

# 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 the targeting configuration interface. On the left is a blue sidebar. The main area contains a list of targeting criteria, each with a dropdown menu: 'Ad placement type', 'Mobile operators/ISPs' (set to 'Cell C - South Africa'), 'IP addresses/ranges' (with an info icon), 'Device type' (set to 'All'), 'Device OS' (set to 'All'), 'Device brands', 'Device models', 'Device browsers' (set to 'All'), and 'Device cost ranges' (set to 'All'). Below these is a link '> Advanced telecom targeting'. Under this link is a 'Sim amount' section with a red border, containing four radio button options: '1 SIM' (selected), '2 SIMs', '3 SIMs', and '4 SIMs'. At the bottom is a 'Device connection' dropdown. On the right is a 'Form navigation' panel with a list of steps: 'Name & Type', 'Launch date & Budget', 'Location & Audiences', 'Platforms, Telco & Devices' (highlighted with a blue bar), '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.

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## 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.

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## What are the use cases?

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

