

# Advance Telco Targeting

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# SIM amount targeting

## What is SIM amount targeting?

SIM amount targeting which can be found under *Advanced telecom targeting* allows brands to target users that were browsing online with 1, 2, 3 or 4 SIM cards for the last 30 days.

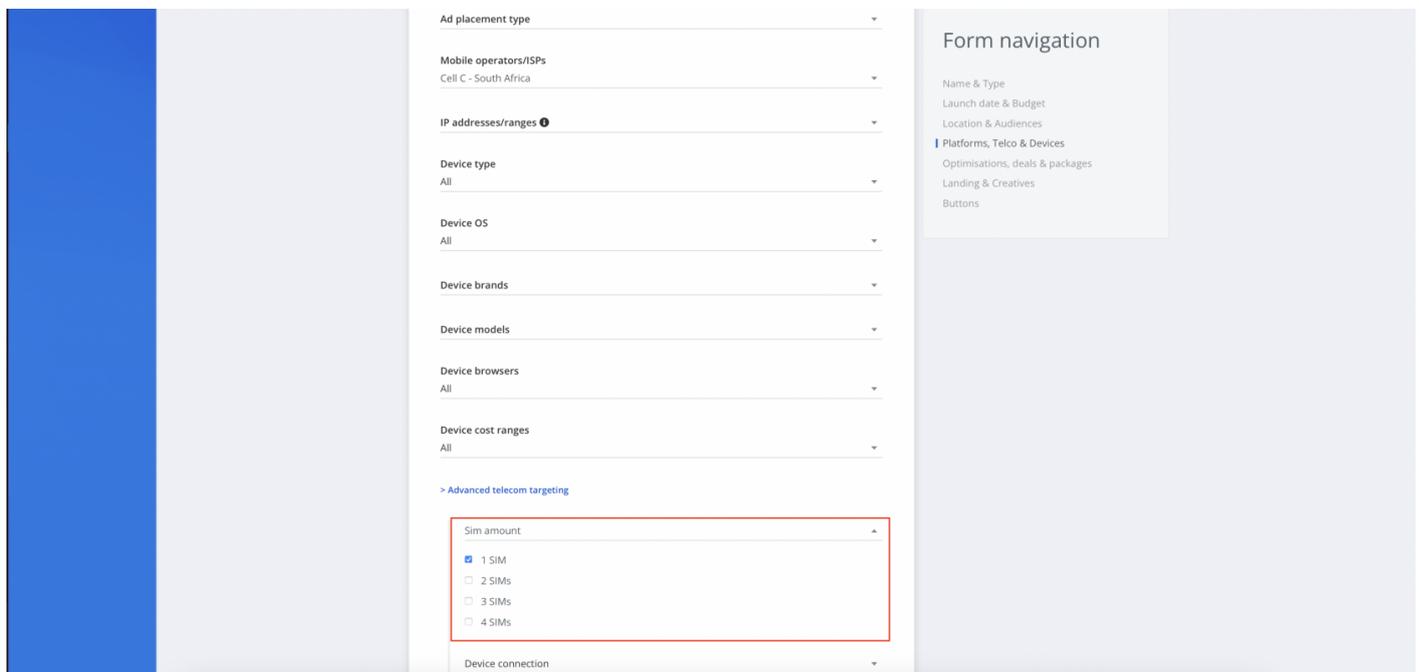
## What is the logic?

This targeting is based on Eskimi DMP (Data management platform). As this is the place where online data is crunched and aggregated. The system checks if the user was only connected to a certain amount of operators. If the user was seen using only 1 telecom then the user will be considered as 1 SIM user.

## What are the use cases?

**New customer acquisition** - telecoms can target their competition customers.

**Personalized offering** - telecoms will be able to run different communication lines for their loyal and multi-SIM customers.



The screenshot displays a targeting configuration interface. On the left, a vertical blue bar is visible. The main area contains several dropdown menus for targeting criteria:

- Ad placement type
- Mobile operators/ISPs (Cell C - South Africa)
- IP addresses/ranges
- Device type (All)
- Device OS (All)
- Device brands
- Device models
- Device browsers (All)
- Device cost ranges (All)

Below these is a section for **Advanced telecom targeting**, which includes a dropdown for **Sim amount**. This dropdown is highlighted with a red box and shows the following options:

- 1 SIM
- 2 SIMs
- 3 SIMs
- 4 SIMs

At the bottom, there is a **Device connection** dropdown. On the right side, a **Form navigation** panel is visible, listing various navigation options such as Name & Type, Launch date & Budget, Location & Audiences, Platforms, Telco & Devices (which is currently selected), Optimisations, deals & packages, Landing & Creatives, and Buttons.

# Operator churn targeting

## What is operator churn targeting?

Operator churn targeting which can be found under *Advanced telecom targeting* allows brands to target lost customers and reach lost customers of the competition.

## What is the logic?

Churn is calculated the the operator was last seen used 14 days or more ago within maximum of 60 day period. Additionally, if the user starts using the operator again the customer will be excluded from the audience.

## What are the use cases?

**Win-back** - telecoms can sustain their revenue by targeting lost customers.

