A Review of Telecom’s Data Targeting Practices & Methods

NBCUniversal
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 paywall
   - 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.

*See factors for MVNO’s in appendix*
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
Turning these insights into action...
NBCU WORKS COLLABORATIVELY WITH PARTNERS TO IDENTIFY THE OPTIMAL TARGET, PRODUCTS, & APPROACH

1. Merge appropriate data sets
2. Build the optimal target profile(s)
3. Activate your target across the NBCU ecosystem
4. Measure effectiveness, optimize where possible
ADSMART’S ADVANCED TARGETING PATHWAYS ARE UBIQUITOUS

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

Your strategic audience

Data-driven delivery through premium video on:

- National linear TV
- Set-top box VOD
- Connected TV
- Desktop
- Mobile
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