



Precision Ad-Server

Target, Measure, Monetize

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AT A GLANCE

BUSINESS CONTEXT

Mobile has emerged as the 'first screen' for consumers. Mobile advertising spend is significant, and growing daily. But telcos, despite having access to unprecedented consumer information, have only a minor share of this total spend. Lack of technology to derive deeper insights and protect consumer privacy has, until now, inhibited them in harnessing the full potential of their data insights.

APPLICATION OVERVIEW

Precision Ad-Server delivers:

- Deeper consumer insights through packaged analytics
- Extended multi-channel inventory and consumer insights
- Consumer privacy through irreversible data transformation
- Integrated and managed end-to-end mobile advertising workflows

KEY BENEFITS



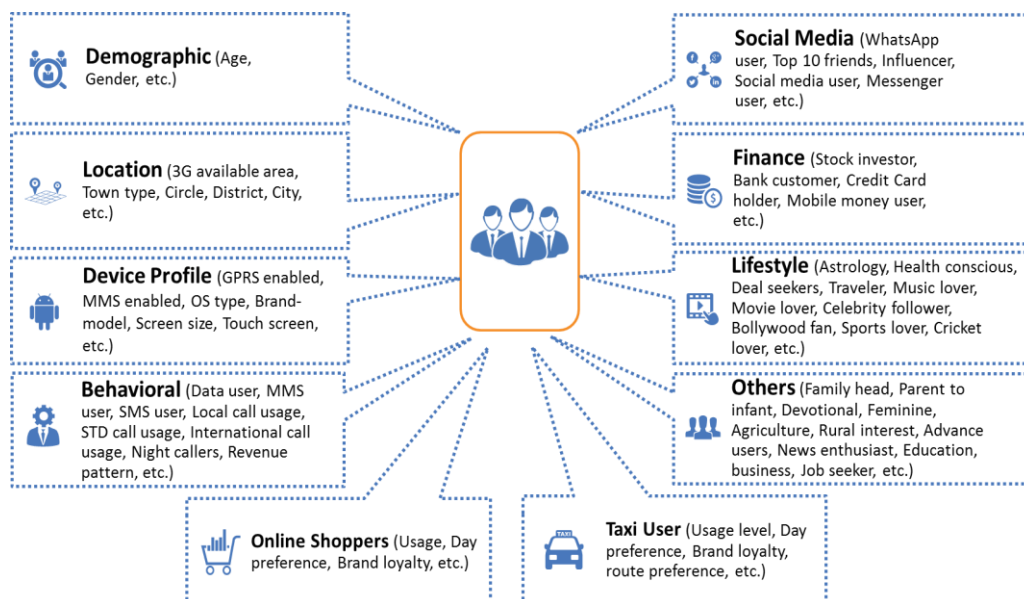
New Revenue Streams through Mobile Advertising

Precision Ad-Server transforms telcos into multi-channel mobile advertising networks, making their customer insights available to brands and advertisers. It allows external marketers to engage with their subscriber base in a relevant manner, which is both highly personalised and non-intrusive.

Through targeted advertising to mobile subscribers, advertisers can increase their ROI and telcos can generate new revenue. Precision Ad-Server irreversibly transforms any personally identifiable information (PII) into non-PII data, allowing telcos to preserve their subscribers' privacy and data security.

Highly Targeted AD Campaigns Preserving Consumer Privacy

Precision Ad-Server leverages advanced analytics and machine-learning algorithms to glean abstracted data insights about mobile subscribers. These can help brands and advertisers to run highly targeted marketing campaigns.



Precision Ad-Server for Targeted Advertising with Customer Anonymity

Key Capabilities



Precise Targeting Leveraging Packaged Consumer Insights

- Leverage advanced analytics and machine learning to create advertising-oriented data insights about such things as consumer preferences, demographic groups, psychographic values, location and travel, and brand affinities.
- Enrich mobile consumer profiling with data available from telco networks and systems, as well as open data and third party commercial data.



Self-Serve Ad Campaign Workflow Management

- Manage campaign workflow end-to-end with an easy-to-use graphical interface (GUI), covering targeting, budgeting, inventory allocation and response measurement.
- Integrate with partners and ensure transparency with flexible account management, support for different pricing models and comprehensive invoicing and reporting.



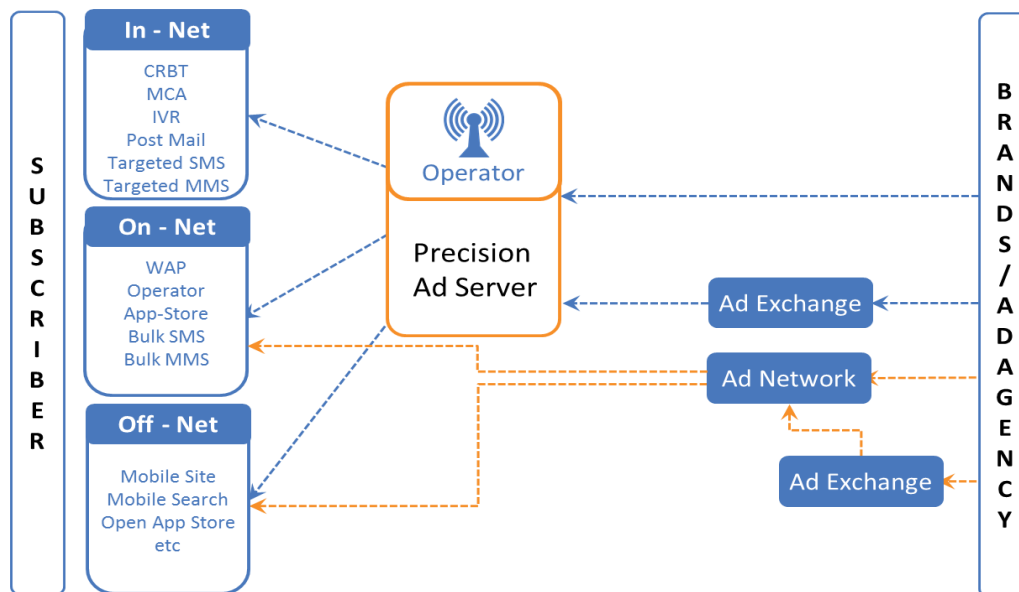
Rigorously Protect Subscriber Privacy with Irreversible Transformation of PII to non-PII

- Transform personally identifiable information (PII) to non-PII data, honouring the '3Ps' of mobile advertising – privacy, permission and preference. Abstracted insights cannot be traced back to individual consumer data.
- Preserve data security through a comprehensive data governance model with adequate controls and quality checks, generating insights in a walled garden environment.



Unparalleled Reach with On and Off-Deck Inventory

- Enable real-time bidding to optimise usage of on-deck (telco) inventory and off-deck (OTT) inventory from partners to ensure ad campaigns reach their maximum audience.
- Take full control of multi-channel inventory through capabilities like automated opt-in/out, DND management, frequency caps and approval workflows.



Handset vendor increases retail footfall by over 300%

One large handset maker increased footfall to its stores by over 300 per cent, using data from telco partners to precisely identify target segments for its new smartphone launch. Specifically, it targeted consumers with similar handsets from competitor brands and those with its own lower-end models. A precisely targeted ad campaign focused on areas within close proximity of its retail stores to maximize impact.

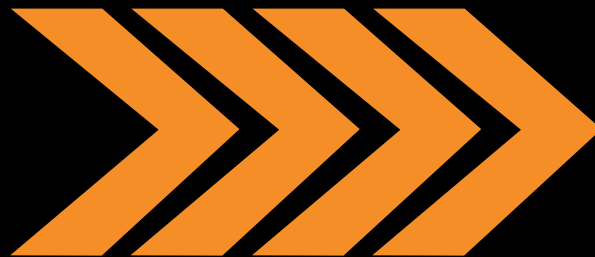
Heavy machinery brand generates 25x returns per lead

When entering the Indian market, a global machinery brand combined with a mobile partner so to generate leads for its products, returning a 25-fold jump on its average sales revenue per lead. The telco contributed data on consumers' spend and travel, and helped identify business owners in areas mapped as 'construction zones'. The brand achieved 75 per cent of its target within two weeks of starting the programme.



About Flytxt

Flytxt is a fast growing Mobile Consumer Analytics solution provider for Communication Service Providers (CSPs) and Mobile Enterprises across the globe. The company offers full suite of internal and external monetization solutions for increasing revenue, reducing churn, enhancing customer experience and generating new revenue streams. Flytxt offers full solution stack combining Technology, Packaged Analytics, Business Applications and Enabling Services to deliver maximum economic impact to its customers. The company has deployed its platforms with more than 50 customers across 32 countries, analyzing data of more than 500 million mobile consumers, delivering 2 to 7% economic impact consistently. Flytxt has its headquarters in the Netherlands, corporate office in Dubai and also presence in India, Mexico, Singapore and Kenya.



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