

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.

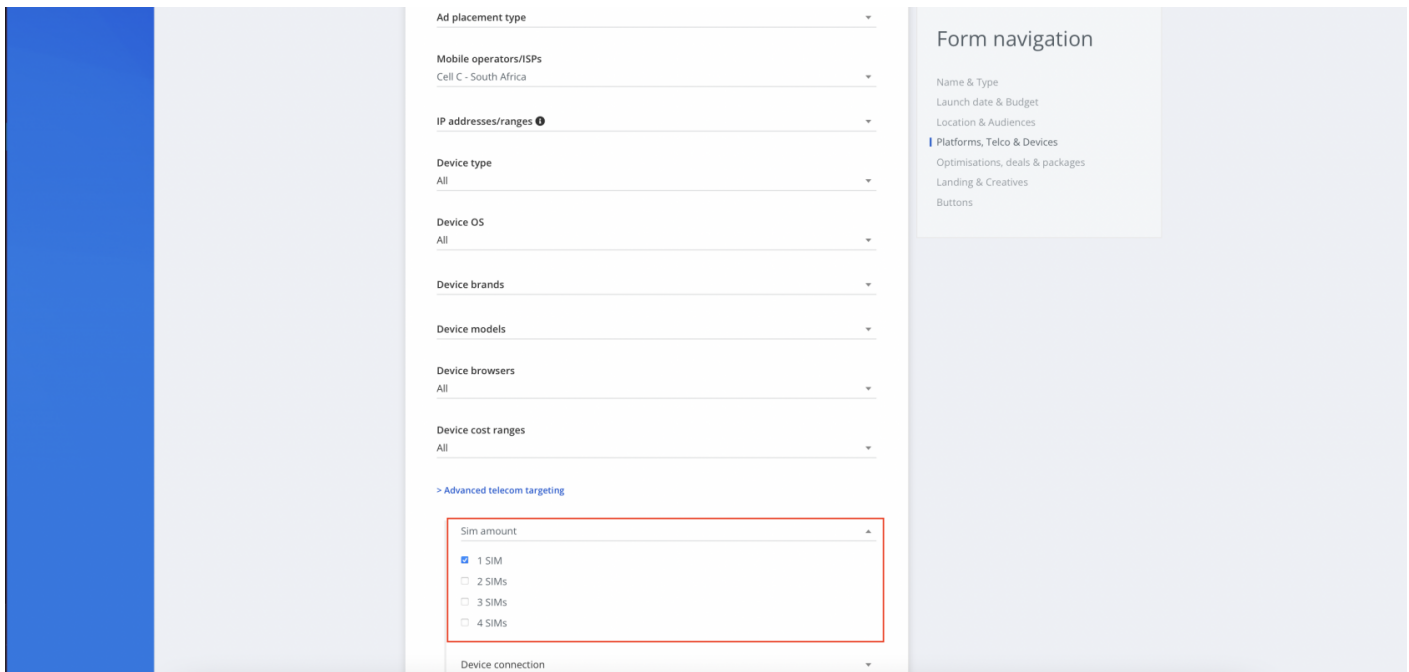
What is the logic?

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 a web-based configuration interface for targeting. On the left is a solid blue vertical bar. The main area contains a series of dropdown menus for targeting criteria: 'Ad placement type', 'Mobile operators/ISPs' (set to 'Cell C - South Africa'), 'IP addresses/ranges' (with an info icon), 'Device type', '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' dropdown menu, which is highlighted with a red rectangle. This menu is open, showing four options: '1 SIM' (selected with a blue checkmark), '2 SIMs', '3 SIMs', and '4 SIMs'. Below the 'Sim amount' menu is a 'Device connection' dropdown menu. On the right side of the interface is a 'Form navigation' panel with a list of sections: 'Name & Type', 'Launch date & Budget', 'Location & Audiences', 'Platforms, Telco & Devices' (which is highlighted with a blue bar), 'Optimisations, deals & packages', 'Landing & Creatives', and 'Buttons'.

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