

Marketing Campaigns Manager

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



Leveraging the power of mobile data to meet subscriber demand

The Market



MOBILE DATA
is the new marketing gold mine

- Improves marketing effectiveness
- Enables brands to understand customers' real behavior
- Customized mobile campaigns can improve customers' perception of a brand

Subscribers demand real time, personalized, self-served and intuitive interaction with their favorite brands.

Customers / Users



MINDSET CHANGE
Customers want to be **always on**, independently of their home network or the roaming environment

With the **best** possible quality and **lowest** price.

More than half of the world's web traffic now comes from mobile phones*

Users worldwide spend on average **2 to 4 hours daily** using a mobile internet connection*

*Source: Juniper/Forrester



Delivering added value to mobile subscribers

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



Improve subscriber experience whilst increasing operator revenues



Contextual real-time campaigns



Personalized offers



Multiple channels



Enable purchase at that specific moment

Monitor performance

Monitor campaign and offer performance to continuously refine and improve

Subscriber segmentation

Segment your users to offer the right plan to the right person

Data usage control

Real time control of data usage and speed to control subscribers' consumption and offer turbo boost plans

Campaign manager

Reduce time to market new plans and promotions from months to minutes

Subscriber interaction

Deliver notifications through multiple channels: Captive portal, SMS, USSD and Email

Real-time decision

Don't just analyze, engage. Monetize every subscriber engagement with real-time, context-aware marketing powered by actionable analytics



Marketing Campaigns Manager

Benefits of implementing an engaging mobile strategy

Use cases

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

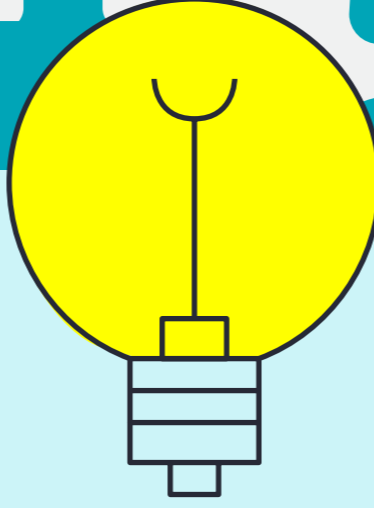
- Increase your revenues as you boost consumption
- Improve customer loyalty and brand perception through personalized campaigns
- Reduce churn as user satisfaction increases
- Generate new business models

DATA SHARING PLANS

1 PLAN for multiple users and multiple devices



Allows MBs to be shared in both **roaming** and **local network**



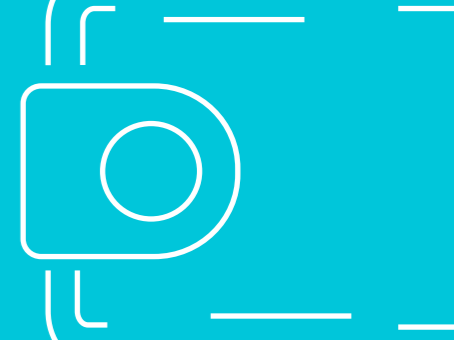
It's an...

INTELLIGENT SOLUTION

On-device self-care available using APP and captive portal



Sharing data quota with your family and friends **enables you to spend less**



Increasing satisfaction and loyalty

Friends Travel

4GB

6GB



Data Package 10GB



Family Synergy

4GB

6GB

5GB

5GB



Data Package 20GB

