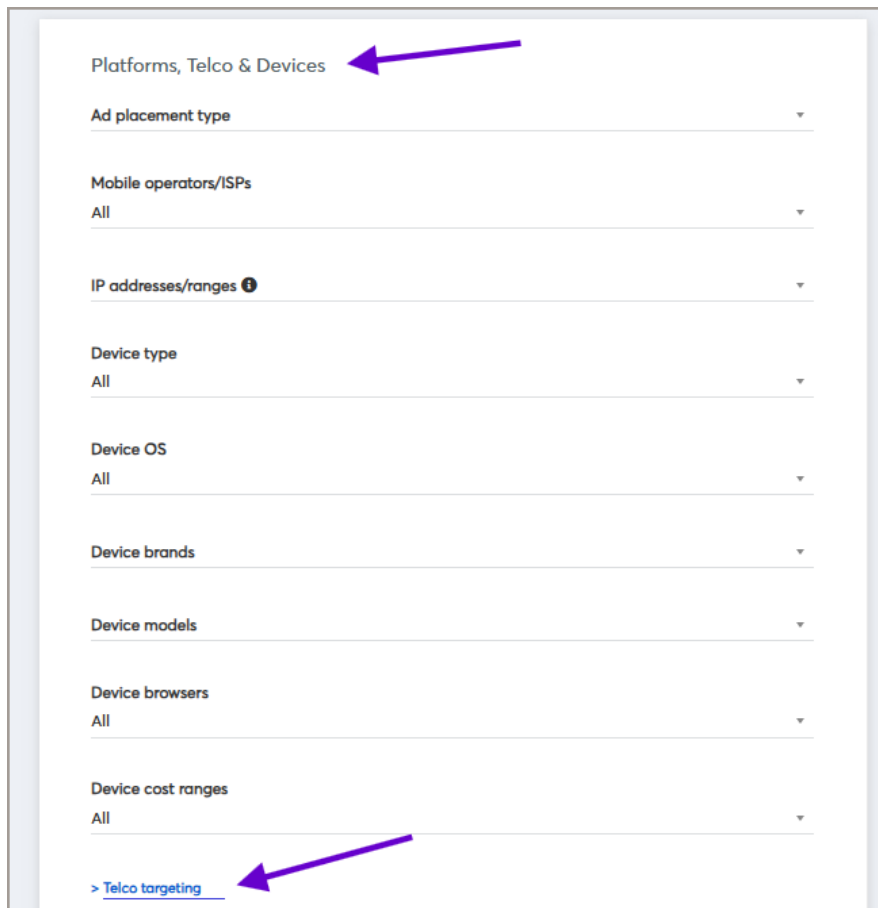


Operator churn targeting

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.



The image shows a targeting configuration interface with several dropdown menus. Two purple arrows highlight specific elements: one points to the header 'Platforms, Telco & Devices' and the other points to the '> Telco targeting' link at the bottom left.

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'. It features a list of dropdown menus with the following labels and current selections:

- 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

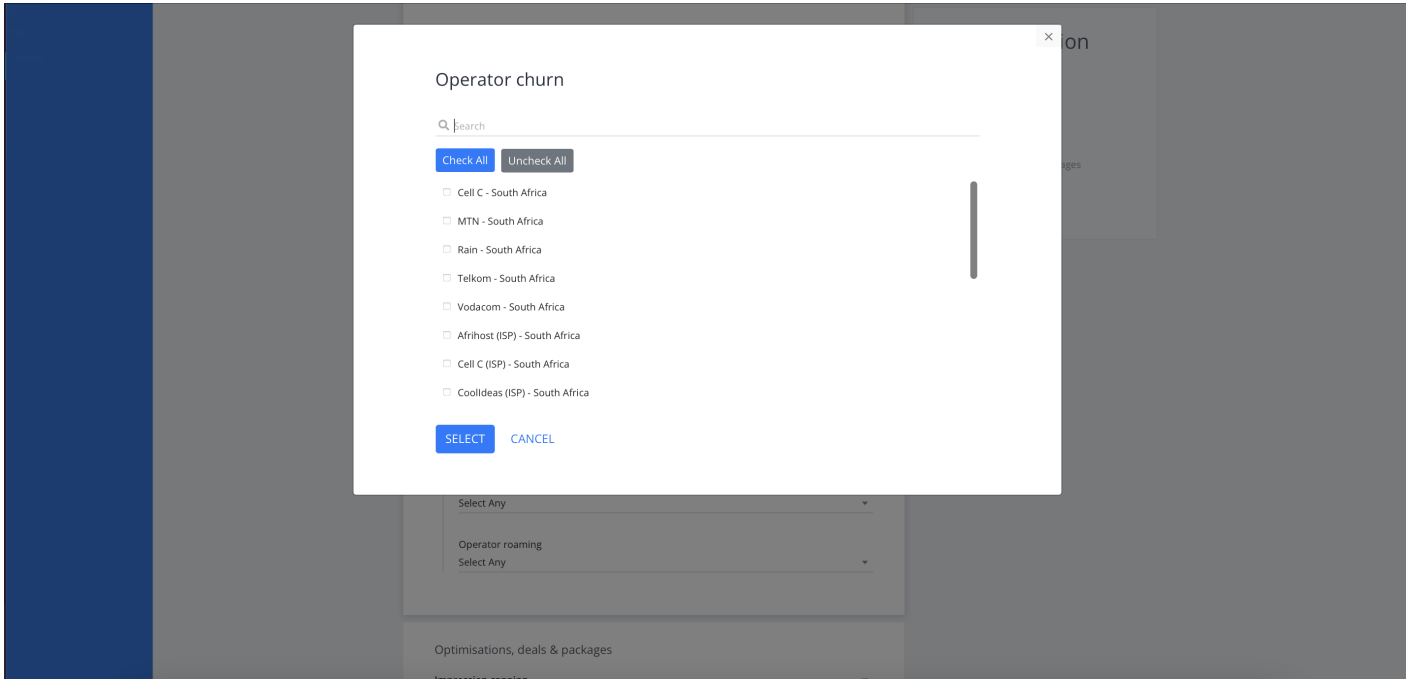
Two purple arrows point to the 'Telco targeting' header and the 'Operator churn' dropdown menu.

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 #4

Created 15 November 2021 12:26:57 by Gabriele

Updated 19 September 2025 18:57:34