V Mobile Campaign Performance

R97,5K
Sum of total_revenue

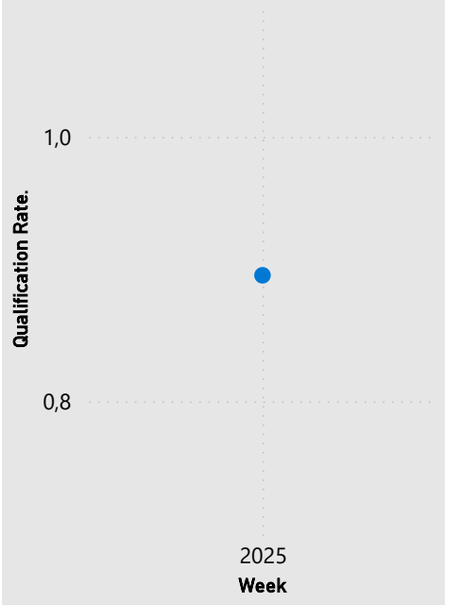
359
Sum of qualifying_subscribers

89,5%
Qualification Rate.

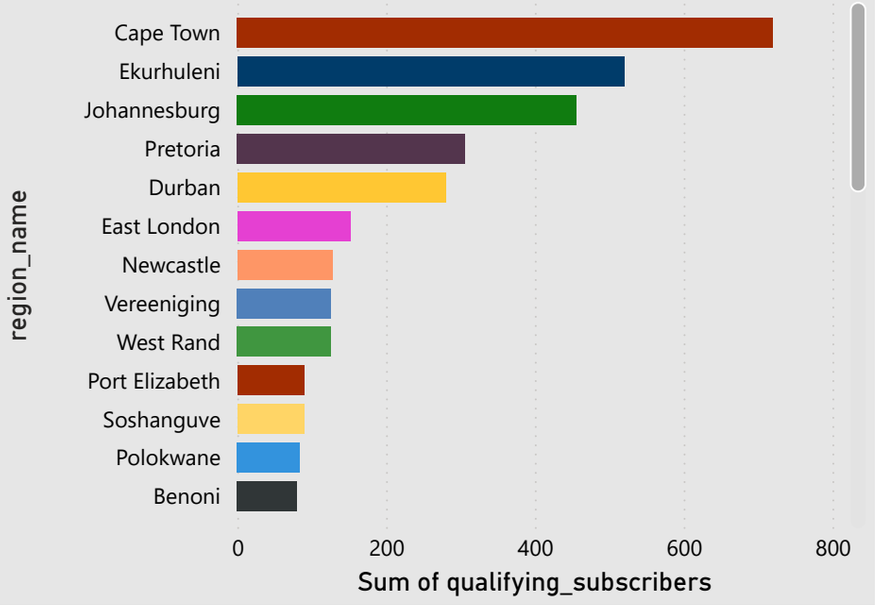
R271,6
Sum of avg_qualifier_revenue

Weekly Trend - Revenue & Subscribers

Qualification Rate. by Week



Top Regions by Qualified Subscribers



Quick measure

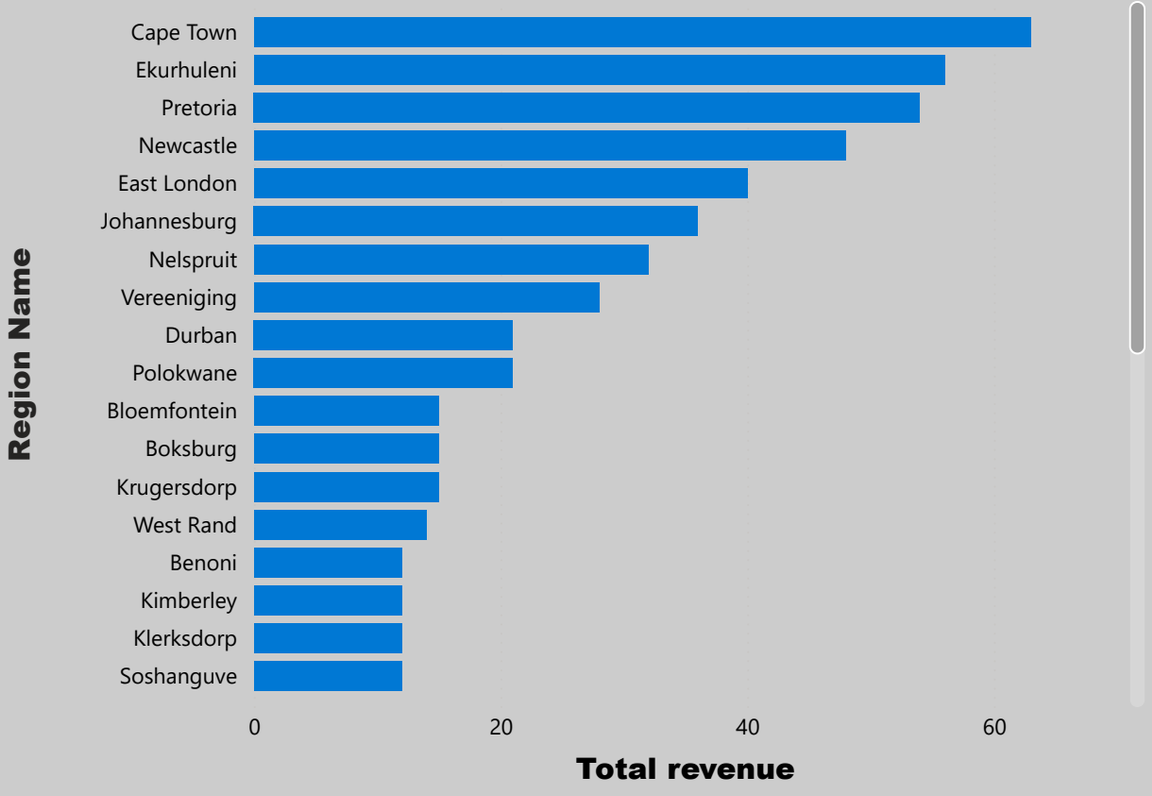
The Geographic Story (Where are the most valuable subscribers)?

36
Regions with Qualifiers

89,5%
Qualification Rate.

401
Total Master Subscribers

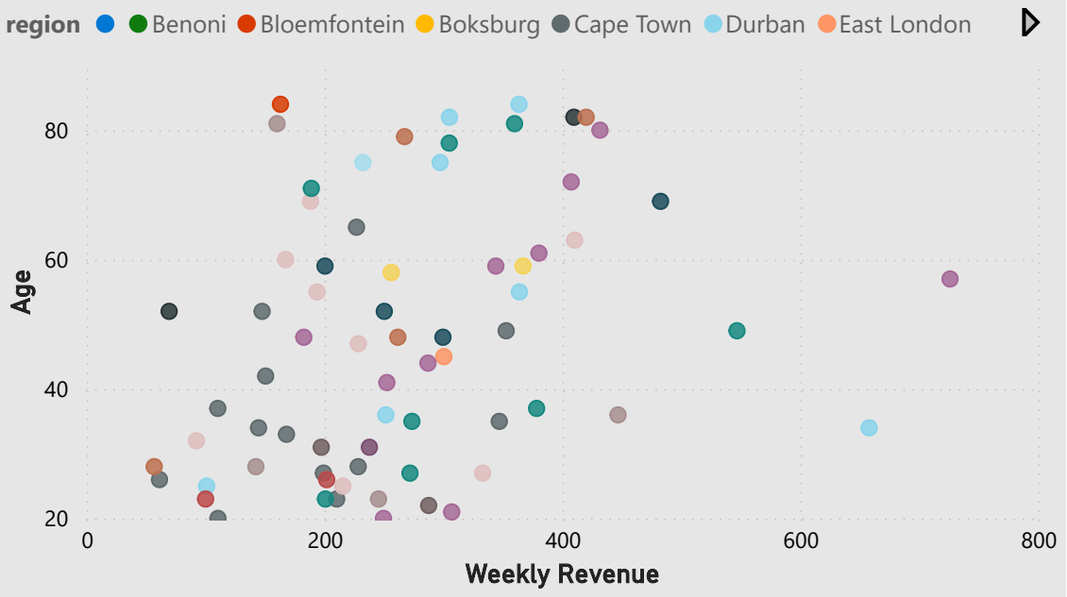
Top Performing Regions By Revenue



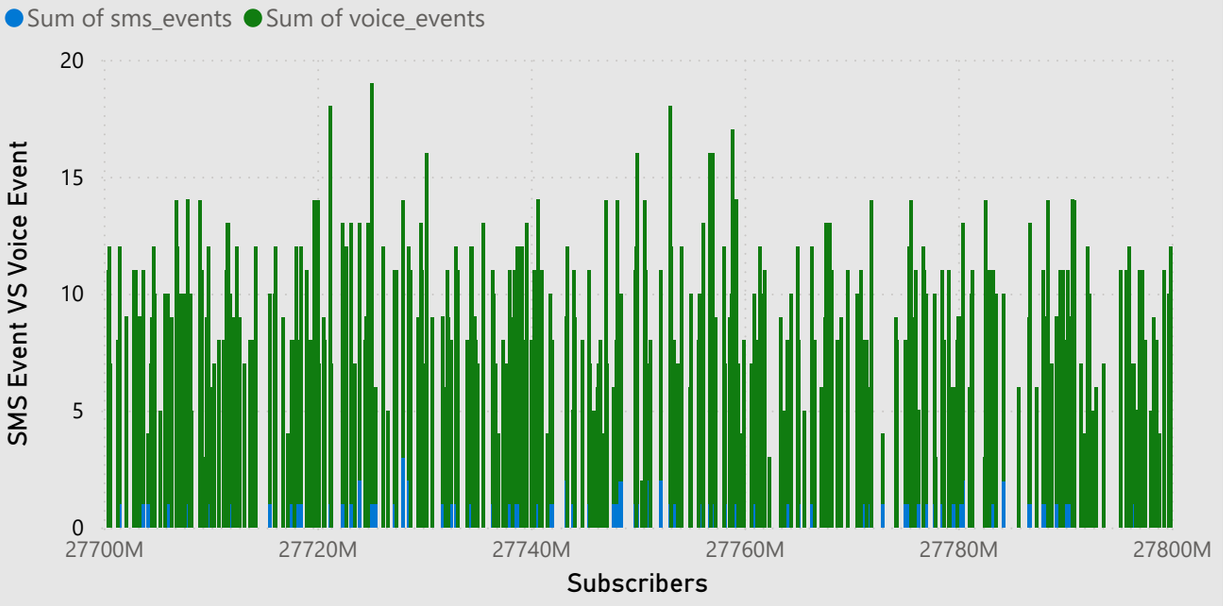
Regional Qualification Rates

« Quick measure

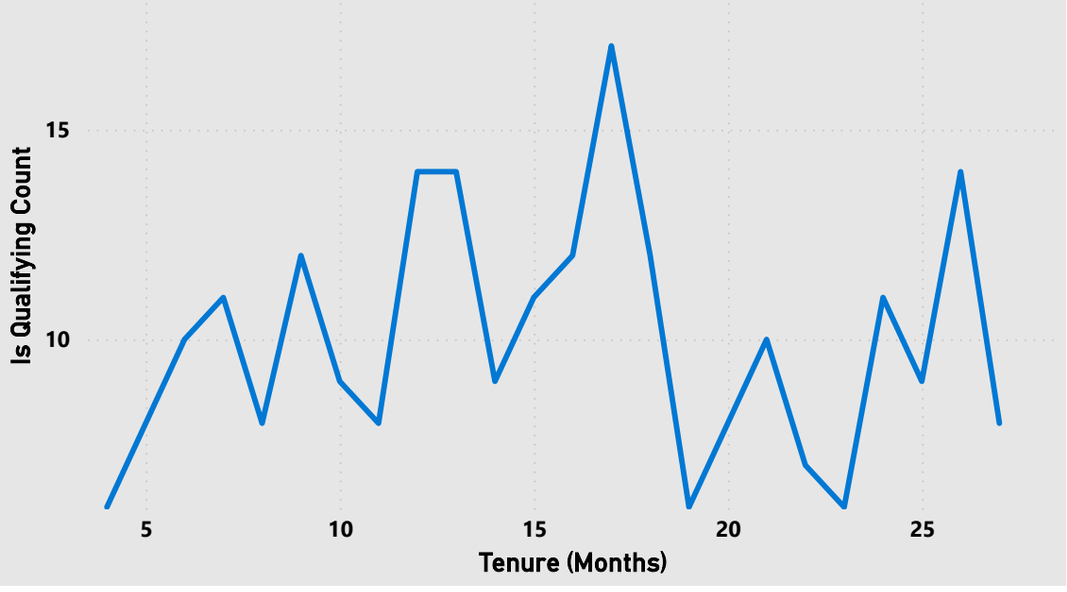
Demographic Insights



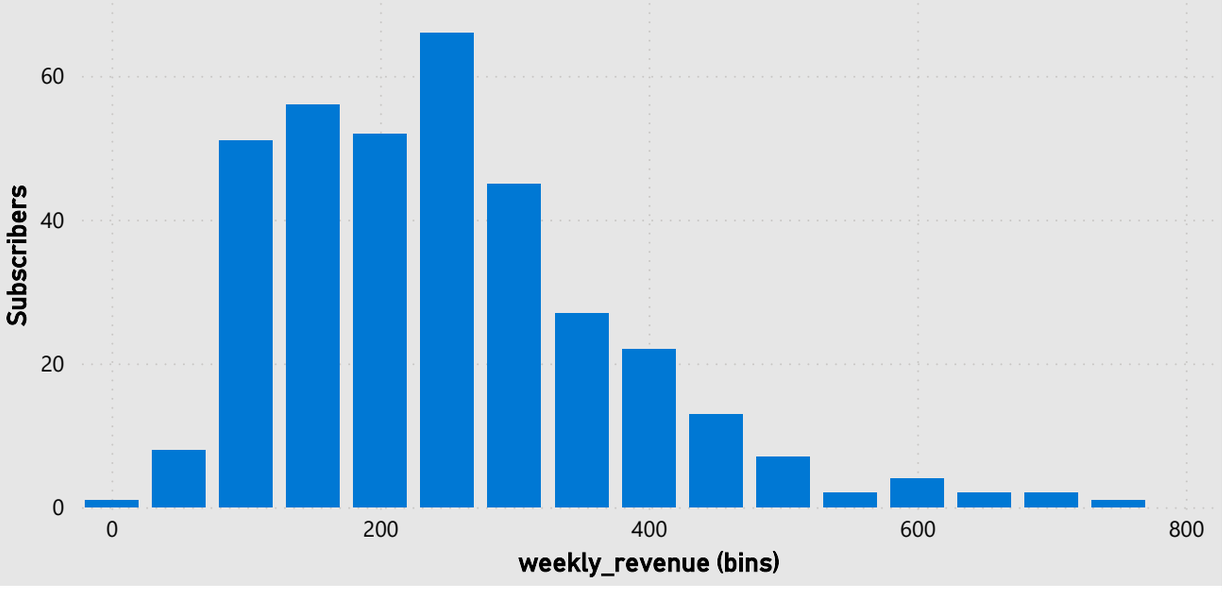
Usage Composition



Qualification by Tenure

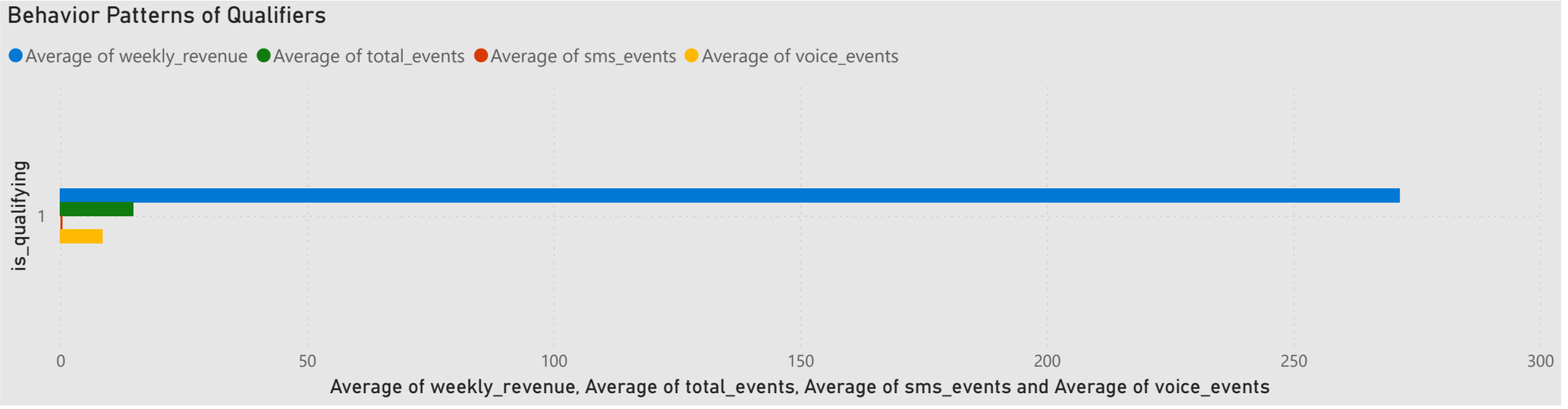


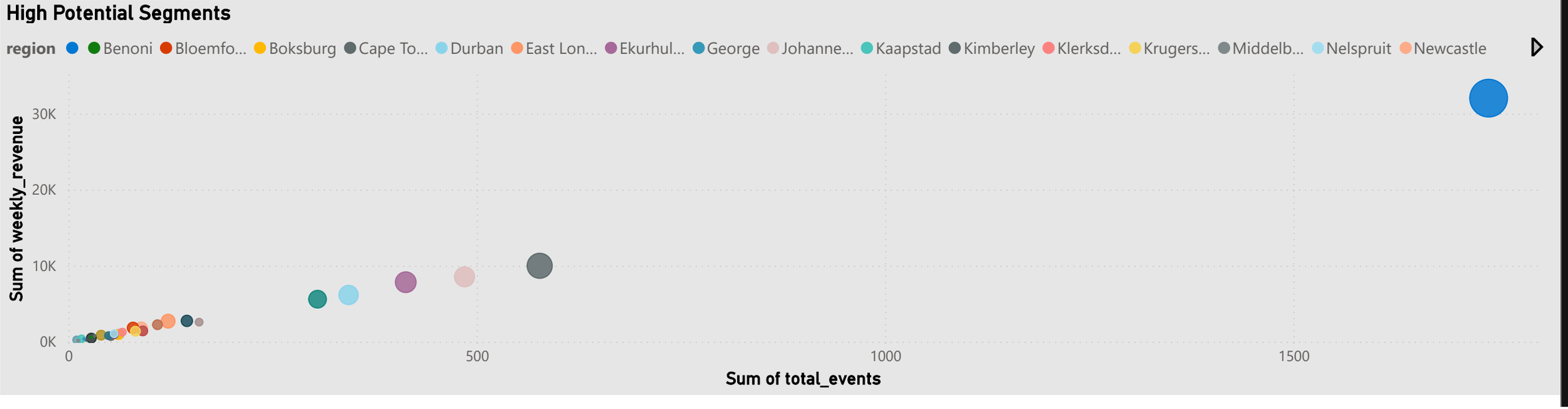
Revenue Distribution Amongst Subcribers



Quick measure

Marketing Action Plan





Quick measure