Telco Taxonomy Usage Guidelines

Telco taxonomy provides information about the amount of data Eskimi DMP has under different segments. It indicates the amount that can be exported based on client needs.

Market Challenges

Telco taxonomy is a great product for clients who are looking for a solution where they will be able to target niche Eskimi audiences on 3rd party platforms.

Reach Custom User Segments in any digital platform. Telcos want to have the ability to target custom segments on any digital platform. However, not all of them offer the comprehensive targeting that telecoms need.

See full user consumption. Telecoms need to build segments and understand the full consumption across all telecoms under one Device ID.

Specialised telecom data. For telecoms, there’s a need for actionable data to optimise the customer experience. Telecoms want to use segments that are based on real user consumption of telecommunication services.

Use Cases

Current customers. Target current customers by their consumption on all media platforms (Eskimi, Facebook, etc.).

Retain lost consumers. Target lost customers who migrated to other telecoms.

Competition. Target users who are using our competitors' products and/or are about to churn.

ISP. Upsell your ISP services for mobile consumers.

Improve SMS/USSD communication. Improve retention and ARPU growth-focused communication.

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