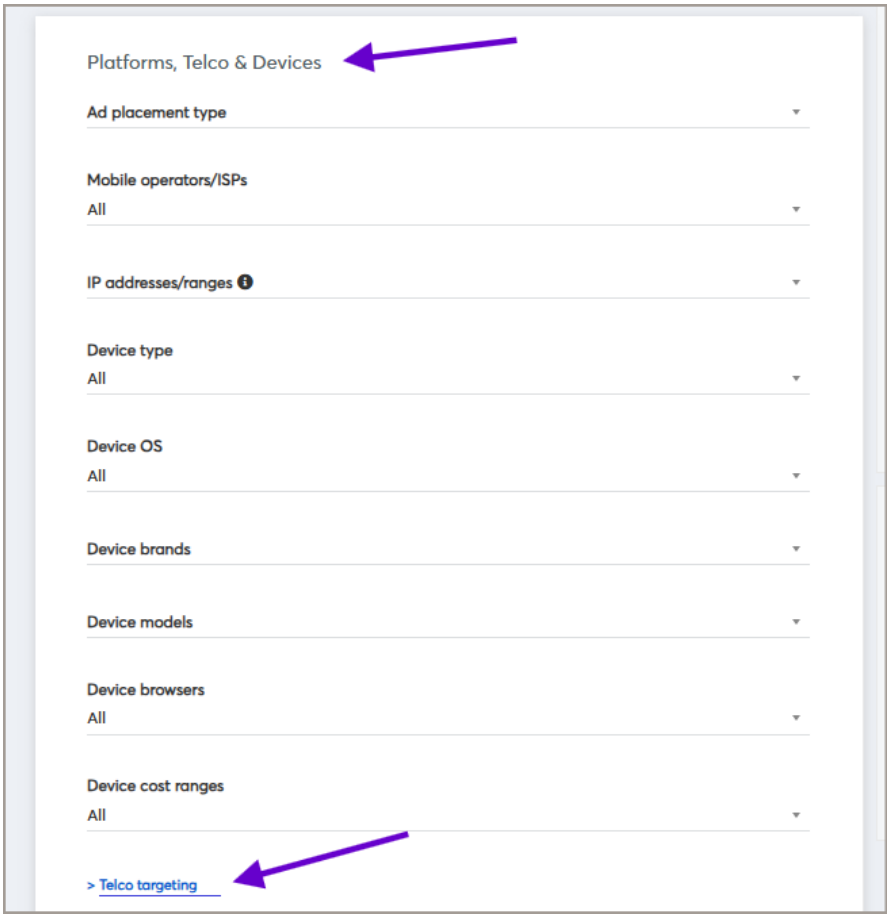
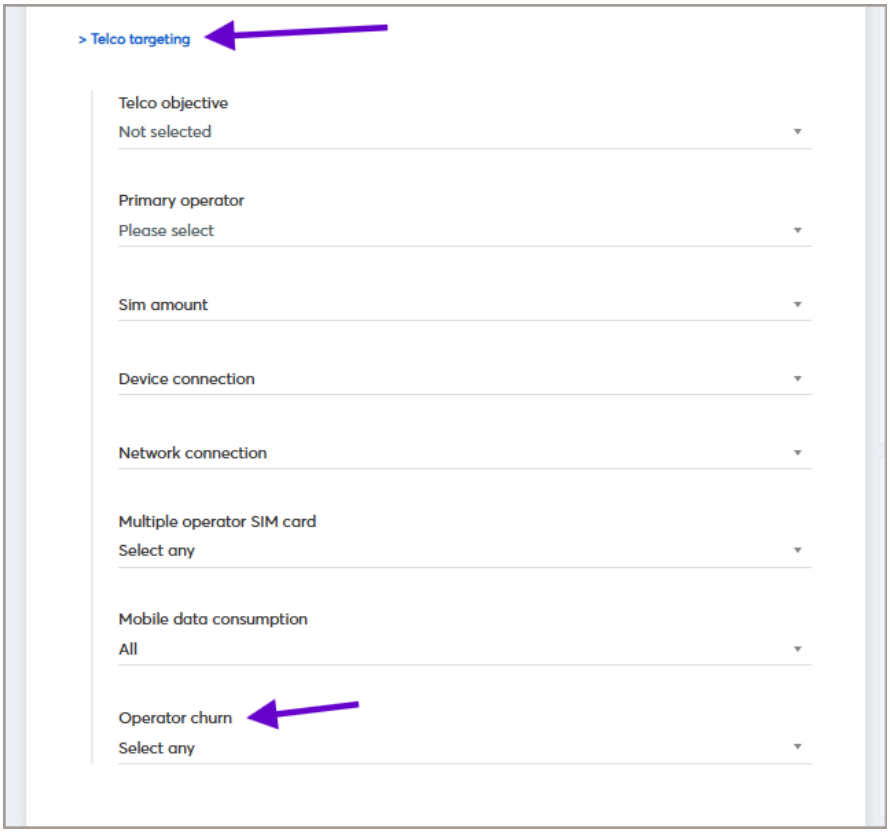
Operator Churn Targeting

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.



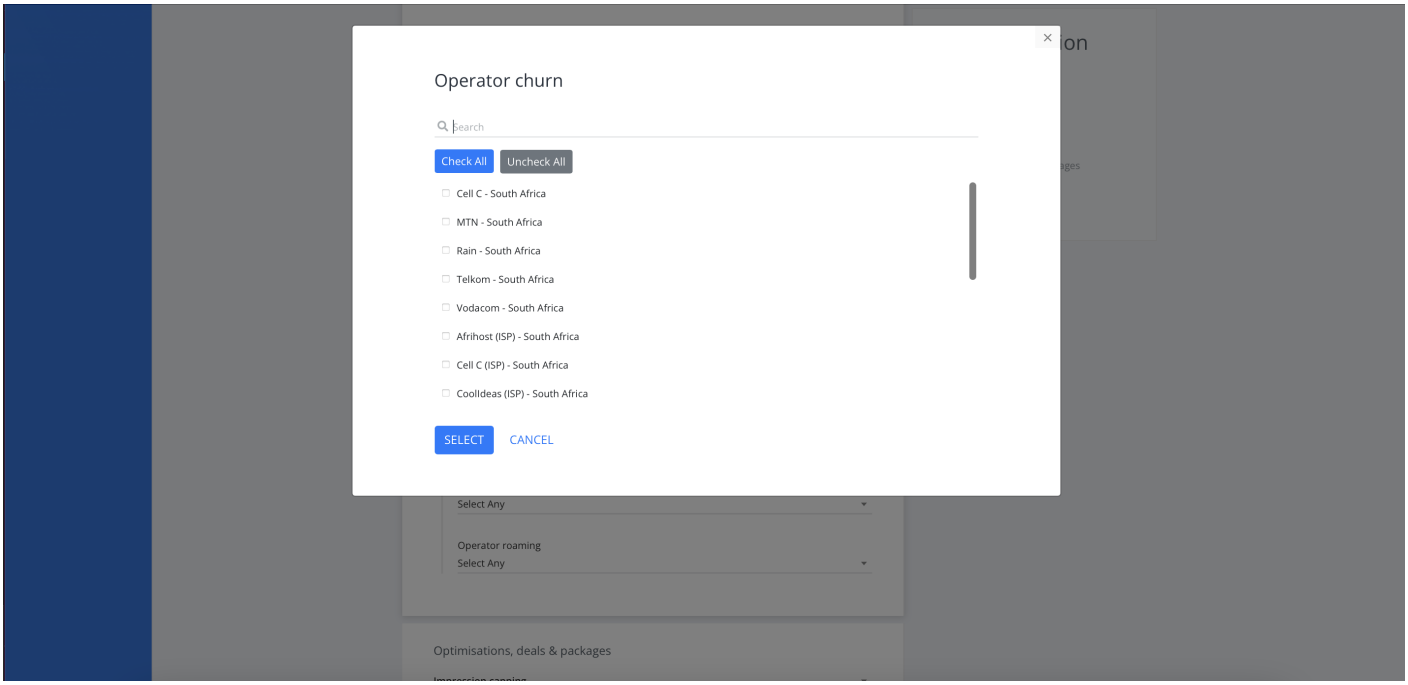


What is the logic?

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.



Revision #8
Created 15 November 2021 12:26:57 by Gabriele
Updated 8 November 2026 14:36:52 by Roberta Karpoviciute