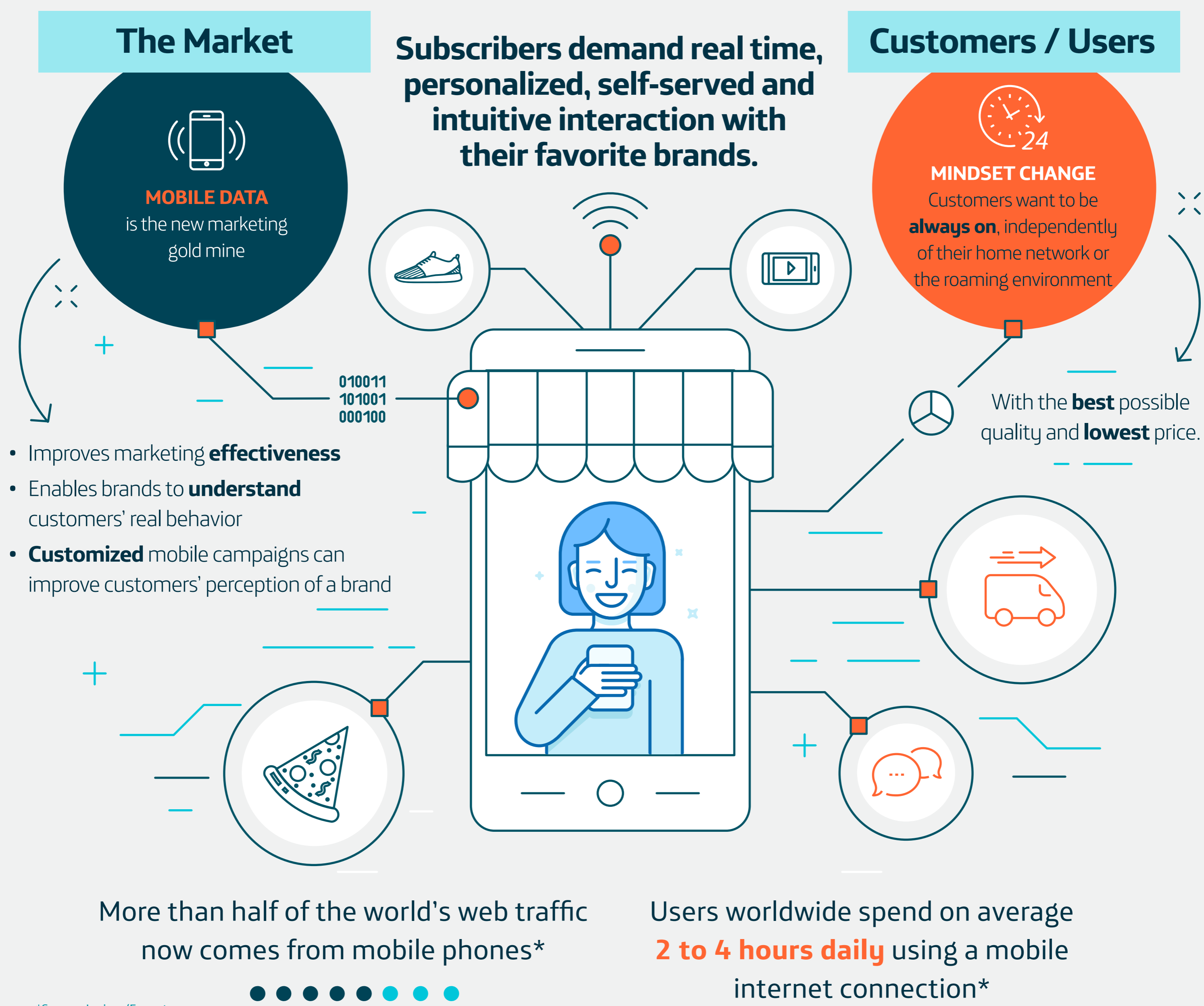


# Marketing Campaigns Manager

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

- Improve subscriber experience whilst increasing operator revenues
- Contextual real-time campaigns
- Personalized offers
- Multiple channels
- Enable purchase at that specific moment



### 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