Intelligent 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.

- **World-class Managed Services:** The solution is backed-up with Defne's proven professional and managed services.

Market Dynamics

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 network operators (MNOs) to become smarter in how they interact with their existing subscribers and upsell new services.

Most of the innovative new services and data packages offered by MNOs to generate more revenue end up short of their maximum ARPU potential. This is often due to fragmented systems, difficulty integrating data across multiple channels, the lack of personalization and data quality. What they need is a new marketing system that offers the right campaign to the right subscriber through the right channel based on real time analysis of data.

Product Overview

Defne's **Intelligent Marketing Platform** offers mobile operators a subscriber centric, next generation marketing system that collects and analyzes real-time data from all subscriber touch points and accurately matches the most suitable service offer to the right subscriber, at the right time and at the right location. The same platform can also be opened up to brand owners for targeted campaigns.

The Intelligent Marketing Platform:
- Manages interactions in real-time
- Collects and integrates behavioral and transactional subscriber data from multiple channels
- Segments and classifies collected subscriber data based on suggested or predefined attributes
- Creates 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.)
- Integrates easily with third party systems for both collecting subscriber info and providing real-time on device offers with clear purchase and activation options
- Evaluates and manages all kinds of products/services offers and marketing campaigns towards all subscribers
- Offers predictive analytics to suggest new innovative service packages and campaigns
- Enables real-time reporting of campaign statistics and offer refinement as needed

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.

Defne's Intelligent Marketing Platform collects real-time subscriber data from multiple channels, sorts the data into a variety of meaningful segments, matches each segment needs with the most suitable service offer or predicts new service offers, proactively sends offers to subscribers at the most suitable time, and does all of this 100% automatically in real-time without any human intervention.

Key Features

Intelligent Marketing Platform (IMP) consists of four main layers and two optional layers:

- **Data Collection Layer** for real-time subscriber segmentation based on predefined rules and data analysis
  - Integration with multiple data systems for detailed data collection on subscriber behavior and preferences using standard APIs/Protocols: Core Network, CRM, Data warehouse, CDRs, Payments/Top-Ups, etc.
  - Both online and offline fetching and updating of subscriber data
  - Subscriber classification using dynamic and multidimensional factors (age, education, profession, services, locations, average consumption, used handsets, etc.) and creating groups based on multiple perspectives
  - Deep Analysis – for specific subscriber or group of subscribers
- **IMP Core Layer**
  - **Rule based Marketing Module** – intelligently selects most suitable offer for the right subscriber based on real-time data
  - **Prediction & Machine Learning Module** – suggests offers predicting subscriber behavior based on self-learning algorithms
- **Campaign Management Layer** - Fully GUI and Web based layer supporting different access rights and privileges to manage campaigns:
  - Create, Modify, Suspend/Resume, Abort, Prioritize Campaigns
  - Live Monitoring and Campaign Summary View
  - Multiple campaign delivery channels
  - Quota and limits definitions
- **Operations & Management Layer** – Dynamic dashboard and reporting with Multi-language, Blacklist, Activity logging (customers, administrators, access control, configuration modifications, etc.)
- **Channel Management Layer** (optional) - SMS, MMS, USSD, Outbound IVR, Email, Mobile App and Social with retry mechanism
- **Product Catalogue Layer** (optional) - Integrating with current operator product catalogue for offers
- Fully redundant solution with disaster recovery