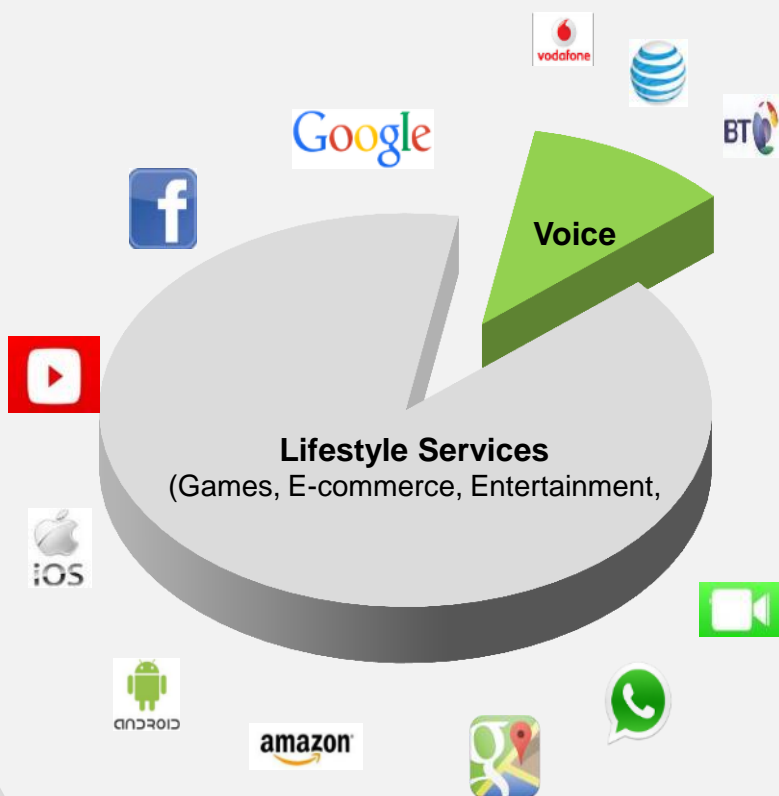**TechM DMP**
(Data Monetization Platform)
Get the Best out of your Subscriber Insights

Data Monetization Overview

Share of Customer Lifestyle Pie

Customer Engagements [1]
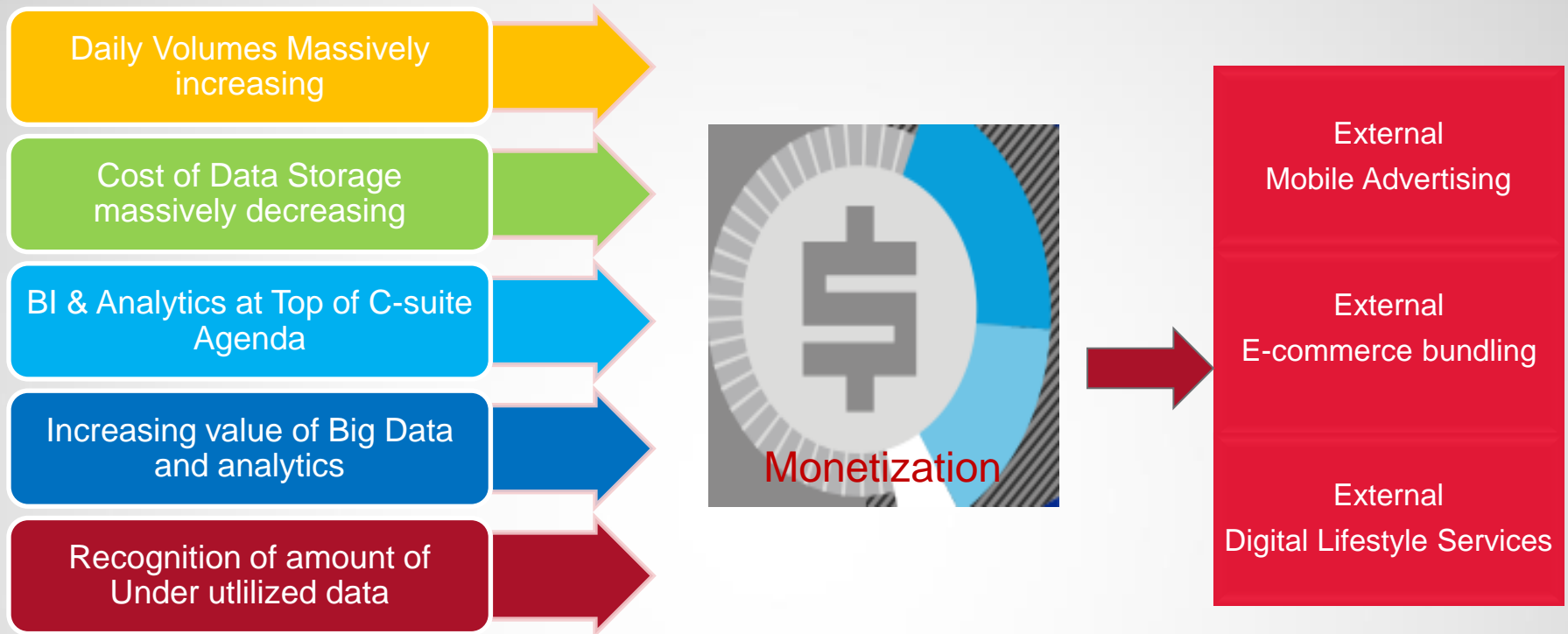

Voice

Lifestyle Services
(Games, E-commerce, Entertainment,

- In connected world, traditional CSP cater to only 20% of the consumers consumption Pie.
- OTT players have 80% of eyeball share, which they are effectively monetizing
- By 2018, OTT VoIP providers will have cost the global telecoms industry a whopping $63 billion in lost revenues..
- Whereas OTTs would have made more than $38 billion in advertising revenues in 2018 alone [2].

1. O2 Survey report 2. PWC Outlook report

Data Monetization – CSP advantage

Daily Volumes Massively increasing

Cost of Data Storage massively decreasing

BI & Analytics at Top of C-suite Agenda

Increasing value of Big Data and analytics

Recognition of amount of Under utlilized data

Monetization

External
Mobile Advertising

External
E-commerce bundling

External
Digital Lifestyle Services

CSPs have many advantages as they approach this dynamic data monetization market.

CSPs have the advantage of customer micro-segmentation data and other valuable customer information like Preferences, Locations, Interest areas etc.

Location-specific data is unique to the mobile world and invaluable to both CSPs, customers & relevant industries

Data Monetization Classification

Internal Monetization

CSP using customer's data insight for cross/up sales of their product & services to their subscribers

CSP can monetize customer's data by collaborating with a range of customer facing industries like Advertising, Marketing, Financial Services, Retail, Ecommerce, etc.

External Monetization

You Can Keep Your Money — Just Give Me Your Data

Most of the operators are having their Internal monetization frameworks in place and leveraging systems and partners to use humungous data available with them.

Current Market Scenario & few initiatives in place

External data commercialization is still an exception among CSPs due to :

Data privacy related doubts and typical being a dumb pipe mindset

Around Half of them use their data exclusively <u>internally</u>.	Only 1 in 5 sell data <u>externally</u>.	Growing awareness of value of data to a larger data ecosystem of partners or customers

There are initiatives which are starting to take shape as part of CSP external monetization involvement e.g. :

✓ **T··Systems·**

- Efficient Fleet Management Product, which uses real-time data to lower fuel consumption and emissions and aid logistics for Logistics industry.

- Work with the Austrian government's **Vlotte** project to merge datasets to create monetization opportunities is.
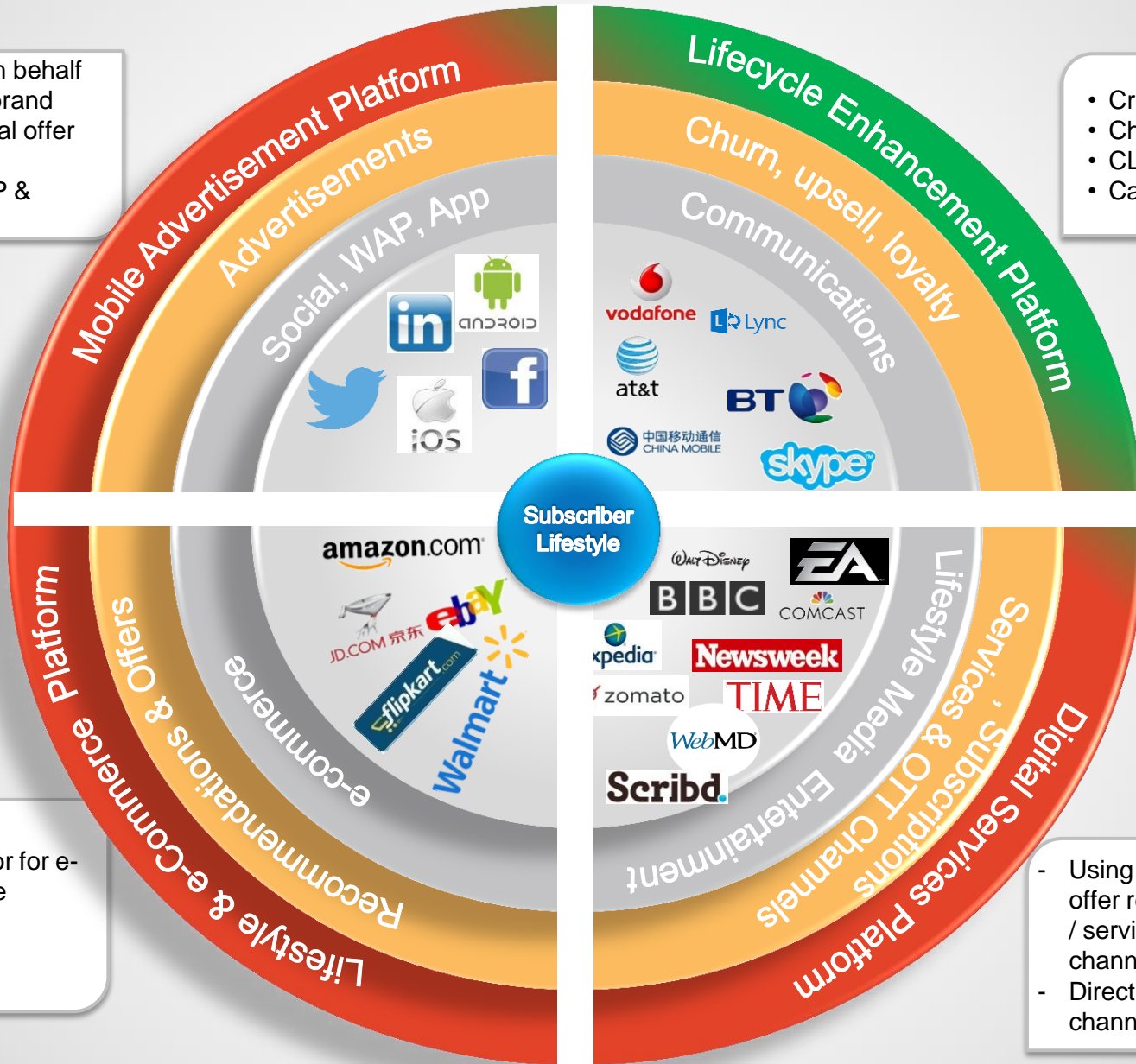
✓ **Telefonica** and **Verizon**
Implementing footfall and geo-fencing products to attract companies in the retail sector.

✓ WEVE
leading mobile intelligence

Provide products for the mobile advertising value chain.

TechM's Data Monetization Platforms Framework

- Advertisement on behalf of Ad agency & brand
- Brand promotional offer
- Channels – SMS/USSD/WAP & coupons

- Cross/Upsell
- Churn Management
- CLTV
- Campaigns

- Become aggregator for e-commerce revenue
- Revenue on sale conversion

- Using customer insights to offer relevant apps / goods / services through CSP channels
- Direct mobile payment channel support

Mobile Advertisement Platform — Advertisements — Social, WAP, App

Lifecycle Enhancement Platform — Churn, upsell, loyalty — Communications

Lifestyle & e-Commerce Platform — Recommendations & Offers — e-Commerce

Digital Services Platform — Services, Subscriptions & OTT Channels — Lifestyle Media & Entertainment

Subscriber Lifestyle

Monetization approaches   External Monetization Systems   Internal Monetization Systems

TechM Data Monetization Building Blocks

Rich Source of Data with CSPs

- Geo/Location
- Social
- Digital /Ecommerce
- Usage
- Demographic
- Network/DPI
- Preferences
- IoT / m2m
- Retail

Customer data insights & persona – to be monetized

- ✓ **Production/Solution Interest**
- ✓ **Sentiment for Competition and Self**
- ✓ **location intelligence**
- ✓ **ecommerce buying patterns & Preference**
- ✓ **Browsing patterns/Interest Area**
- ✓ **Media preference**
- ✓ **Preferred mode of payment**
- ✓ **Device Information**
- ✓ **Roaming information**
- ✓ **Loyalty and Churn scores**
- ✓ **VAS consumption/interests**
- ✓ **Data consumption patterns**
- ✓ **Opt-in, opt-out, DND and interests**
- ✓ **Retail POS points accessed**

Monetization Solutions & Related Areas

MAP

Targeted marketing and advertisement by branding/Advertisement agencies
- **Smart Advertising and Couponing**
- **Smart TV and Video Streaming:**
- **Ad streaming, 2nd screen, recommendations**

Revenue Plus

Insight Services to improve product campaigns, customer service, & brand management
- **Insight Services**
- **Revenue planning, customer engagement &**
- **Cross sell / Upsell**

DCB

Enable Subscriber's Digital lifestyle by providing Subscription, Billing etc. for own/ third party lifestyle solution providers
- **Smart Payments and Commerce**
- **(Smart or Super Wallet)**

Lifestyle & e-com

Preferences utilization, Advertisement from ecommerce
- **Revenue on Sale Conversion**
- **Smart Life Services:** Car, Home, Lifestyle

Value proposition of TechM Data Monetization Platform

Problems

- OTT Eating up CSP's Revenue

- Steady loss of traditional voice & SMS revenue

- Data Anonymization/Privacy and Security

- ;Intelligent and insightful use of audience personas for accurate targeting

- Unlocking the potential of telco inventories and channels(USSD, SMS, Web/ WAP, Missed Call, Error 404, Post call, Cell broadcast)

- Advertisers / Brands / Agencies need granular and accurate targeting.

Features

- Telco Grade architecture

- Powerful Audience Management platform

- Insightful Audience and Campaign Analytics

- Real time Bidding

- Distributed Ad Server Deployments – Multiple Geographies

- Customized offerings of product & services based on customer's preference

- Charging gateway for OTT & third party's product/services

Benefits

- New Mobile Advertising Revenue Streams from Brands / Advertisers

- Subscriber data attributes mined and aggregated in one audience platform

- Data Anonymised and Secured

- Audience Insights

- Single interface for all types of campaigns across multiple telco inventories/channels

- Up Sell / Cross Sell

- Ad Revenue Optimization
- Collaboration with OTT

Data Monetization Framework – Sample Use cases

Monetization type	Use cases
Internal	Enhancing customer usage by recommending / creating specific products based on customer grouping, segmentation.
	Using customer preferences and demographic details to design a personalised CLTV program e. g relevant redemption options & customer delight initiatives.
	Cross/up sell of Telco 's products based on customer insights & preference
	Driving sales efficiency by designing a dynamic incentive structure for channel partners using parameters like n/w usage (Low Utilisation of Tower), penetration, location, mkt. share, customer profiling etc.
	Competitive Customer Acquisition using Social Network Influence and called number patterns
	Grouped and Cross Loyalty Management and offers
	In Store Offers based on customer preference and locations
External	Demographic & Segment data can be used for targeted marketing and advertisement by branding/Advertisement agencies
	Enable Subscriber's Digital lifestyle by providing Subscription, Billing etc. for own/ third party lifestyle solution providers
	Insight into Social Media Insights, to improve product campaigns, product management, customer service, brand management and competitive insight.
	Data of Customer insight/preferences to be utilised to deliver contextual offers on a App based gateway for subscriber at discounted prices, Advertisement from ecommerce retailers would be monetised separately.
	Real time bandwidth on demand with guaranteed QoS levels for different genres , applications and delivery channels
	Collaborate with third party/ecommerce/OTT vendors for time bound, operator bound offers
	Become a billing/charging gateway (DCB) for various ecommerce channels & OTT players.

Summary

- Operators have huge amounts of data
- The challenge is to monetize it
- The Push strategy
  - Learn the market needs
  - Define and build the right solution
  - Treat 3rd party as another customer we need to understand and propose the right solution
  - Accompany your partners – key to a long-term success

Thank You

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