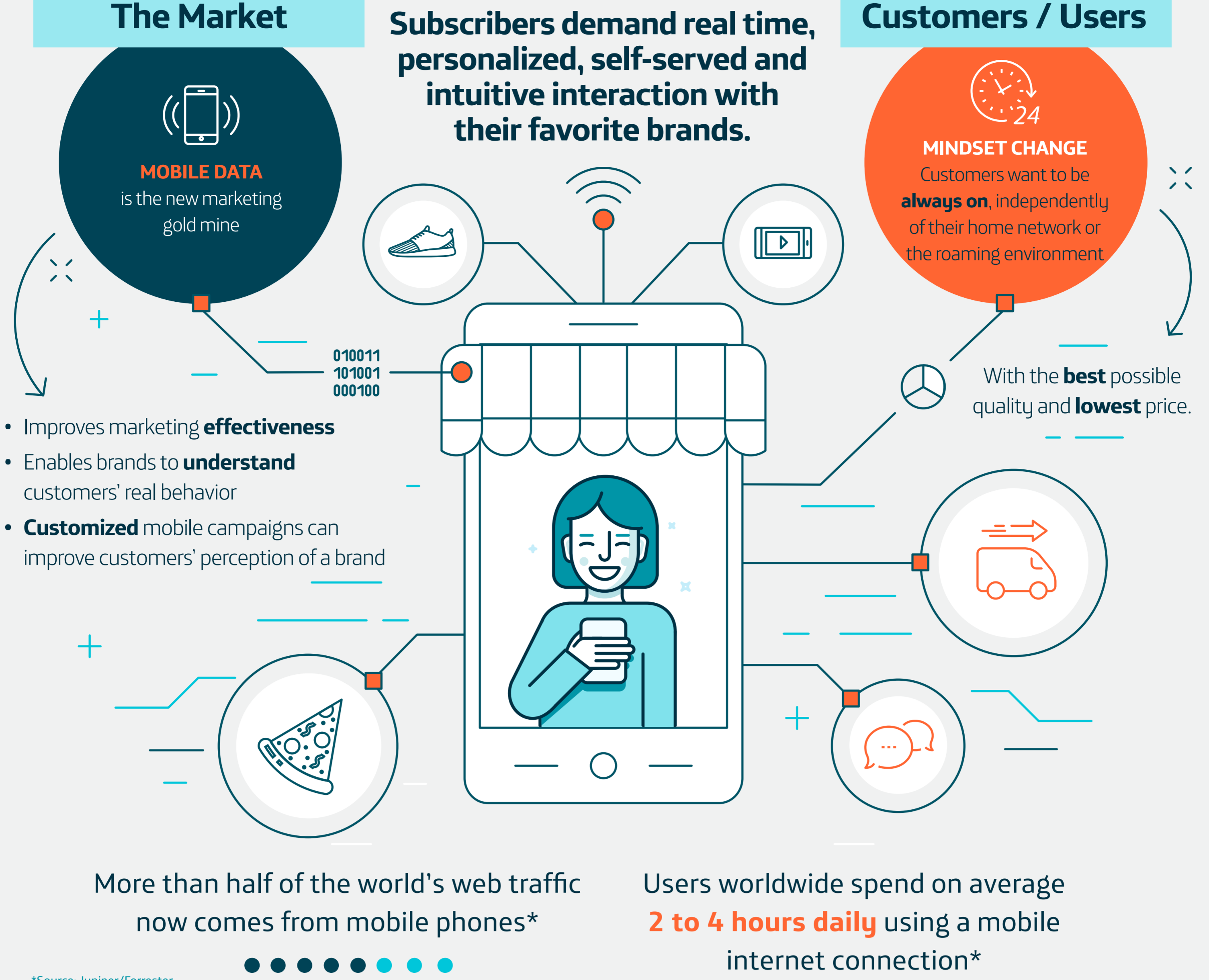


# Marketing Campaigns Manager

The right offer, to the right person, at the right moment

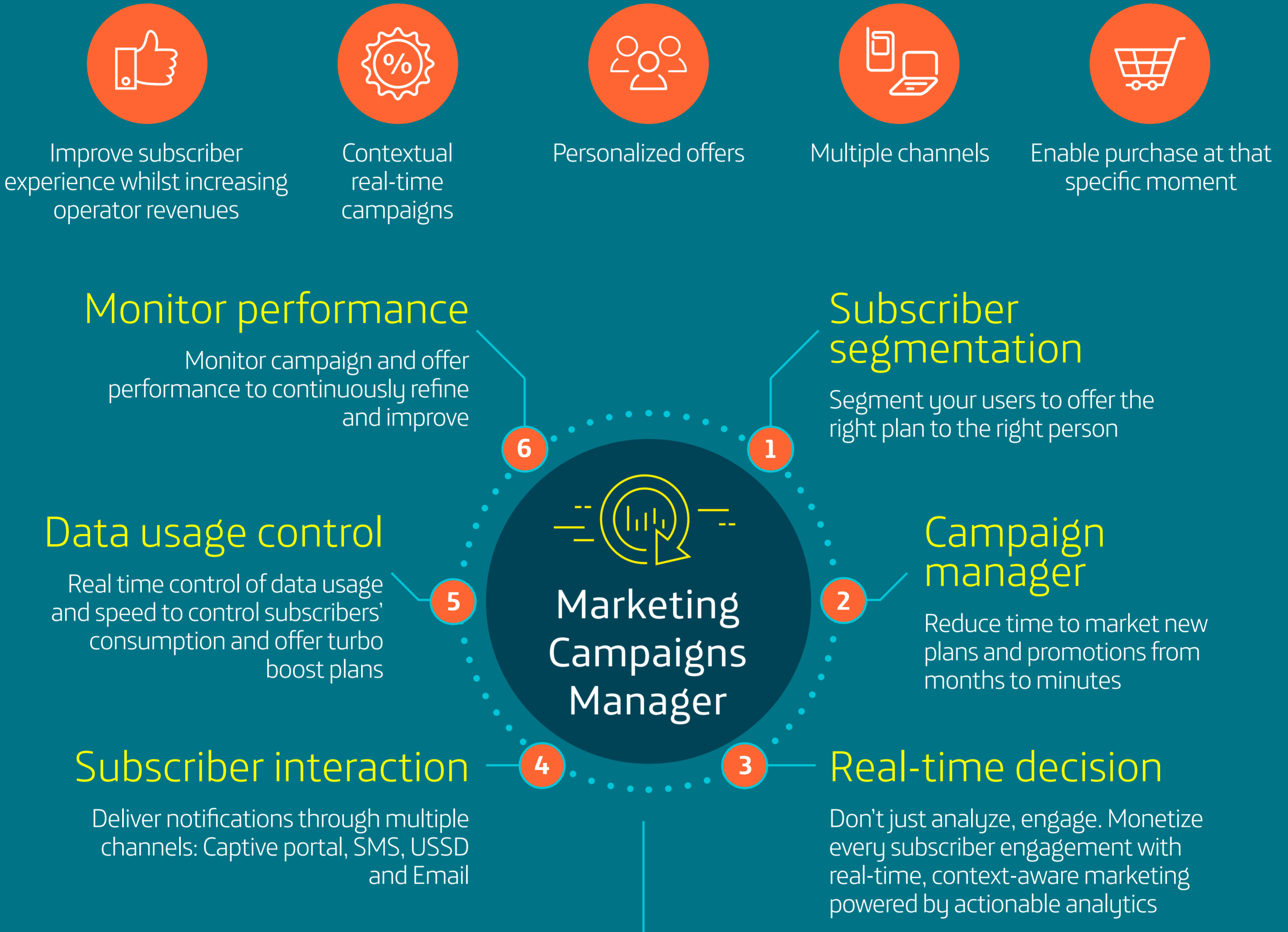


## Leveraging the power of mobile data to meet subscriber demand



## Delivering added value to mobile subscribers

Marketing Campaigns Manager is a suite of services that allows you to monetize every subscriber interaction



### Benefits of implementing an engaging mobile strategy

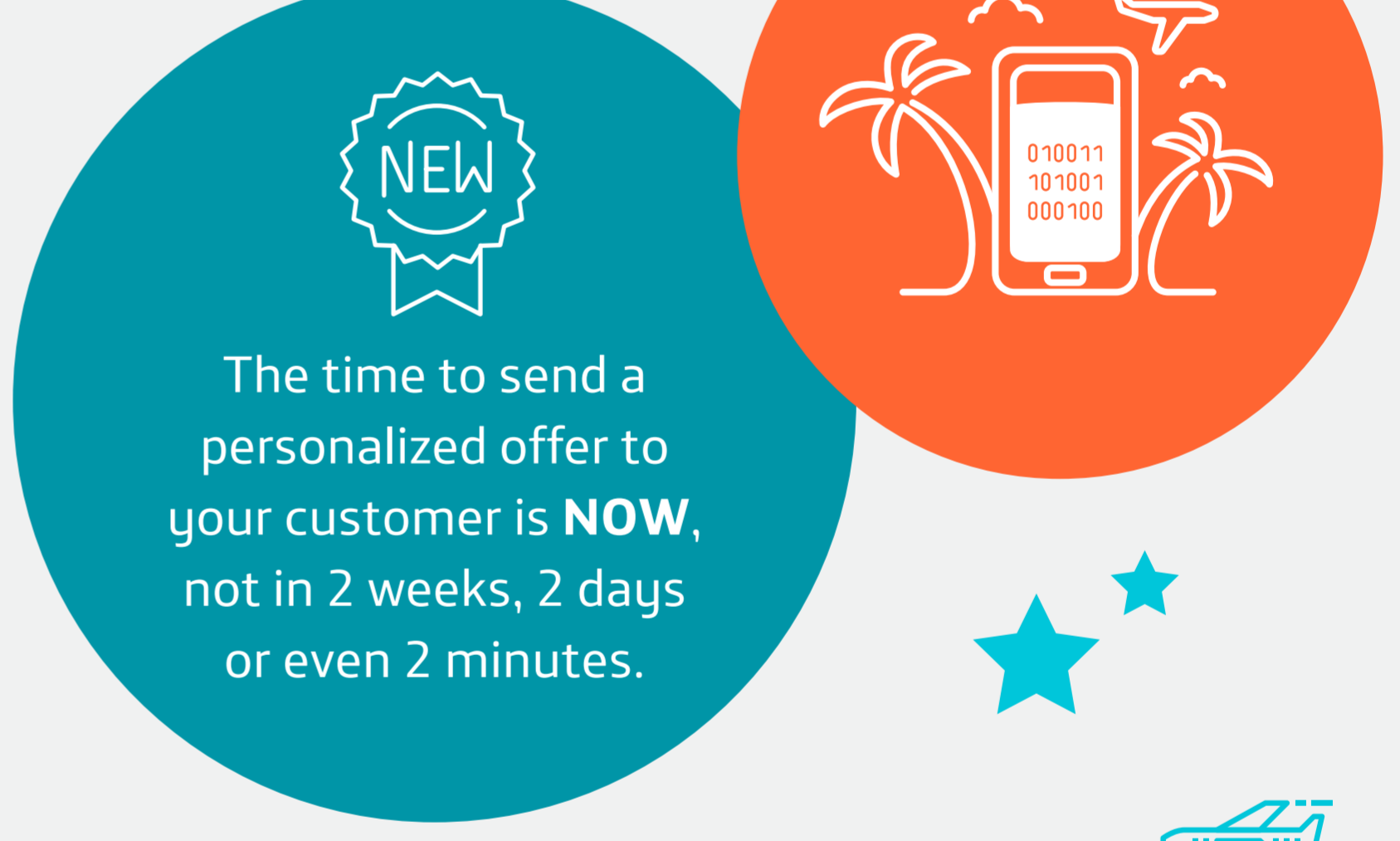
#### Use cases

- Silent Roamers
- Sponsored Data and Rewards
- Data Sharing Plans
- Data Offers Management

- Increase your revenues as you boost consumption
- Improve customer loyalty and brand perception through personalized campaigns
- Reduce churn as user satisfaction increases
- Generate new business models

## DATA OFFERS MANAGEMENT

Inform your subscribers about their consumption and offer **new packages** when they exceed their limit in local or roaming scenarios

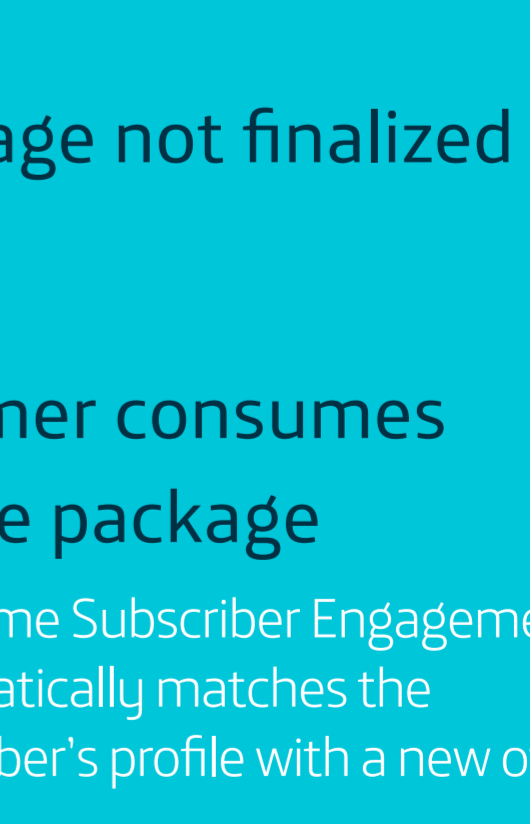
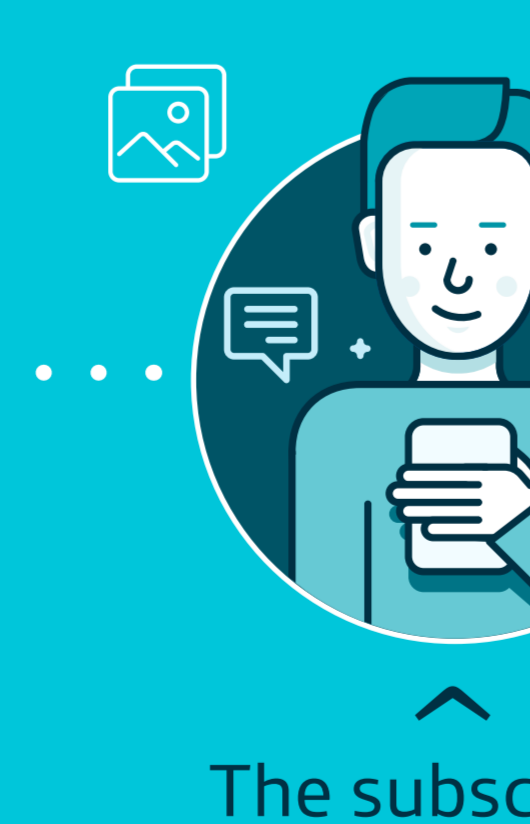
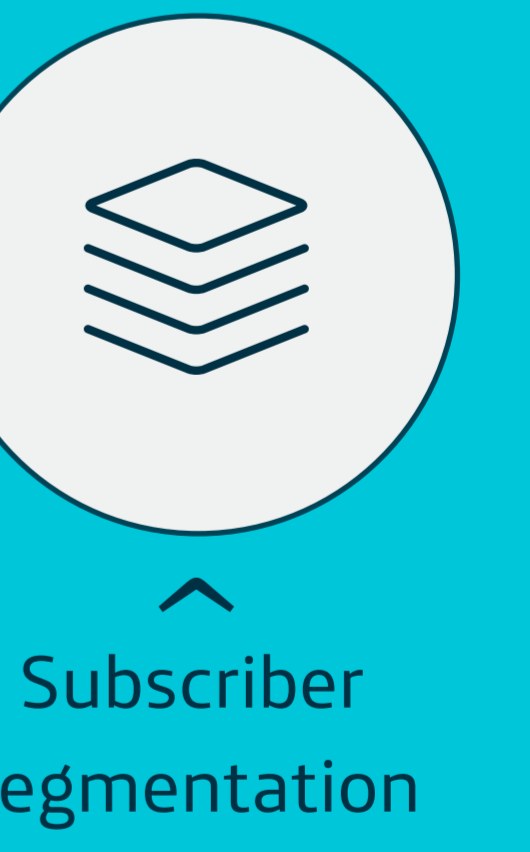
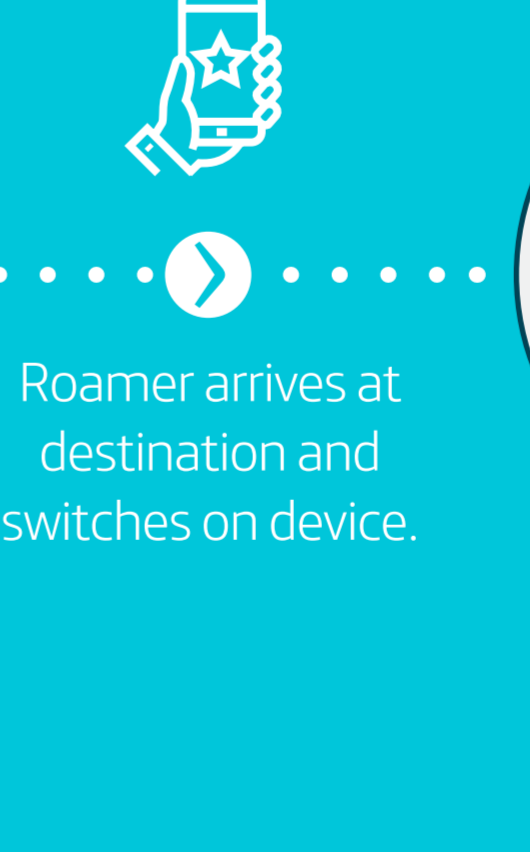
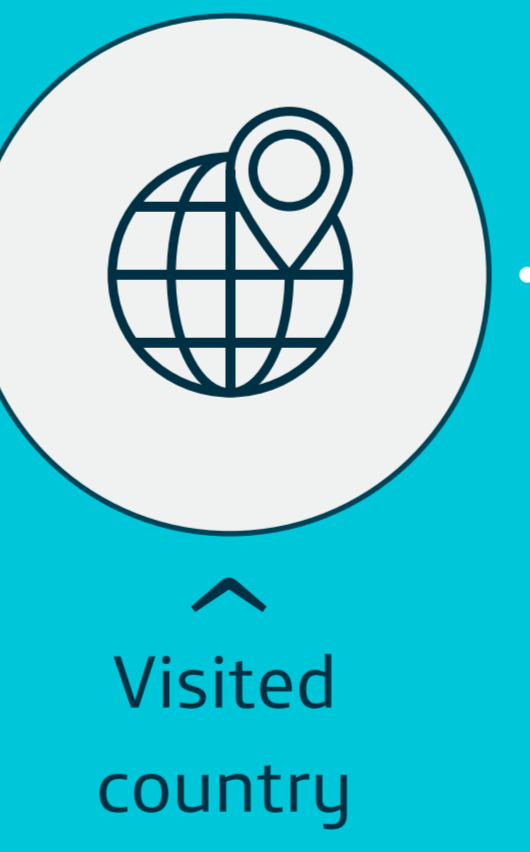
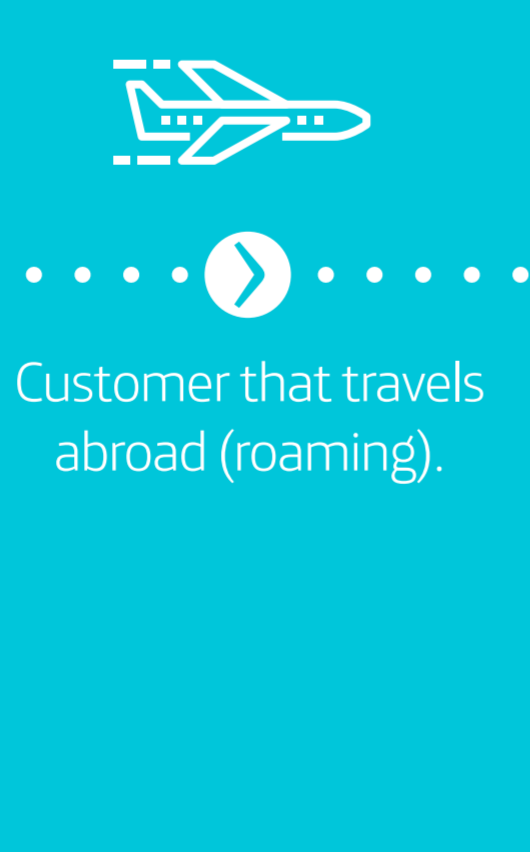
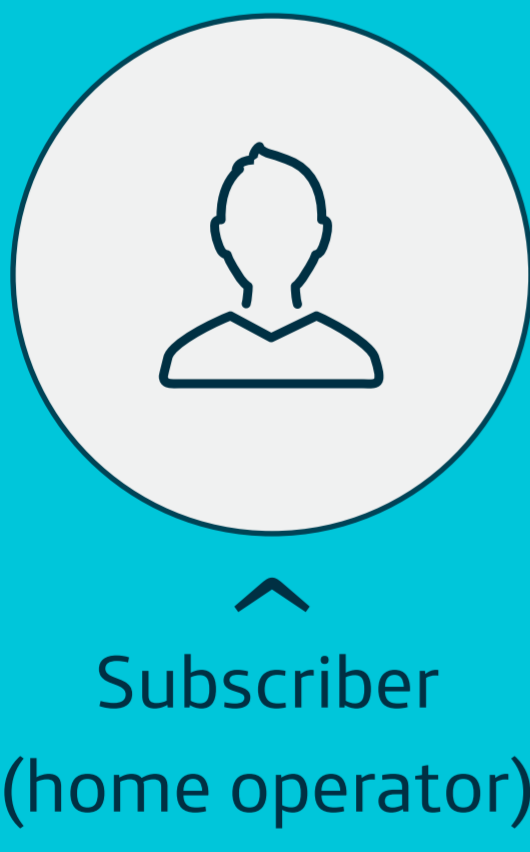


Based on:

- User profile
- Destination country
- Special events



**Direct real-time personalized campaigns**



Satisfied customer