

Next Generation Marketing System for the Smart Operator

Maximize ARPU with Intelligent Mobile Marketing Platform

Key Operator Benefits

- **Effective:**
 - Reduces time-to-market of new upsell service campaigns
 - Entices subscribers to try out new services at the right time with actionable, personalized contextual upsell campaigns
- **Drives Revenue:** Increases ARPU and opens up new revenue streams by assuring ads to reach targeted subscribers based on real-time segmentation.
- **Intuitive:** Easy-to-use user interface minimizes learning curve. Advanced API and GUI simplifies data analytics and campaign administration.
- **Better Performance:** Sends the service/ad campaign to the targeted subscriber based on previous channel preference. Optimizes network, efficiently divides and balances resources, solves bottlenecks and simplifies message flow.
- **Subscriber Loyalty:** Increases subscriber satisfaction and enhances service experience by reducing spam and sending targeted messages.

With millions of existing subscribers, mobile operators are sitting on a golden pot of endless opportunities to increase their ARPU and overall revenues. Ever increasing competition from other mobile players and OTT vendors make it crucial for mobile operators to become smarter in how they interact with their existing subscribers and upsell new services.

Traditional mobile operators create upsell service offers that are:

- not real-time
- based on pre-planned schedules
- targeted based on off-line historic and dispersed data processing

And as such, although they may be offering innovative new services and data packages to generate more revenue, they end up short of their maximum ARPU potential. Often their marketing teams blame fragmented systems, difficulty integrating data across multiple channels, and the lack of personalization and data quality for underachieved offer campaigns.

Today's Smart Operator needs to be more subscriber centric and utilize a next generation marketing system that collects and analyzes real-time data from all subscriber touch points and accurately matches the most suitable existing service offer to the right subscriber, at the right time and at the right location.

These next generation marketing systems should be smart enough to:

- collect and integrate behavioral and transactional subscriber data from multiple channels
- create a single customer profile with multiple perspectives (e.g. age, day of billing cycle, location, average monthly spend, prepaid/postpaid, data remaining, location, occupation, etc.)
- integrate easily with 3rd party systems for both collecting subscriber info and providing real-time on device offers with clear purchase and activation options
- evaluate and manage all kinds of products/services/offers and marketing campaigns towards all subscribers

Key Subscriber Benefits

- **Enhances Service Experience:** Send the right service/ad offer to the right subscriber at the right time.
- **Personalized Information:** Engages subscribers with service/ad campaigns that are more relevant to their interests in place of the generic, random offers they might otherwise receive.
- **Convenience:** Offers actionable service/ad campaign content.

Key Brand Owner Benefits

- **Brand Awareness:** Accurate and targeted reach ensures brand recognition.
- **Last Mile Effectiveness:** Reaches qualified targeted subscribers with personalized content and increases campaign success rates.
- **Cost-Effective:** Enables robust and scalable mobile promotion campaigns to be conducted on a massive scale or personalized manner.
- **Increased Profits and Customer Loyalty:** Actionable and personalized ad content leads to increased direct customer engagement and viral marketing potential
- **Instant Results:** Increased conversion rates and customer response can be tracked instantaneously through advanced reporting tools.

- offer predictive analytics to suggest new innovative service packages and campaigns
- enable real-time reporting of campaign statistics and offer refinement as needed

In short with all of the capabilities listed above, the next generation marketing systems should be able to collect real-time subscriber data from multiple channels, sort the data into a variety of meaningful segments, match each segment needs with the most suitable existing service offer or predict new service offers, proactively send offers to subscribers at the most suitable time, and do all of this 100% automatically in real-time without any human intervention.

By utilizing the next generation marketing systems, the Smart Operator will be able to:

- reduce time-to-market of new upsell service campaigns
- entice subscribers to try out new services at the right time with personalized contextual upsell campaigns
- increase ARPU by better targeting subscribers based on real-time segmentation
- increase loyalty and reduce churn
- become the leading player

Corporate Headquarters:

ITU Ayazaga Kampusu, Ari-2 Teknokent A-Blok 3-1, Maslak 34469, Istanbul, Turkey

Phone:+90.212.285.7575

MEA Office:

Dubai Silicon Oasis HQ Building, 4th Floor, Wing C, Dubai Silicon Oasis, Dubai, 341041 UAE

Phone:+971.4.372.4037

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www.defne.com.tr
sales@defne.com.tr