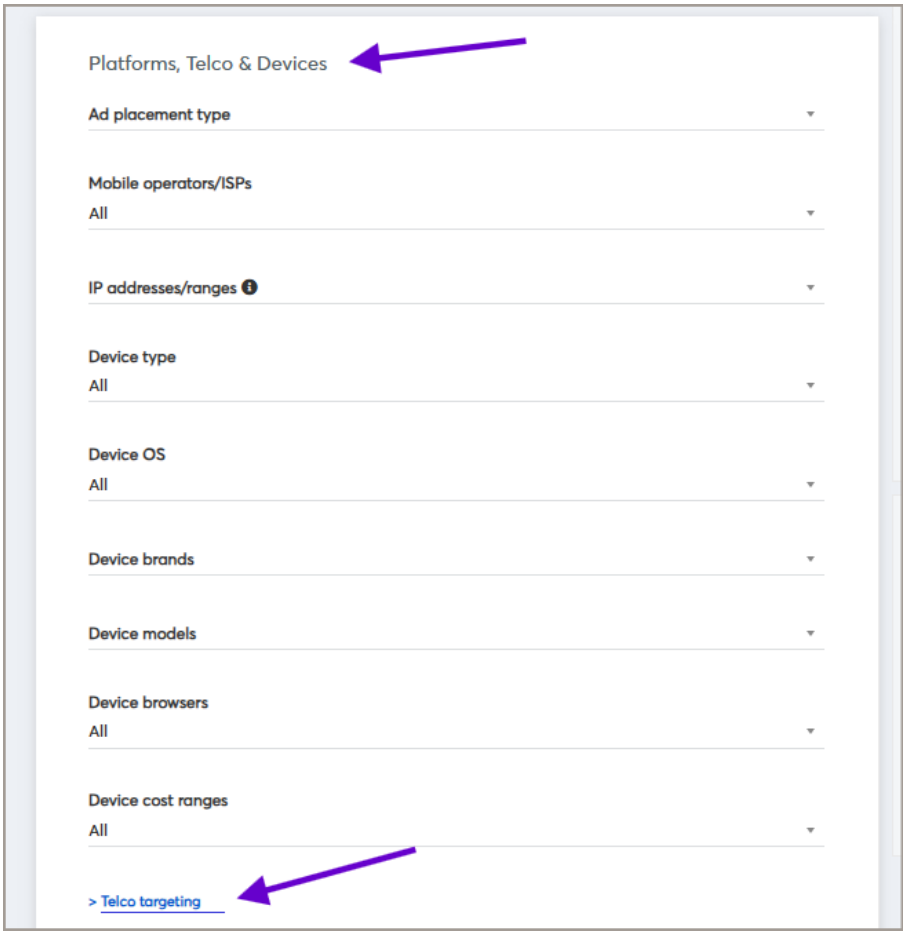
SIM Amount Targeting

What is SIM amount targeting?

SIM amount targeting, which can be found under *Advanced telecom targeting,* allows brands to target users who were browsing online with 1, 2, 3, or 4 SIM cards for the last 30 days.



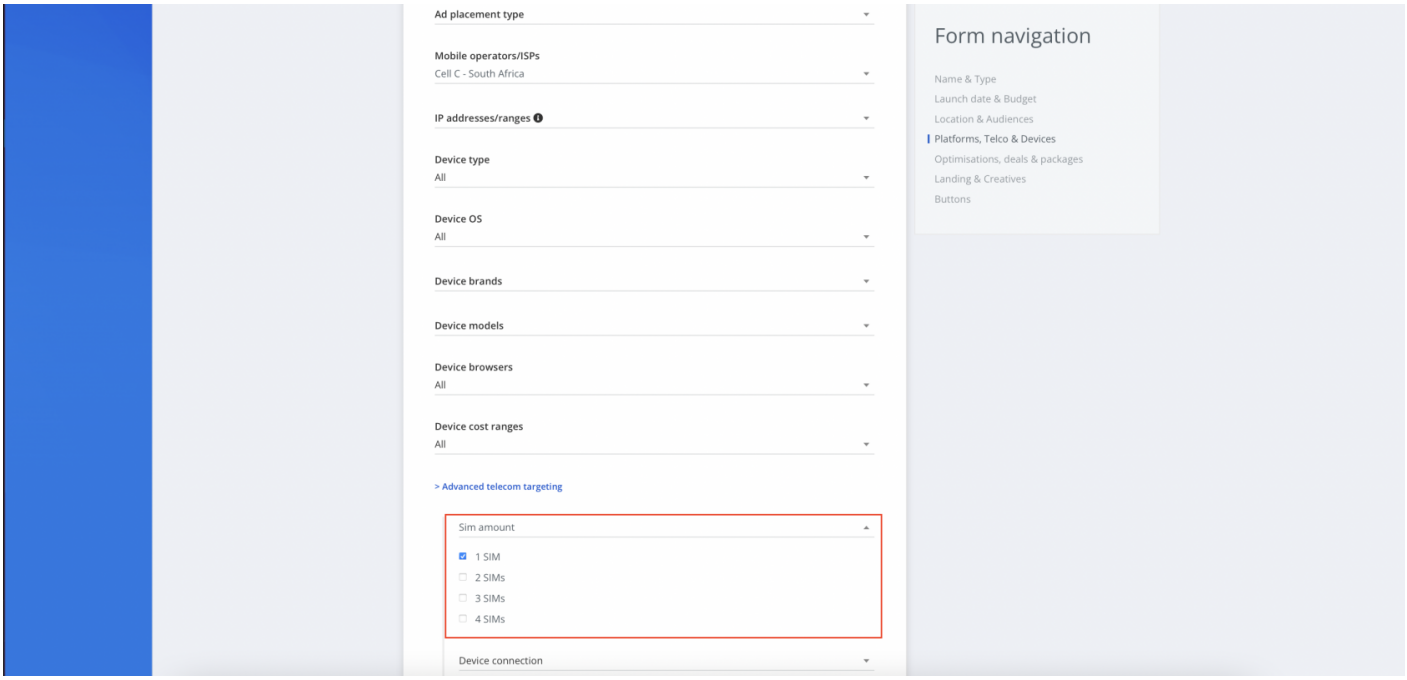
What is the logic?

This targeting is based on Eskimi DMP (Data Management Platform). This is the place where online data is crunched and aggregated. The system checks if the user was only connected to a certain number 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's customers.

Personalized offering - telecoms will be able to run different communication lines for their loyal and multi-SIM customers.



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