# Questions LBA

**Version control**

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| Version | Date | Comments |
| 0.1 | 17/05/2011 | Consolidated questions New Media  + feedback during session with OPS BE on 17/05/11 (marked in blue) |
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# Background

**Vision, overall scope**

This product is not about “an ad” but is about campaigns with push messages ?

Business case walkthrough by Claudia.

* aimed at B2C
* main focus is acquisition

**RISK!**

It might not be allowed to do this mobile project in Portugal given the relationship with Portuguese Telecom (cfr mobile site some years ago that was to be closed down).

🡪 copied to risk log

🡪 mitigation:

* Claudia will investigate

RISK!

We might not have sufficient user reach (opted in profiles) to make this product a success. Which would lead to not being able to fulfill the campaigns and as such higher costs for Truvo as we promise a guaranteed minimum. (As mentioned in the BC user reach is critical)

🡪 copied to the risk log

🡪 mitigation:

* Should we not get a significant user DB first before building and selling a product?

🡺 Should we not start with first setting up the GTM for opting in profiles? And only start selling campaigns as soon we have enough critical mass?  
🡺 eg adapt the Truvo mobile apps to trigger online activation

**Business case figures**

* Price level includes: free listing in Truvo online & Mobile platforms (?)
* MMS more expensive than SMS?
* Are the order to fulfillment costs accurate?
  + Do we have (freelance) copywriters that will fulfill at this cost?
  + Has the cost of the rich media creation (html, video) been incorporated?
* The cost price for the (network based) LBS service from the operators is not included in the business case?

**Determination of the location:**

Is the location of the end user to be based:

* on the location data in the profile (demographics based)
* on the actual location of the end user (location based)

Both. Primarily based on the actual location of the end user.

But advertiser must also be able to target the home location of the end user (based on the location in the profile).

**RISK**!

operators might not support providing the actual location of an end user to 3rd parties.

🡪 copied to risk log

🡪 mitigation:

* consult operators or intermediates in the 3 countries for technical feasibility
* check legal (privacy) regulations in the 3 countries
* work via profile based location
* work via GPS positioning (only for smartphones with GPS)



* mobile application push notifications is not a notification type?
  + Pro:
    - Minimum dependency on networks for location determination (only gprs if GPS would be not active)
    - Message is free, no network cost
    - Location is very accurate (GPS based!)
  + Contra: uptake  
    19 % of all cell phones in is has a smart phone. How many have GPS active on their system? How many have our application? How many will subscribe to that service for that typical customer.
  + impossible to push rich media to a smartphone; must happen in 2 steps:

1. push text message
2. can link to a follow-up page with rich media

🡺 impact on process & cost : ad copy + rich element needed

# Product modeling

Product offer:

* stand-alone product 🡺 prepayment for the number of campaigns
* bundled with other products 🡺 billing together with the other products

**Product charasteristics:**

target area:

* radius can be:
  + area around location of the advertiser
  + area around location where advertiser thinks his customers are
* predefined set of radiuses needed (dropdown?)

no, radius should be a free input field where advertiser (in self-service) or Truvo (in managed service) can enter the distance in free format  
that should then be visualized in a map with the targeted area highlighted

* what is feasible? Radius needs to be big enough to make sure that the campaign is actually served to end users…
  + minimum and maximum to be decided
* what if area is crossing country border 🡪 roaming?

date targeting: see p7 🡪 how to be defined?

* + Time-based?
    - I send out a campaign over 3 months to all end users that would match within that period with the selection criteria (batch job running every x minutes)

🡺 campaign is sent out continuously over the period defined

* + - What are the periods?
  + Ad hoc?
    - Send out a campaign now because I have no customers in my restaurant now
    - What if no recipients for the campaign defined?  
      A minimum number of recipients is to be defined.

If that minimum is not reached, the campaign will not be deducted from the customer counter.

* + - Should this be calculated before campaigns is submitted and shown to advertiser (if technically feasible?)
  + Should there not be a pricing difference between over period(s) and ad hoc? Reach will be different?

language : to be set as a targeting parameter?

🡺 needed in profile end users

No, a campaign always is for 1 language.

If customer wants to send a message in NL and FR = 2 campaigns.

Ad copy / Text sms:

Note : maximum number of characters is limited to 160!

# Go to market

**Opt-in users**

Fundamental to have a big database with opt-in users! (see risk above)

* 150k YPO registered users
  + what data in profiles?
  + people would need to opt-in for the additional service + extend profile data!

🡺 the 150K only is the starting point of an e-mail campaign for capturing opt-ins

* mobile app users are anonymous? Cannot be used as basis for user database…

Question raised to NM to investigate the option to trigger the opt-in for this LBA service from (a new version of) the Truvo Mobile apps:

* cost price
* timing

>> have checked with mobile team: is depending on the SSO integration within mobile: not yet on the planning.

Action NM : estimation for micro site for the registration of end users (for desktop and mobile).

Needed in profile:

* interest (list to be defined, user must be able to select multiple)
* notification type : sms – mms – e-mail

>> only one option or can end user select multiple?

>> double opt-in is necessary!

* e-mail address (mandatory if e-mail is selected)
* mobile phone number (mandatory if sms or mms is selected)
* Why birth date is needed? Targeting on age ?
* DOB (to know age), not targeting on age categories
* User reach? Where will we get the reach? Today we don’t register cell phone numbers in SIM – Then why should a user register?

# Fulfilment

**Sales intake**

* What is expected timeline for (when have those revenue figures been foreseen in the business case):
  + E-payment module for upsell
  + Self-service environment to schedule and launch campaigns (who will make creative in this flow?)

Session OPS BE 17/05:

* The e-payment module for upsell is highly desired by launch but is not a blocker.

The business case figures are calculated without the upsell functionality.

* The self-service part is mandatory from the start as it is incorporated in some products.   
  The creative for those products consists of predefined templates from which the customer can choose.
* Remark : flow in PID does not support:
  + top up of account and e-payment
  + renewal notification
  + advertiser creating campaign(s)  
    For video & graphics & text : template to be created by Truvo on request?

To be captured during sales intake:

* product (1 of the 9 product id’s)
* for the product selected:
  + start – end date campaign(s) (*optional, customer can chose to set up campaigns later*)
  + ad copy / text sms
  + ad input material (graphical input via upload functionality?)

Use case: advertiser orders V24 product

* must sales rep be able to define all 24 campaigns whilst at the customer?
* must sales rep be able to collect material for all 24 campaigns whilst at the customer?
* can advertiser call in to Truvo for each of the 24 campaigns for help with setting up the campaigns:
  + creating the ad material: text, e-mail, rich media (html or video?)
  + what is the SLA expected to have all material finished (timeline to start the campaign)?
* Is it Truvo who then prepares the campaign?   
  And the advertiser who approves and submits the campaign?
* Should a “custom made” campaign automatically become a template for a next run?

Use case: advertiser orders V3 product:

* is it mandatory that the advertiser creates the campaign himself

🡺 no input is to be fetched by the sales rep

Use case: campaign is not fulfilled (minimal recipients not reached 🡺 campaign not deducted from saldo)

* can customer call in again to launch a new campaign?
* It is possible that new creative is to be created?

Note:

* FAQ to be foreseen
* Documentation to be foreseen
* Howto video to be foreseen (?)

**Ad creation**

* who will do the copywriting? Skills in-house?

Session OPS BE 17/05:

Suggestion to outsource to freelance copywriters.

Therefore request to have a workflow management system in place to follow up on the creation.

* On some places in document references to e-mail as a delivery channel???  
  🡺 specific content needed !  
  🡺 is not mobile location aware but demographics mobile based?

Session OPS BE 17/05:

Should also be based on the actual location of the end user.

Action NM: to be investigated whether this is technically feasible.

* who will create video’s?

**Ad creation workflow**

Based on the discussion during our info session: this is a (big!) application on itself!

Detailed requirements to be worked out!!!

**Ad approval**

* no revisions should be made except for typo’s and errors 🡪 why?
* Can customer react on ad creation cosmetics?
* If yes, how many iterations do we allow?

**Campaign fulfillment**

* Notification that an ad is live:
  + when to be sent?
  + What in case of ad hoc campaign?
* Notification frequency? What levels?
* Notification channel:
  + Only relevant for sms – mms - e-mail
  + Not relevant for push messages 🡺 is via device
* Share location:
  + What if customer rejects? = unsubscribe of service?

# Monitoring & statistics

* Reporting? Which level? For advertisers?
* Report performance: what to be shown?
  + Number of times sent?
  + Number of times clicked (ia)?
* Ad hoc LBA’s :
  + only based on existing copy?
  + 🡺 self-service platform needed?