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iCampaign

Business Challenges

Declining outbound roaming revenue

Statista 2018
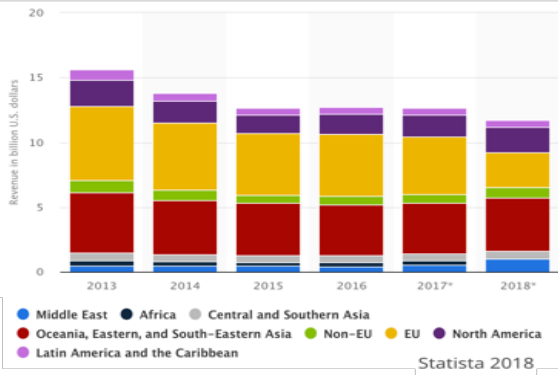
Rising threats from substitutes

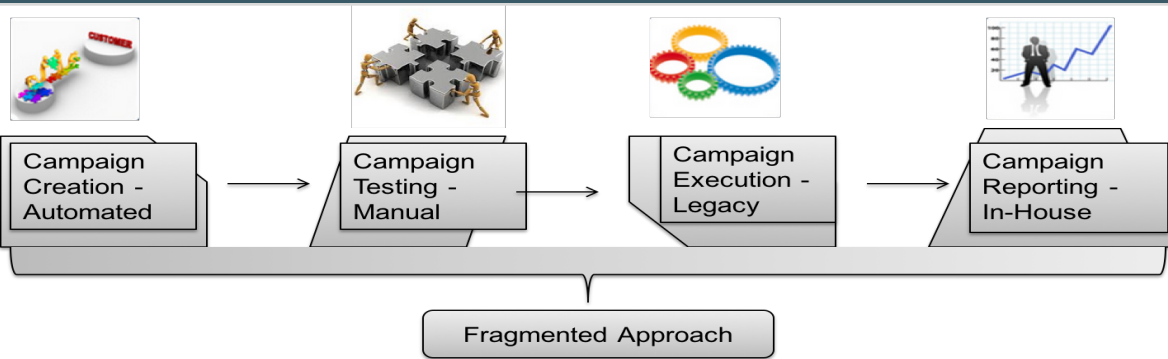| OTTs	Local SIMs	Local Prepaid Cards	Global Data MVNOs	WiFi
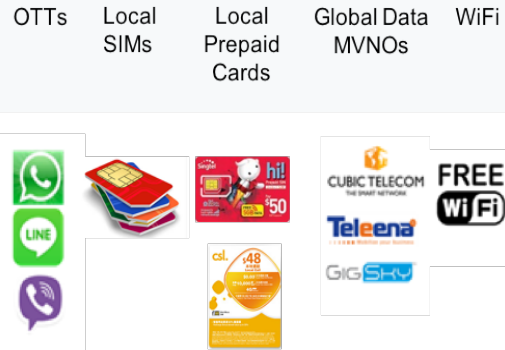
- Poor campaign uptake
- Mass marketing
- Spamming – Non personalized offer
- Wrong timing
- Service discovery is a challenge

Lack of holistic view - Separate campaign creation, execution and monitoring

Campaign Creation - Automated → Campaign Testing - Manual → Campaign Execution - Legacy → Campaign Reporting - In-House

Fragmented Approach

Evolving regulations on roaming notifications (opt-in / opt-out), roaming usage and frequency of customer contact negatively impacts roaming revenues

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Business Need

Enhance roaming revenue and increase margins

Encourage customer to use roaming services instead of alternatives

Match right offer to right customer

Send promotion at right time to catch customer attention

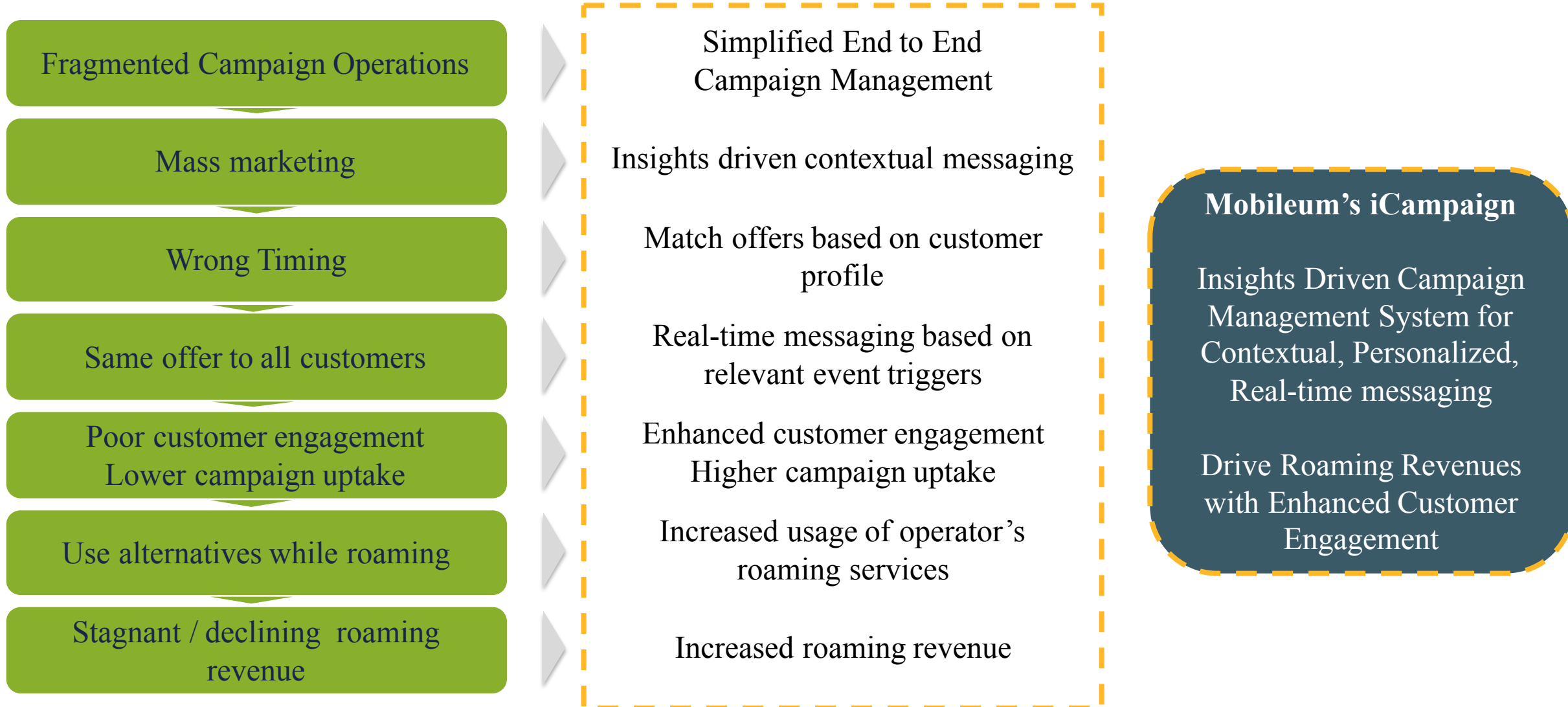Enhance overall customer engagement while roaming

Streamline Campaign Management Operations and reduce dependency on IT

Manage Regulatory Aspects

Identify solution that offers quicker ROI

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Path to Change / Vision

Current State	Vision
Fragmented Campaign Operations	Simplified End to End Campaign Management
Mass marketing	Insights driven contextual messaging
Wrong Timing	Match offers based on customer profile
Same offer to all customers	Real-time messaging based on relevant event triggers
Poor customer engagement Lower campaign uptake	Enhanced customer engagement Higher campaign uptake
Use alternatives while roaming	Increased usage of operator's roaming services
Stagnant / declining roaming revenue	Increased roaming revenue

Mobileum's iCampaign

Insights Driven Campaign Management System for Contextual, Personalized, Real-time messaging

Drive Roaming Revenues with Enhanced Customer Engagement

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iCampaign - Enables Contextual Outreach at Various Travel Stages

Pre-Travel Campaigns

Dear Customer,
Now travel abroad without the fear of bill shocks! For more details on Airtel's New International Roaming packs, click
www.airtel.com/IR

Reach out to domestic subscribers* with exclusive roaming offers before travel

*Segments from Mobileum's Travel Prediction proposition or third party engines

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iCampaign - Enables Contextual Outreach at Various Travel Stages

Welcome SMS / Roaming Tariff Advisory (RTA)

Telstra welcomes you to Australia have a pleasent stay.
You can reach Indian embassy at +61-123498
Your Voice tariffs in Australia:
Local calls = 0.5 AUD, International calls = 1AUD

Welcome the subscriber in roaming destination with information on Roaming tariffs

iCampaign - Enables Contextual Outreach at Various Travel Stages

Promote Travel Pass

Enjoy unlimited calling, texting along with 4G LTE data while you roam in Australia with our Daily Travel Pass at just 5 USD per day. SMS DAILY PASS to 121 to subscribe

Campaign Travel Pass based on subscriber's previous roaming usage history, trip patterns, domestic usage

iCampaign - Enables Contextual Outreach at Various Travel Stages

Target Silent Roamers

Would you like to opt for our free Data trial pack for next 2 hours? Please reply "YES" if you want to use this service.

Campaign Trial Pack (Data/Voice) Pack to chronic Silent / first time roamer

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iCampaign - Enables Contextual Outreach at Various Travel Stages

Upsell

*Your data trial pack is about to expire. You can subscribe to our Social Media Pack – unlimited Whatsapp & Facebook for next 7 days at 5 USD. Dial *125# to subscribe*

Upsell roaming packs based on subscriber's usage / interests while roaming or at home

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iCampaign - Enables Contextual Outreach at Various Travel Stages

Welcome Back Survey

Welcome to Kyivstar! Thanks for using our roaming services. How much do you agree with the statement: "Roaming services meet my expectations." Reply from 0 to 10, where 0 - absolutely disagree, and 10 - completely agree

Conduct feedback surveys on roaming services when subscriber returns back home after roaming trip

iCampaign - Enables Contextual Outreach at Various Travel Stages

Third-Party / Affiliates Promotions

Book your next holidays with our exclusive travel partners – TravelBooking. Visit www.TravelBooking.com for holiday packages designed specially for you

Promote partner / affiliate services based on segments from third party interfaces

End to End Campaign Management

Define campaign	Select segment	Define Rules	Define Message	Define Action	Measure Uptake
• Name • Goal • Region • Schedule (Daily / Weekly / Monthly) • Frequency	• Inbound / Outbound roamers • Silent Roamers • Domestic Segments • Custom Segments • From external systems	• Subscriber Filters • Location Filters • Network Triggers (Network Attach / Detach / Change) • External triggers (BSS)	• Category – RTA, Welcome, Promotion • Message Text / Script • Preferred language • Sender Address • Template Parameters	• Send message –Select Channel, Configure Spam Control, retrials • Call External Interface • Continue / Stop campaign	• Track Campaign effectiveness – Delivery, subscriptions trends • A/B Testing • Fine tune Campaigns

Salient Features

Roaming, Local, Third Party / Affiliate Campaigns	Flexible Scheduling (Daily / Weekly / Monthly)
Multi-channel support – SMS, USSD, Flash, Email, In-App, RCS*	Interactive Messaging
Intuitive Rule Maker – Multi-level rules / actions	Event based messaging – Network / External triggers
Subscriber / Location Filters	Spam Controls, Throttling Controls
Campaign Simulation and Control Group Testing	Campaign Uptake Analytics
Multi-lingual Campaigns	Future Looking – LTE, VoLTE, VoWifi Support

Roadmap

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Mobileum Advantages

Identify Segments

Run Contextual Campaigns

Enhance Customer Engagement

Reduce Time to Market

Increase Revenue

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THANK YOU