

# Telcodash

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# Telco Taxonomy Usage Guidelines

Telco taxonomy provides information about the amount of data Eskimi DMP has under different segments. It indicates the amount that can be exported based on client needs.

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## Market Challenges

Telco taxonomy is a great product for clients that are looking for a solution where they will be able to target niche Eskimi audiences on 3rd party platforms.

**Reach Custom User Segments in any digital platform.** Telcos want to have the ability to target custom segments on any digital platform. However, not all of them offer comprehensive targeting that telecoms need.

**See full user consumption.** Telecoms need to build segments and understand user full consumption across all telecoms under one Device ID.

**Specialised telecom data.** For telecoms, there's a need for actionable data to optimise the customer experience. Telecoms want to use segments that are based on real user consumption of telecommunication services.

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## Use Cases

**Current customers.** Target current customers by their consumption on all media platforms (Eskimi, Facebook, etc.).

**Retain lost consumers.** Target lost customers that migrated to other telecoms.

**Competition.** Target users that are using competitor's products and/or about to churn.

**ISP.** Upsell your ISP services for mobile consumers.

**Improve SMS/USSD communication.** Improve retention and ARPU growth-focused communication.

# Advance Telco 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 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 'Advanced telecom targeting' section of the Eskimi DMP interface. On the left, a blue sidebar is partially visible. The main content area features 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'. The 'Sim amount' section is highlighted with a red rectangle and contains four radio button options: '1 SIM' (selected), '2 SIMs', '3 SIMs', and '4 SIMs'. At the bottom, the 'Device connection' dropdown is partially visible. On the right, a 'Form navigation' sidebar lists: 'Name & Type', 'Launch date & Budget', 'Location & Audiences', 'Platforms, Telco & Devices' (which is the active section), '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.

