

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

SILENT ROAMERS



Worldwide Silent Data Roamers **40 - 70%**

Silent Roamers are people who usually **switch off** data roaming on a visited network = Lost revenue opportunity

Don't change the way your subscribers use their devices when they are travelling. **Increase your revenues** by capturing business from these non users.



Marketing Campaigns Manager encourages users to **switch on** and use data services on visited networks with attractive personalized, real time roaming packages

The result **x4 active roamers**



Global average roaming data usage per user/annum

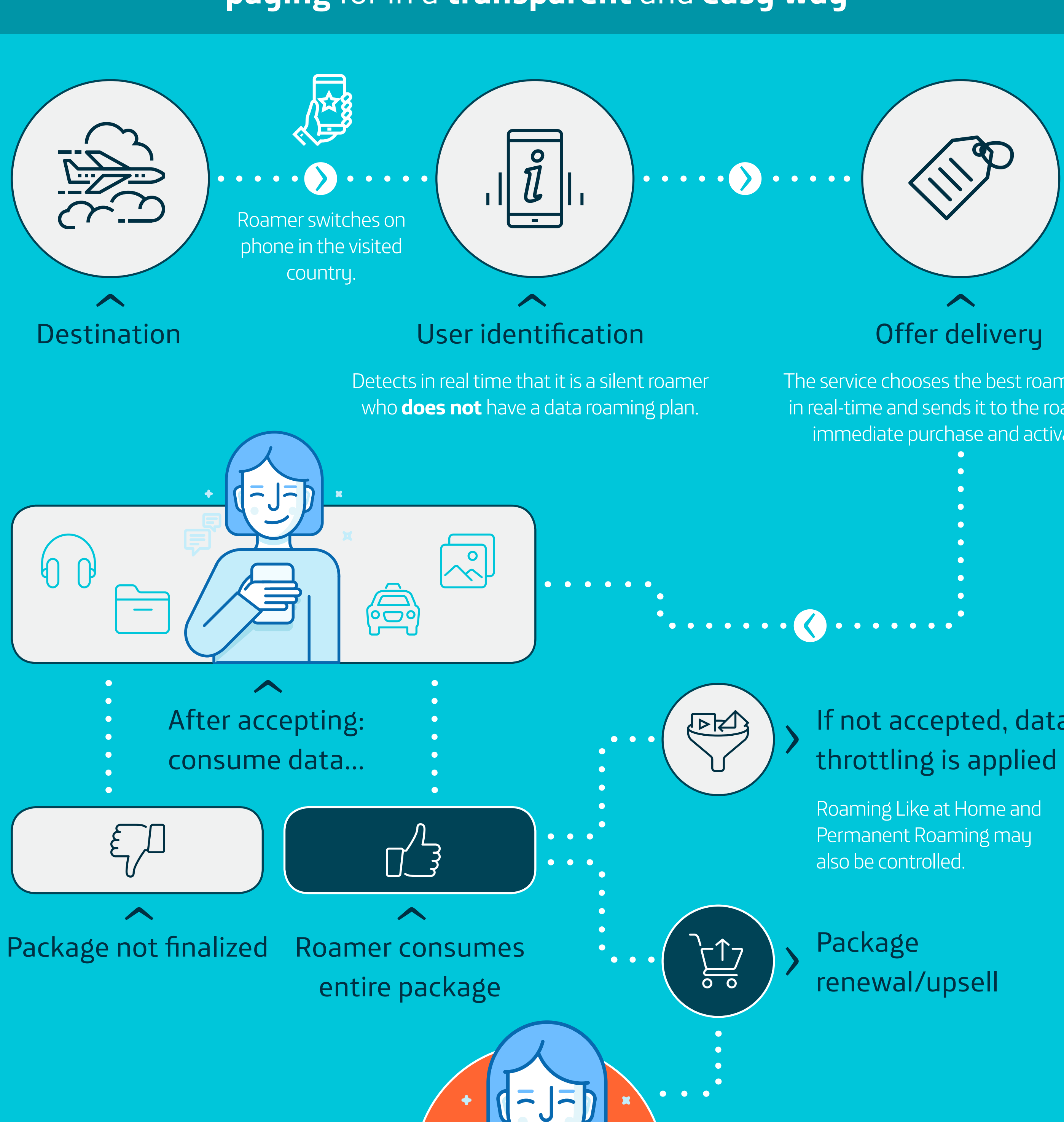
500MB

2017

1.6GB

2022

Consumers are able to understand what they are **paying** for in a **transparent and easy way**



2018 operator revenues from mobile roaming: nearly **\$90 billion***

Satisfied customer

Silent Roamers solution will represent **over 8%** of global operator billings*

*Source: Juniper Research