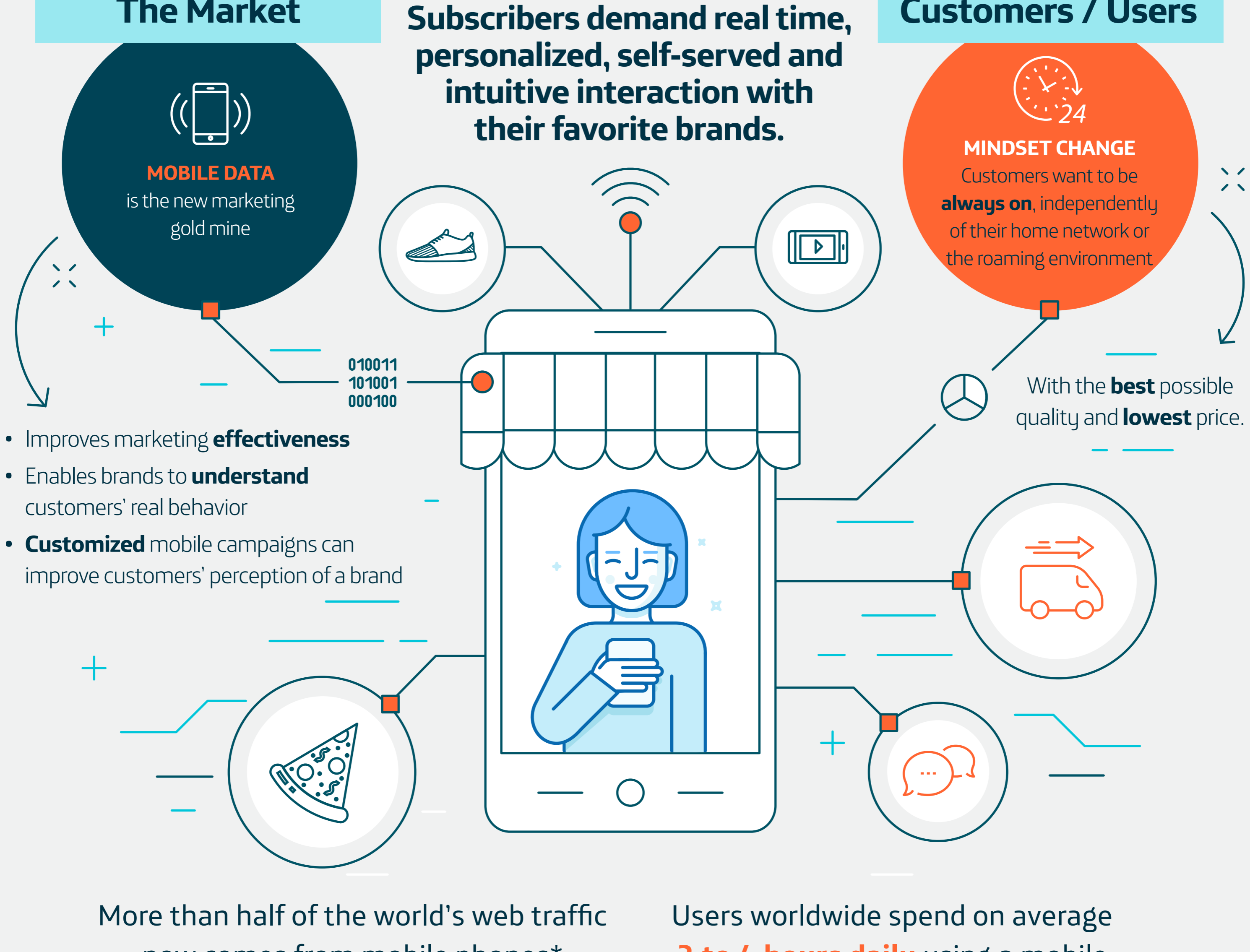


# Marketing Campaigns Manager

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

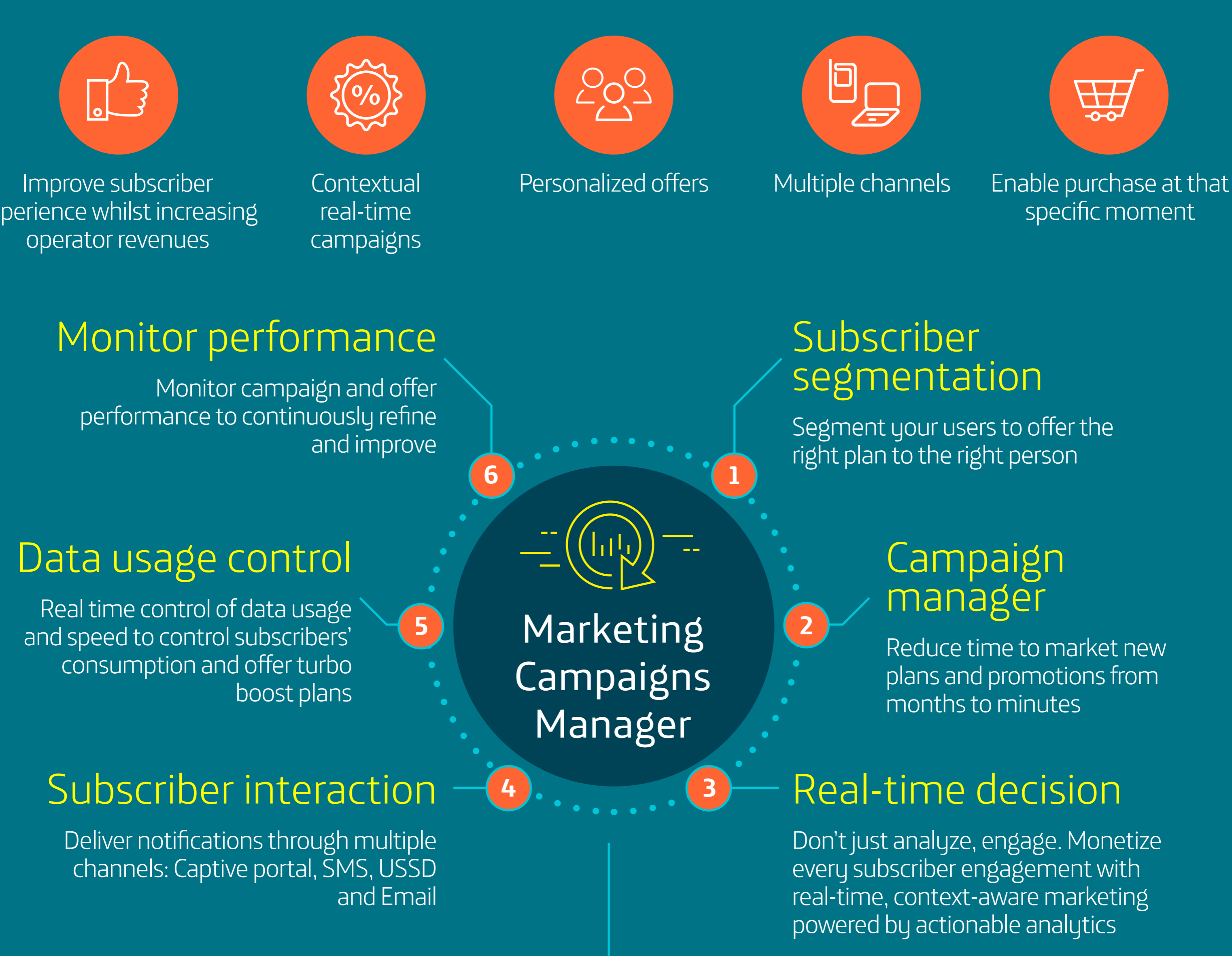


## Leveraging the power of mobile data to meet subscriber demand



## Delivering added value to mobile subscribers

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



## SPONSORED DATA + REWARDS

**1 in 4** mobile operator customers exceeds their monthly data bundle limit

**1 in 3** customers thinking of changing their mobile operator is driven by data volume

## Trends in Latin America

**X6** Mobile data traffic (2016 to 2021)  
Source: Cisco Systems



**One-third** of users will only use or download apps when they are connected to wi-fi

**Over 30%** of users run out of data by the end of each month

## New marketing tools



With an engaging mobile strategy, brands expect to:

- Increase loyalty
- Demonstrate that a brand is not just a name and a logo
- Improve brand choice for future purchases

**70%**

of smartphone users are **very satisfied** to receive mobile personalized campaigns which is directly related to brand/operator loyalty

## SPONSORED DATA

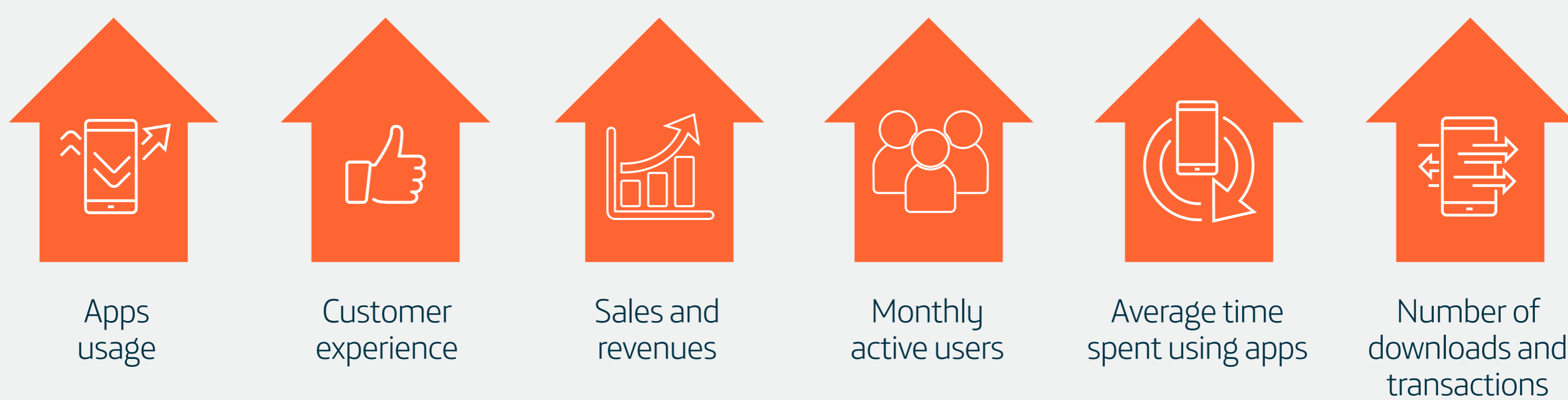
Create a worry-free customer experience

Tool to satisfy your customers' data demands, sponsoring the app or mobile website without consuming their mobile data

How much data is used to...

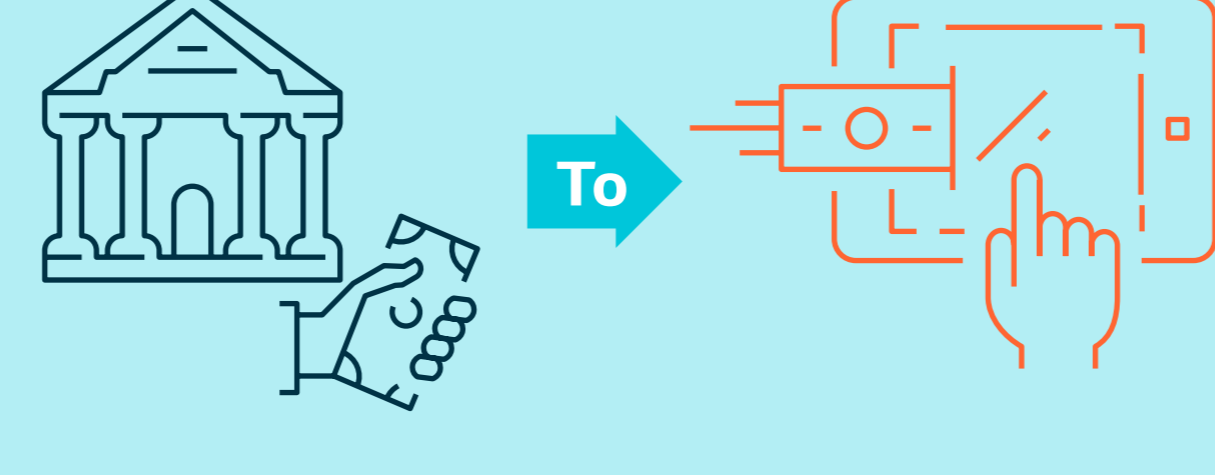
- watch a video
- play a mobile game
- download an app
- make a shopping transaction

## Benefits of investing in sponsored data



## Example: Free bank app access

Bank offers its customers data through agreements with operators



Bank customers can mobile app freely, wherever they are

## REWARDS

Tool where 3rd party sponsors send promotions after a user performs a certain action e.g.

- Purchasing a TV at a store
- Buying airline tickets online
- Reaching a certain phase in a videogame...

**Real time contextual promotions**

Your customers need a reward for engaging with a brand



Creates a win-win scenario for operator, brands and customers

