

A Review of Telecom's Data Targeting Practices & Methods

NBCUniversal

An aerial view of London, featuring the River Thames and the city skyline. Overlaid on the image is a red-tinted 5G network diagram. The diagram includes various icons: a person icon in a circle at the top, a Wi-Fi symbol in a circle at the bottom left, a globe with arrows in a circle at the bottom center, and a car icon in a circle at the bottom right. Lines connect these icons, representing network connections. The text '5G' is prominently displayed in large, bold, red letters on the right side of the image.

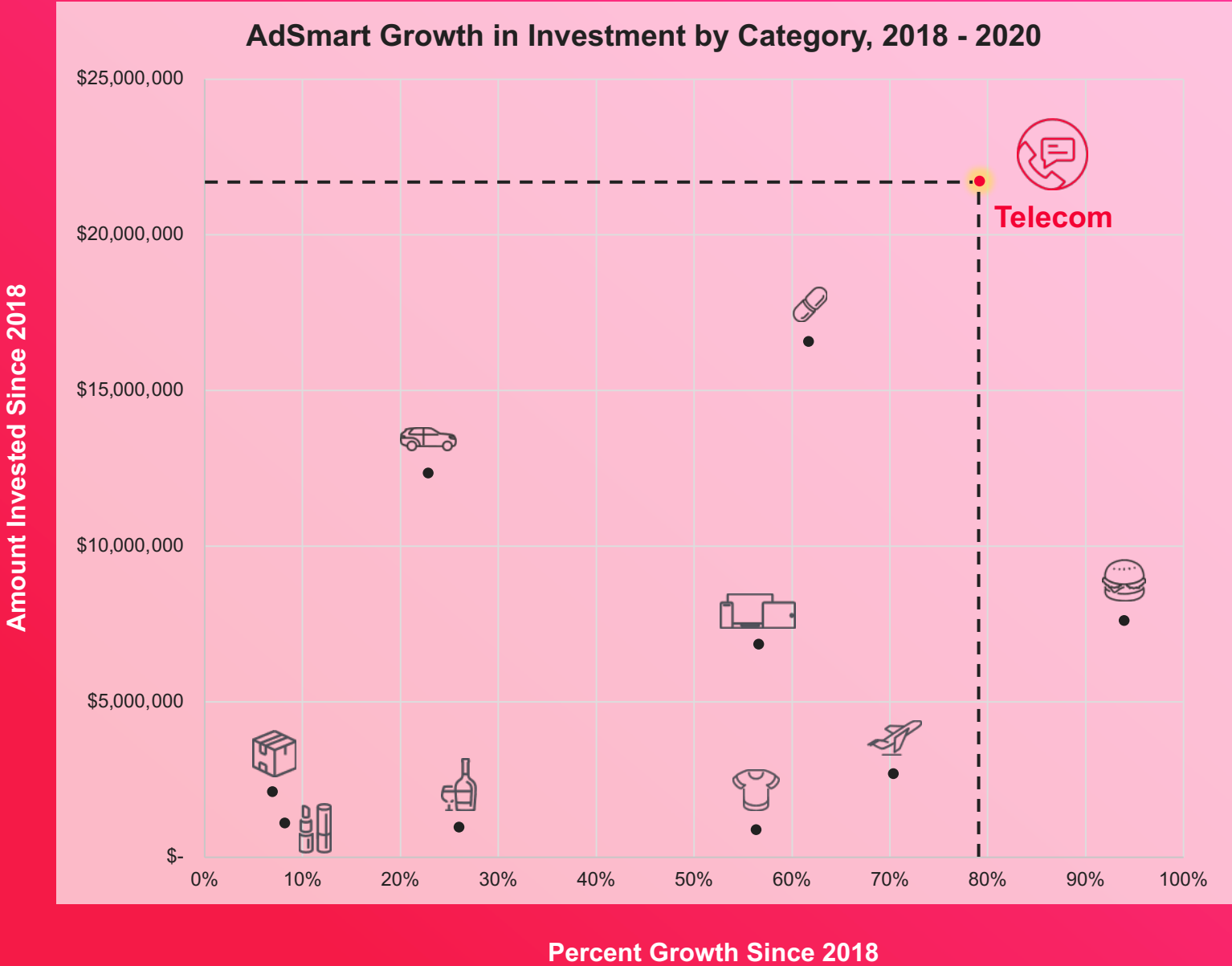
BACKGROUND

**We set out to uncover
Telecom's strategic
approach to data &
targeting...**

Overall, our findings has helped prepare us and our clients to achieve their business objectives as well as identify new opportunities to improve efficiencies

DID YOU KNOW, TELECOM IS ONE OF ADSMART'S FASTEST GROWING CATEGORIES

Since 2018 Telecom has
invested the most dollars into
NBCU's advanced ad products



**But what's driving this
investment?**

FACTORS DRIVING TELECOM'S ACCELERATED INVESTMENT IN ADVANCED TARGETING

1 Rich 1st Party Data

- Highly accurate, personally identifiable information (PII) volunteered through subscription pay wall
- Continued investment in Martech and CRM software to better action against data resources

2 Maximize Average Revenue Per User

- Continued expansion into adjacent lines of business such as B2B, Internet, and Video Streaming.
- Increased focus on boosting the average customer's lifetime value by cross-selling and upselling them into entire ecosystem of services.

3 Low Churn Rates & High Saturation

- The Telecom industry is highly saturated, with notoriously low churn rates between providers.
- As a result, a significant amount is invested in retention as well as efficiently maximizing share of voice to help attract net new users.

HOW TELECOM BRANDS ARE LEANING INTO ADVANCED SOLUTIONS

A sample set of who, what, and where Telcos are activating data

Want to learn more?
Ask us for a case study

WHO THEY'RE TARGETING



Existing Customers



Multicultural Audiences



Competitive Customers

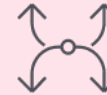


Income Qualified Households

WHAT TACTICS THEY'RE EMPLOYING



Suppression to minimize waste



Retarget to cross-sell/upsell



Self-Service Activation



In-Flight Optimization (e.g. Site Traffic)

WHERE ARE THEY ACTIVATING



Programmatic TV Dominates



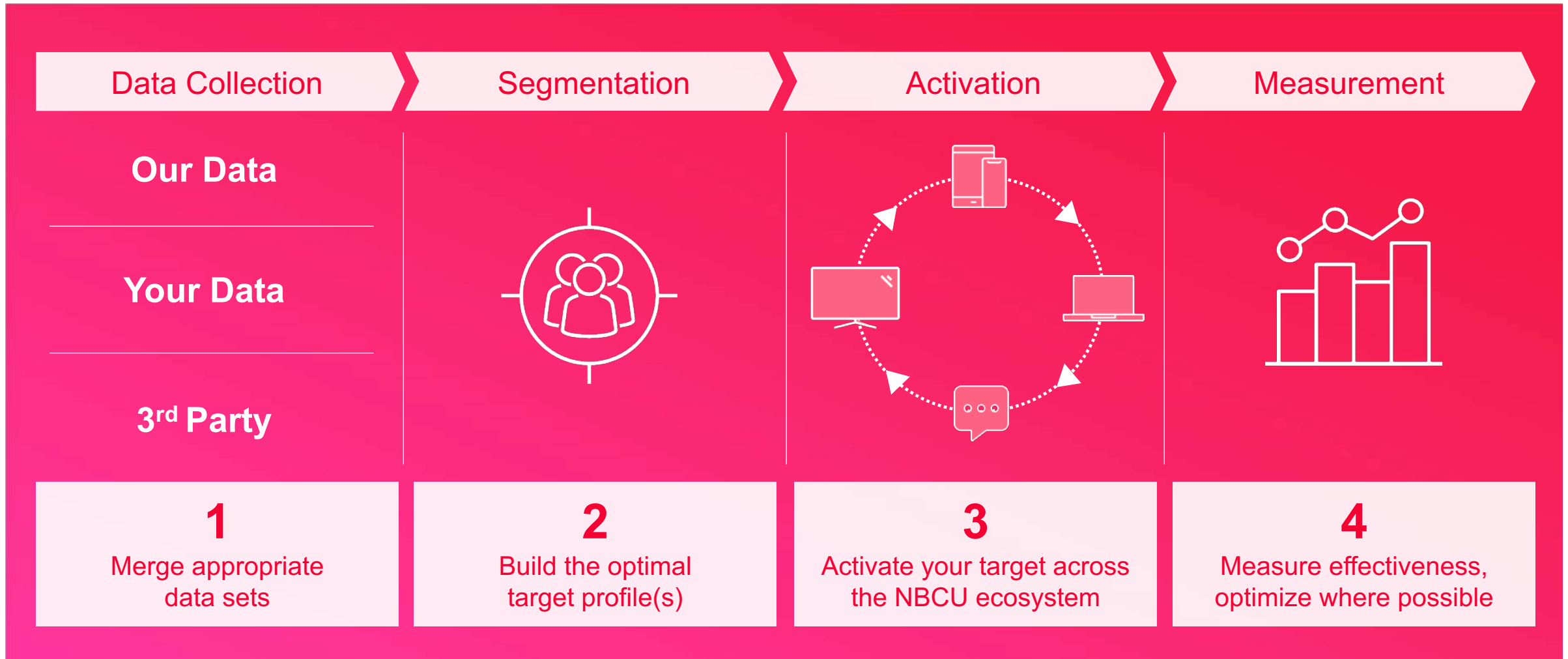
Rapid Shifts to CTV/OTT



Cross-Screen Synchronization

**Turning these insights
into action...**

NBCU WORKS COLLABORATIVELY WITH PARTNERS TO IDENTIFY THE OPTIMAL TARGET, PRODUCTS, & APPROACH



ADSMART'S ADVANCED TARGETING PATHWAYS ARE UBIQUITOUS



Your strategic
audience

Data-driven delivery through premium video on:



National linear
TV



Set-top box
VOD



Connected
TV



Desktop



Mobile

Connect your brand with **the right consumers** through **the best premium content on every screen**





APPENDIX

FACTORS DRIVING MVNO'S ACCELERATED INVESTMENT IN ADVANCED TARGETING

1 Rich 1st Party Data

Highly accurate, personally identifiable information (PII) volunteered through subscription pay wall

2 Competitive Conquesting

Historically high churn rates among MVNO's and price cutting techniques to combat MNO's introduces many opportunities to acquire competition's customers

3 Priority Segments

Long term sustainability and growth identified in younger as well as multicultural audiences, making them key prospects