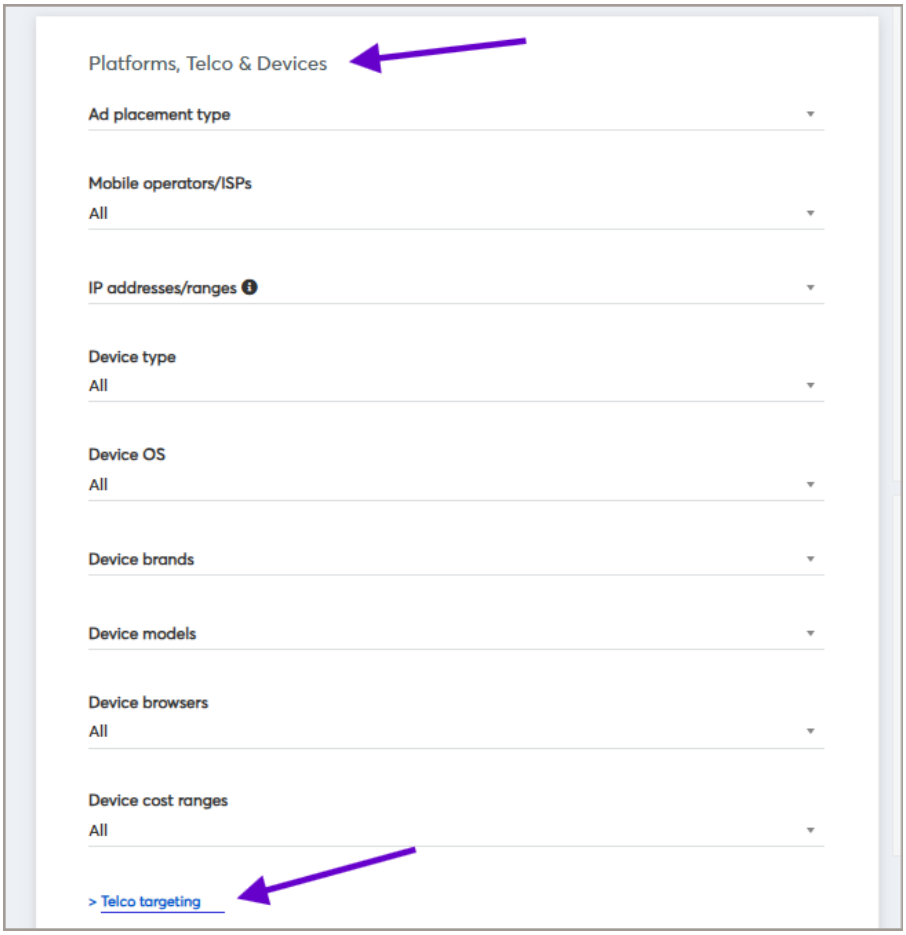
Advance Telco Targeting

- 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.



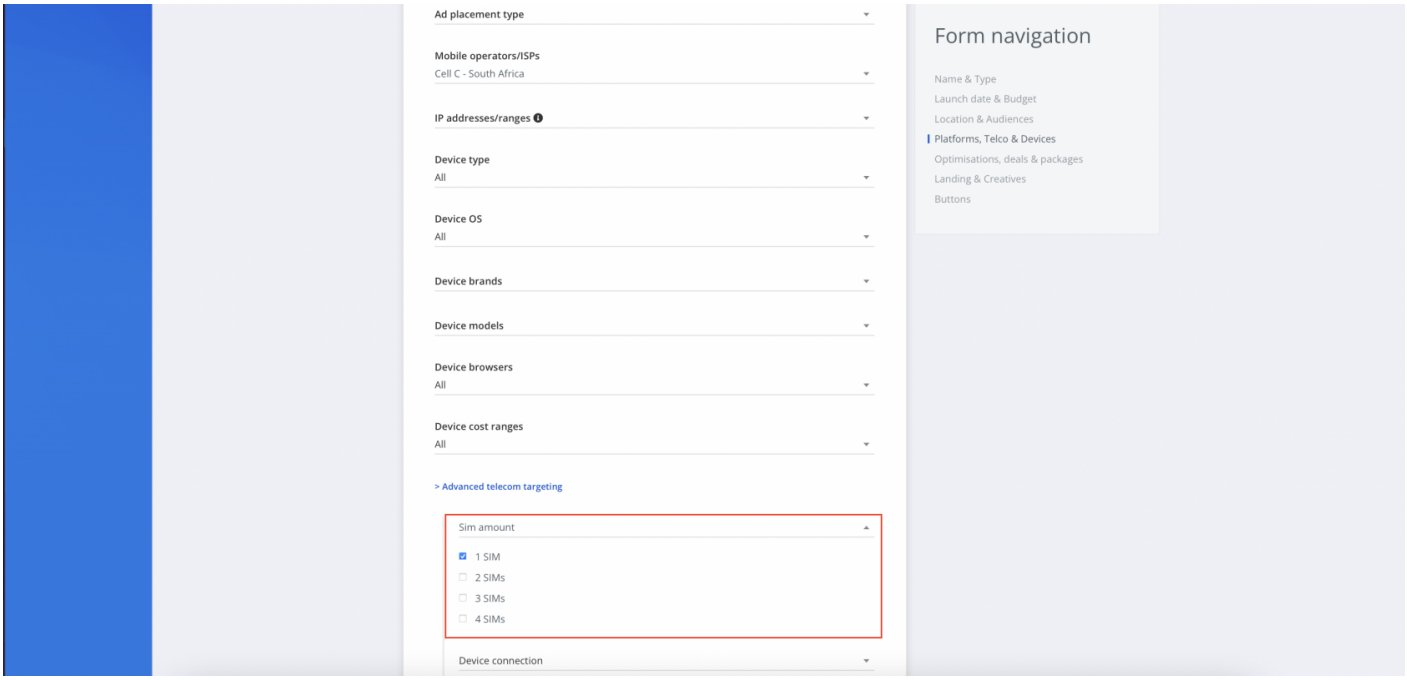
What is the logic?

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.

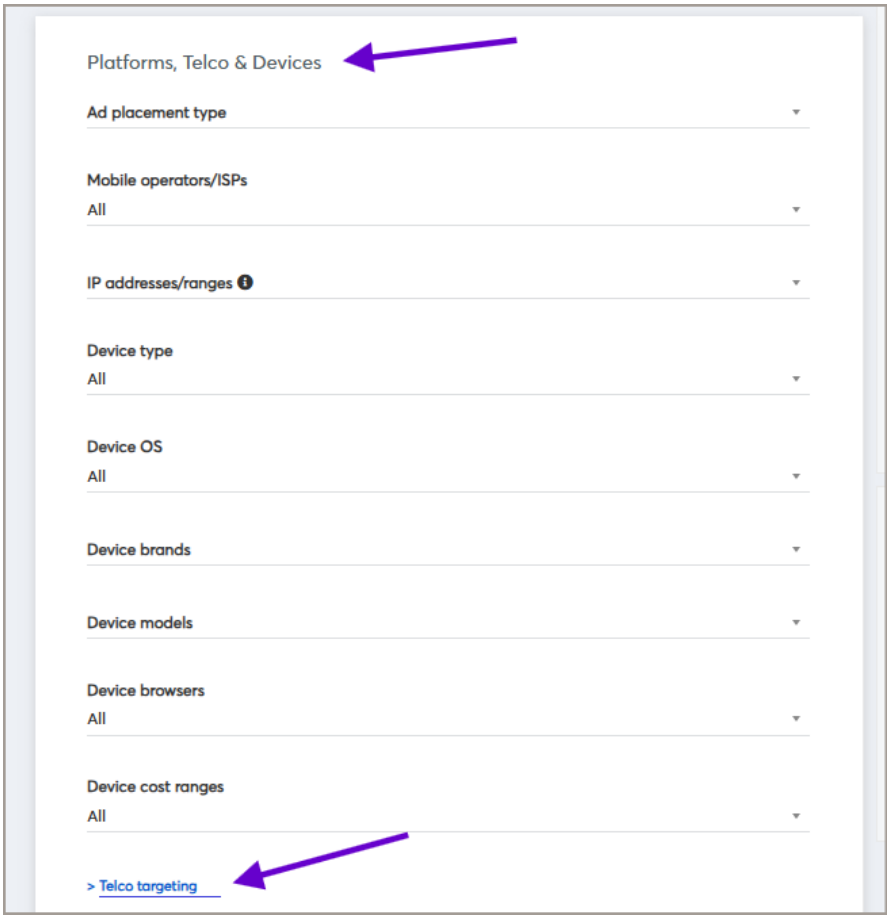
Personalized offering - telecoms will be able to run different communication lines for their loyal and multi-SIM customers.

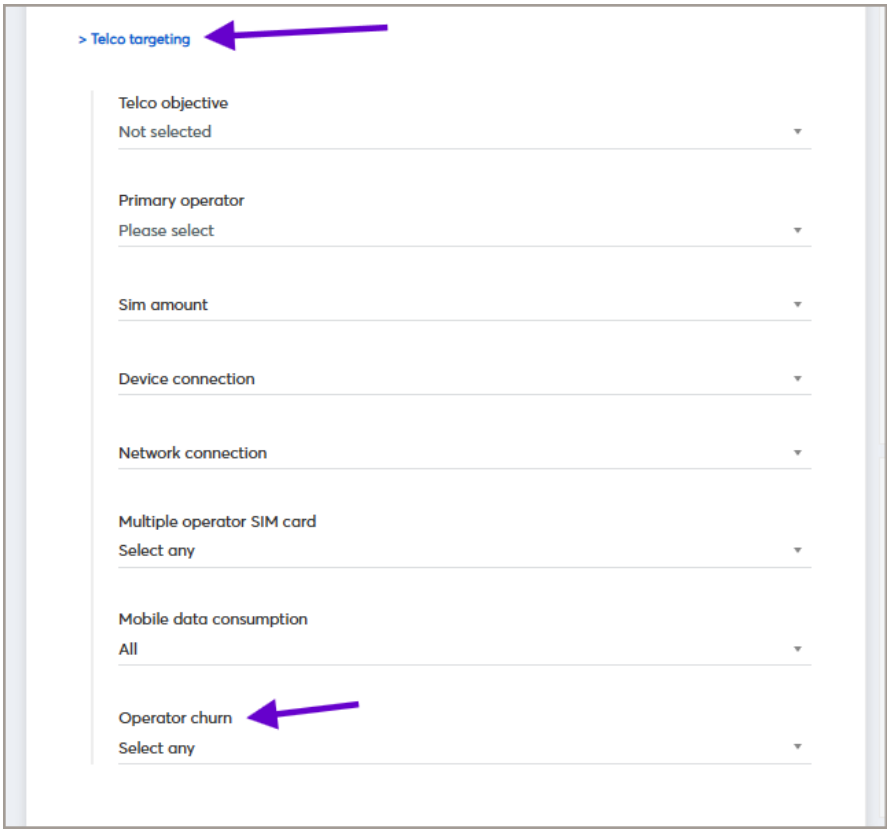


Operator Churn Targeting

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.



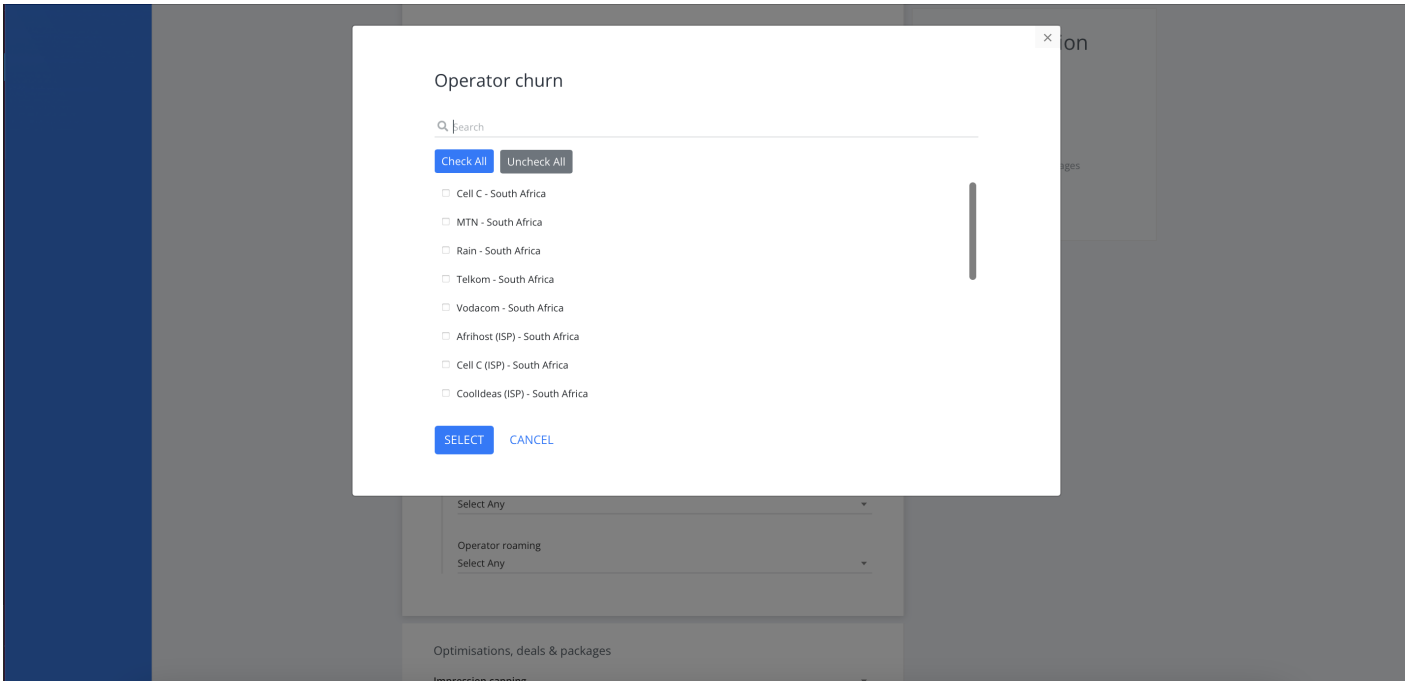


What is the logic?

Churn is calculated 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
Coolldeas (ISP) - South Africa
SELECT
CANCEL
Select Any
Operator roaming
Select Any
Optimisations, deals & packages