

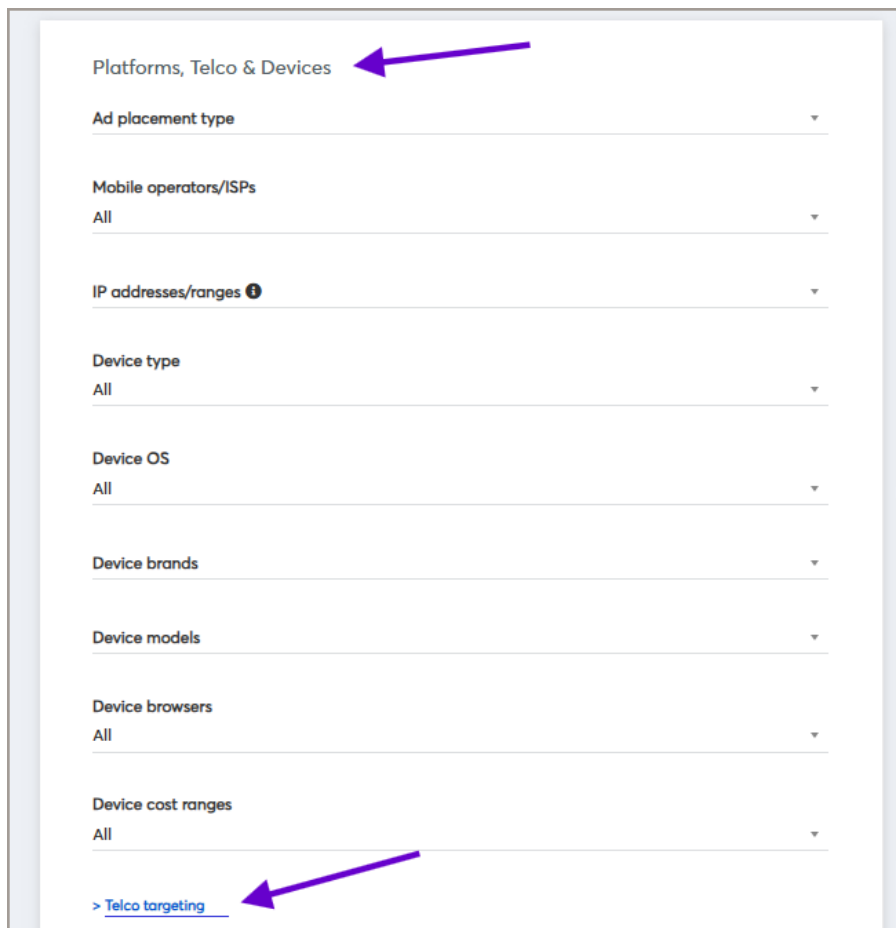
Advance Telco Targeting

- [SIM amount targeting](#)
- [Operator churn targeting](#)

SIM amount targeting

What is SIM amount targeting?

SIM amount targeting, which can be found under *Advanced telecom targeting*, allows brands to target users who 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). This is the place where online data is crunched and aggregated. The system checks if the user was only connected to a certain number 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's customers.

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

The image shows a screenshot of an advertising platform's targeting configuration interface. On the left, there is a vertical blue bar. The main area contains a list of targeting criteria, each with a dropdown menu:

- 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 targeting:

- > Advanced telecom targeting
 - Sim amount
 - 1 SIM
 - 2 SIMs
 - 3 SIMs
 - 4 SIMs
 - Device connection

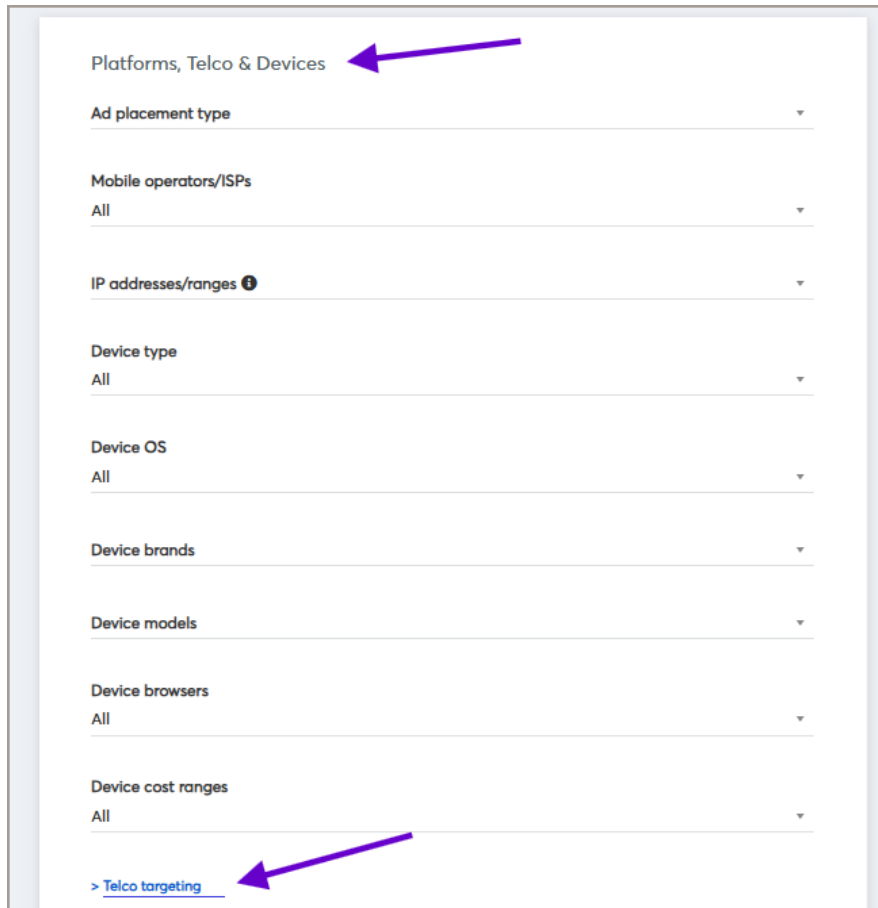
On the right side, there is a 'Form navigation' panel with the following items:

- Name & Type
- Launch date & Budget
- Location & Audiences
- Platforms, Telco & Devices (highlighted with a blue bar)
- Optimisations, deals & packages
- Landing & Creatives
- 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.



Platforms, Telco & Devices

Ad placement type

Mobile operators/ISPs
All

IP addresses/ranges ⓘ

Device type
All

Device OS
All

Device brands

Device models

Device browsers
All

Device cost ranges
All

[> Telco targeting](#)

The image shows a configuration interface for 'Telco targeting'. At the top left, there is a blue link '> Telco targeting' with a purple arrow pointing to it from the right. Below this is a list of dropdown menus, each with a label and a current selection, and a small downward arrow on the right side of each menu:

- Telco objective: Not selected
- Primary operator: Please select
- Sim amount: (blank)
- Device connection: (blank)
- Network connection: (blank)
- Multiple operator SIM card: Select any
- Mobile data consumption: All
- Operator churn: Select any (with a purple arrow pointing to it from the right)

What is the logic?

Churn is calculated when the operator was last seen used 14 days or more ago within a 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.

Operator churn

Search

Check All

Uncheck All

- Cell C - South Africa
- MTN - South Africa
- Rain - South Africa
- Telkom - South Africa
- Vodacom - South Africa
- Afrihost (ISP) - South Africa
- Cell C (ISP) - South Africa
- Cooldeas (ISP) - South Africa

SELECT

CANCEL