

NOTA DE PRENSA

PRESS RELEASE

TELÉFONICA LAUNCHES MARKETING CAMPAIGNS MANAGER TO EMPOWER MOBILE OPERATORS TO ENHANCE THEIR CUSTOMERS' EXPERIENCE

Madrid, 19 March 2018.- Telefónica's wholesale business unit, [Telefónica International Wholesale Services](#), announced the launch of a brand new service, [Marketing Campaigns Manager](#), a fully virtualized solution designed to enable any mobile operator to enhance the mobile customer experience with location, time relevant and personalised content at any time.

The mobile market is experiencing rapid transformation driven by competitive pressures from alternative communication services, combined with fast changing consumer behaviour and expectations when using their mobile devices. To respond to these emerging trends, it is essential that mobile operators are able to augment their service delivery to increase customer satisfaction whilst retaining commercial advantage and capturing new revenues. [Marketing Campaigns Manager](#) provides the ability to leverage this opportunity.

[The new service](#) enables operators to monetize every subscriber interaction with contextual real-time marketing, providing end-users with the most relevant offers in real-time, through multiple channels and allowing them to make a variety of different purchases at that specific moment. Use cases for these solutions include Sponsored Data, Loyalty Rewards, Silent Roamers, Data Offers Management, Data Sharing Plans and Location-based Offers.

Juan Carlos Bernal, CEO Telefónica International Wholesale Services explains, "[Marketing Campaigns Manager](#) is an essential tool which will empower mobile operators to create stronger engagement with their subscribers and ultimately capture new revenue streams. We believe that the development of this solution reinforces our position as a one-stop provider for mobile and carrier services".

About Telefonica Business Solutions

[Telefonica Business Solutions](#), a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefonica Group. Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions (Big Data, Cloud, IoT or Security) and telecommunication services (international voice, IP, bandwidth capacity, satellite services, mobility, integrated fixed, mobile, IT services and global solutions). Telefonica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

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