INrange

LOCATION BASED PREDICTIVE ANALYTICS

Communication Service Providers (CSPs) need new sources of revenue. Advertisers are looking for better ways to connect with people on the go – and they're willing to pay for it. Mobile subscribers value when they are provided with offers and information that are relevant to their interests. INrange Analytics, a location-based predictive analytics offering from TEOCO, uses existing CSP data to add intelligence to mobile advertising. It opens new lines of revenue for CSPs, raises response rates to mobile offers and improves end-user experience.
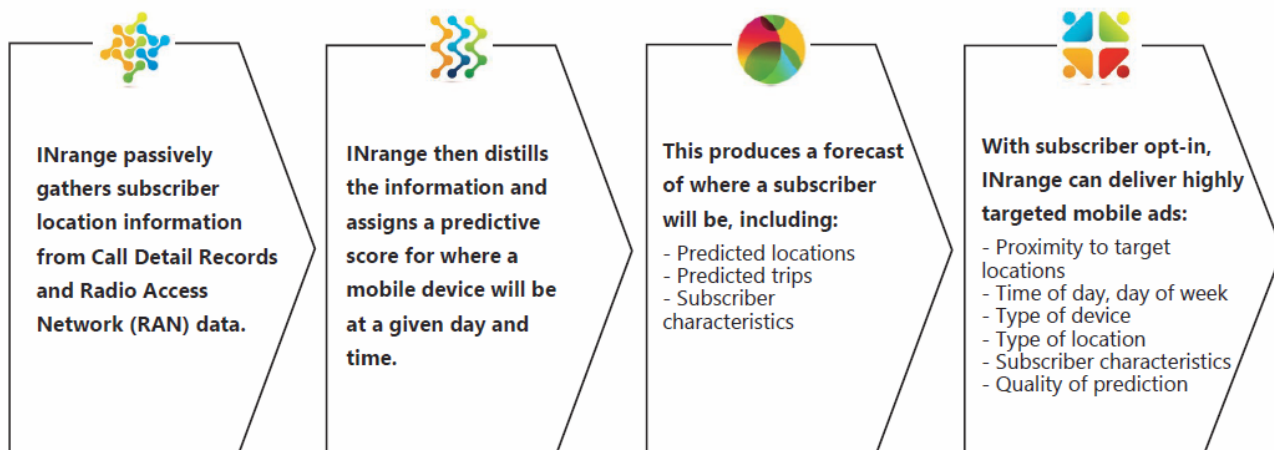
Don't miss the mobile advertising revolution

The mobile advertising market is poised for explosive growth. More and more smartphones and tablets are entering the marketplace and are becoming an integral part of peoples' lives, including how they research and purchase goods and services. To date, however, the mobile advertising market has not grown to reflect the time spent using mobile devices.

Location-based marketing to the rescue

Location-based marketing has been hailed as a means of improving mobile advertising by communicating with a consumer when they are near a specific business. But current approaches are limited because they require a subscriber to actively check in to a location, or to trigger communications by entering a geo-fenced area. What's more, advertising or promotions delivered to a current location often arrives too late, after a consumer has made a decision to purchase.

INrange adds greater intelligence to mobile advertising; forecasting subscribers' future locations to more accurately target campaigns through opt-in preferences.

| INrange passively gathers subscriber location information from Call Detail Records and Radio Access Network (RAN) data. | INrange then distills the information and assigns a predictive score for where a mobile device will be at a given day and time. | This produces a forecast of where a subscriber will be, including:
- Predicted locations
- Predicted trips
- Subscriber characteristics | With subscriber opt-in, INrange can deliver highly targeted mobile ads:
- Proximity to target locations
- Time of day, day of week
- Type of device
- Type of location
- Subscriber characteristics
- Quality of prediction |

INrange is a unique, location-based predictive analytics offering that changes the face of mobile advertising

Your keys to the mobile advertising market are in the data

For the most part, communications CSPs have been excluded from the mobile advertising ecosystem, which is dominated by third-party advertising networks and over-the-top services. Yet CSPs possess a wealth of subscriber data that would help increase the relevance of mobile advertising. This in turn would raise the conversion rate of mobile promotions, increase and return on investment for advertisers, and improve the user experience for mobile subscribers.

See the future

INrange is a unique, location-based predictive analytics offering from TEOCO that changes the face of mobile advertising and increase revenue opportunities for CSPs. It can dramatically raise response rates to mobile advertising by delivering targeted messaging based on where subscribers are predicted to be in the future, while consumers are still in the decision-making process, rather than at the time of purchase when marketing messages are too late.

Let TEOCO do the heavy lifting

INrange's unique, patent-pending technology does not require access to GPS functions on subscribers' phones or for active check ins from the consumer. Instead, INrange works with existing CSP data, analyzing subscribers' behaviors with TEOCO's Location Analytics and Customer Analytics big data platforms to forecast subscribers' future locations to more accurately target advertising campaigns. INrange provides a multi-level opt-in mechanism directly controlled by the subscriber for more relevant offers, while respecting customer privacy and mobile marketing guidelines.

Open new lines of revenue and improve Customer Experience

By adding intelligence to mobile ads, INrange allows CSPs to capture more of the burgeoning mobile advertising market currently dominated by over-the-top players with an enhanced offering that will attract advertisers and subscribers alike.