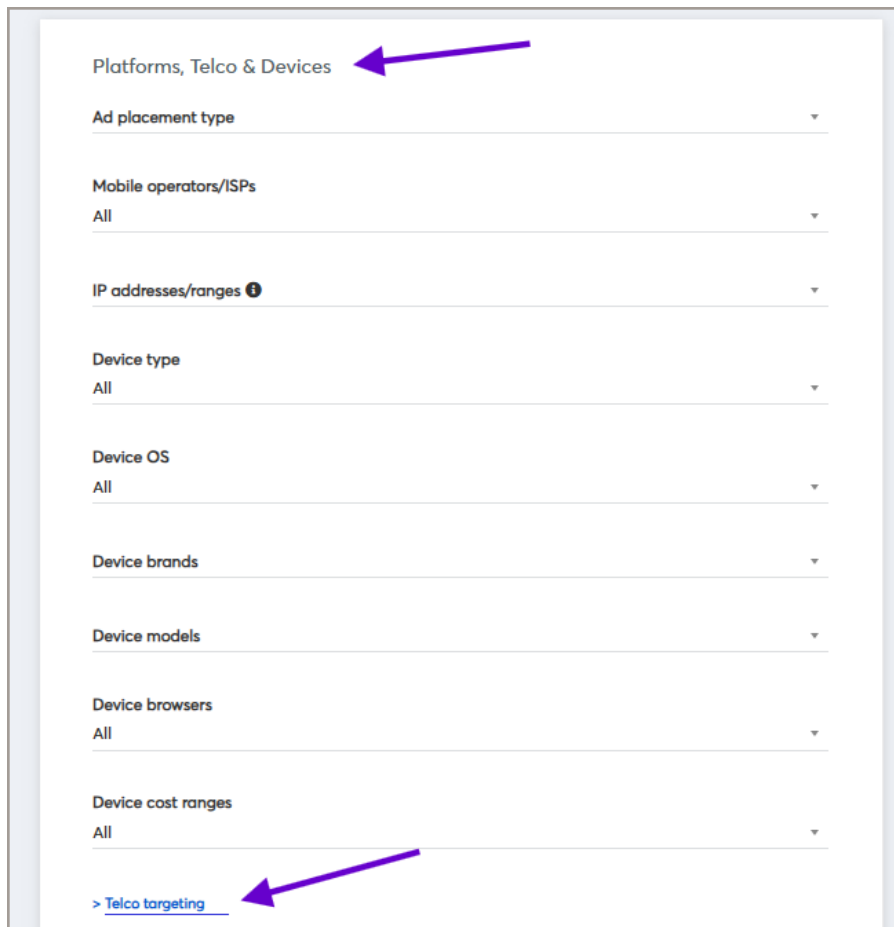


SIM amount targeting

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.

The image shows a screenshot of an advertising platform's targeting configuration interface. On the left, there is a vertical blue bar. The main area contains several dropdown menus for targeting criteria: Ad placement type, Mobile operators/ISPs (Cell C - South Africa), IP addresses/ranges, Device type (All), Device OS (All), Device brands, Device models, Device browsers (All), and Device cost ranges (All). Below these is a section for 'Advanced telecom targeting' which includes a 'Sim amount' dropdown menu. This menu is highlighted with a red border and shows 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, there is a 'Form navigation' sidebar with a list of menu items: '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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