

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.

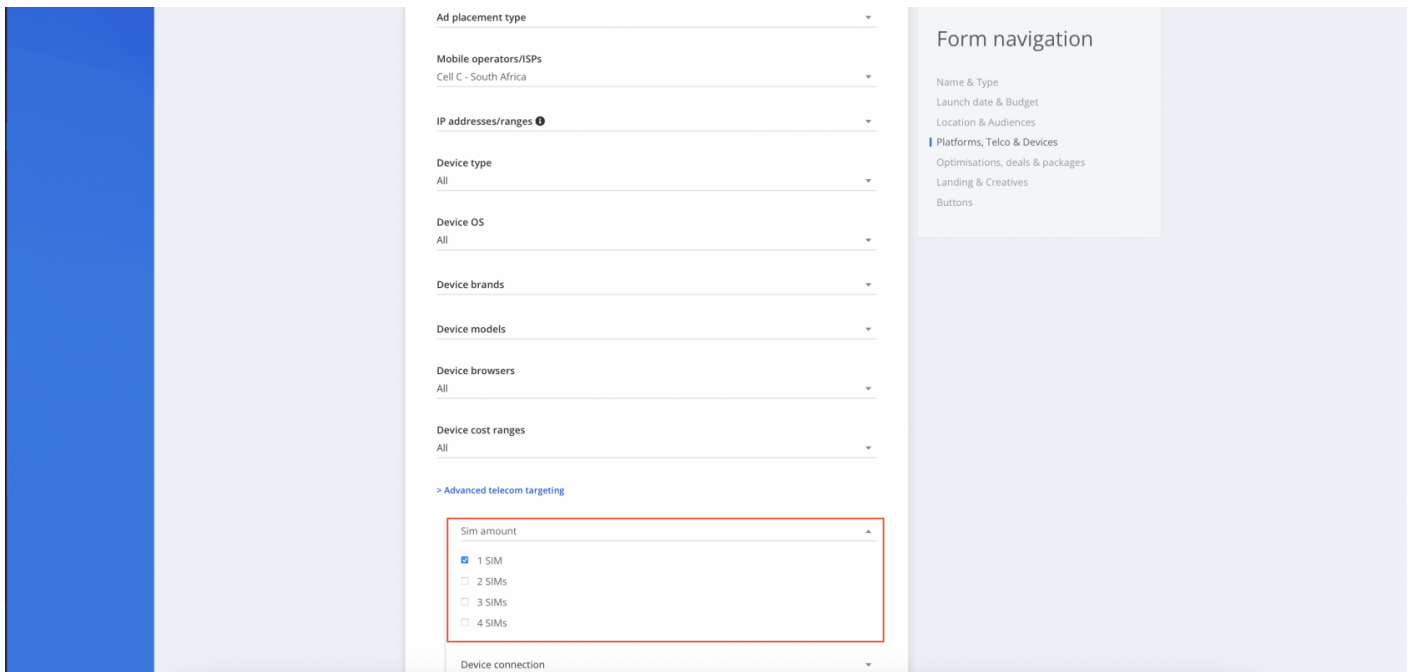
What is the logic?

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 configuration interface for targeting. On the left is a solid blue vertical bar. The main area contains a list of filter categories, 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', '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 border. This menu is open, showing four options: '1 SIM' (selected with a blue checkmark), '2 SIMs', '3 SIMs', and '4 SIMs'. At the bottom of the filter list is 'Device connection'. To the right of the filters is a 'Form navigation' sidebar with a list of steps: 'Name & Type', 'Launch date & Budget', 'Location & Audiences', 'Platforms, Telco & Devices' (which is the active step, indicated by a blue vertical bar), 'Optimisations, deals & packages', 'Landing & Creatives', and 'Buttons'.

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