Nuance Loop™ Mobile Marketing and Advertising Services

NUANCE

Contextual Marketing for personalized, real-time and interactive marketing campaigns

Mobile operators face increasing pressure on traditional revenue sources from competitors, regulation and over-the-top (OTT) providers, making secure, sustainable and significant revenue streams a strategic priority. Although revenue and average revenue per user (ARPU) is under pressure, operators still need to invest in network expansion and upgrades, whilst reducing discretional capex and opex to support operating margins. Market and technological changes also brings new opportunities for monetization, to increase customer insight and develop deeper and more personalized relationships.

Nuance Loop is an Artificial Intelligence (AI) and data analytics-powered, high volume, carrier-grade marketing platform designed specifically for mobile operators. It creates a large inventory of subscriber touch points and delivers new and incremental revenue streams across multiple channels. The campaign management layer ensures no opportunity is wasted by engaging subscribers across the entire network – voice, text, email, USSD, browser, web or app – and deciding what to offer, when, and how, based on subscriber context, profile, usage history and responses to promotions.

Customized campaigns can be delivered in real-time. Easy to use, the system creates KPIs, identifies target segments, designs campaigns to maximize ROI, delivers A / B testing, identifies churn risks and has a full range of analytical tools, including predictive modelling. The Campaign Manager interface is designed specifically for mobile operators to create, deliver and manage their campaigns. Using Artificial Intelligence and Machine Learning it seamlessly delivers omni-channel campaigns and fulfills personalized offers in real time.

Already supporting more than 700 million subscribers daily, Nuance Mobile Marketing and Advertising services as part of the Nuance Loop technology platform, give mobile operators the ability to effectively market and monetize from their inventory.

We transform customer data, logs and transactions within the network into relevant marketing analysis and segmentation. It is an end-to-end system which efficiently manages the campaign from the concept and objective setting through target segment identification, campaign creation, testing, prediction, modelling and scheduling to execution, reporting, analysis and ROI measurement. By smartly integrating subscribers' activity and profile insights at the right technology touchpoints, we can determine which offer is most relevant, at the right time and over the right channel. Everything is targeted, relevant and timely.

Mobile operators can now give their customers the experience they expect and create more engaging marketing campaigns across all channels!

60 million+

Mobile advertising ads heard for 1 carrier in a month.

1.2 billion+

Interactive notification per day.

Mobile Marketing Services: take control of your message

Carrier and 3rd party offers
Nuance Loop enables operators to leverage their existing inventory, such as messaging and financial services channels, portals, apps, to offer subscribers individually relevant offers, based on personalized insights: VAS offers, carrier tariff plans, bundles and vouchers.

Mobile operators can drive new revenue from existing subscribers. By Nuance Loop effective management of contextual targeted campaigns, the operator can expect increased VAS revenue and network usage stimulation, as well as a more efficient customer lifetime management by cross-selling offers at the most appropriate touchpoints.

Nuance Loop supports programs across the whole customer lifecycle, from acquisition to welcome communications to support new subscribers though the onboarding process, to cross sell and upsell campaigns to generate revenue and increased ARPU, to product renewal reminders and retention programs. It keeps subscribers engaged and receiving the right offers at the right time throughout their lifecycle. Operators can create several campaign categories according to their business objectives in each moment, by building targeted offers.

– Promotion of white-label & 3rd party services

– VAS service trials

– Low credit offers

– New smartphone offers

– Roaming offers

– New technology adoption or usage stimulation

– Special discounts

– Carrier plan upgrades

As a result, operators can expect VAS revenue uplift, network usage stimulation, churn reduction, increased customer lifetime value through cross-sell/up sell from existing touchpoints.

Advertising Services: reward your customers

Sponsored Data
Everyone who has a smartphone, anywhere in the world, needs data to execute a multitude of activities that are an intrinsic part of their daily life such as accessing social media applications, texting, purchasing on-line, calling a cab, executing bank transactions, listening to music, just to name a few. Mobile data is what made us effectively mobile in our day by day tasks. So, one area generating a lot of interest from mobile operators is on making mobile data consumption more flexible to end users, while incentivizing data consumption and bringing new sources of revenue. The Sponsored Data concept is gaining a lot of traction all over the world because it´s an effective way to provide end user value with additional revenue stream for the operator.

Sponsored Data means providing certain users with an amount of data or navigation capabilities, in a mobile app or web site, without consuming the user data plan. A third party, an advertiser or an enterprise, pays for the subscriber's data usage.

The concept was created a few years ago and is gaining strength in the market, with mobile operators rolling out a variety of Sponsored Data initiatives. At the same time, banks, major e-commerce players and retailers are starting to test initiatives in their industries.

What drives the model is very simple: data consumption is growing worldwide, but data is still very expensive. Sponsored data is an especially good candidate for markets with low broadband usage - it induces subscribers to either try data for free or increase their usage while operators still gets paid for the consumed bandwidth, or markets with high penetration of prepaid subscribers, who want to limit their Internet usage because of financial reasons.

But it isn't limited to the prepaid segment, in developed countries such as the U.S., where most consumers are postpaid, Sponsored Data is also considered an opportunity due to data consumption limitations. Postpaid consumers are also affected by limited plans, with reduced connection speeds after a certain amount of usage.

We all know that audience is the fundamental catalyst of the advertising market and the audience is mobile. A survey by Accenture indicated that 42% of consumers worldwide would pay for ad blockers to get rid of interruptions caused by ads, and 61% are aware that there are options to do that. According to The New York Times, U.S. citizens can spend up to $ 9.50 of their monthly mobile data plan on advertising. Certainly, Sponsored Data has a huge impact on user´s willingness to receive and interact with ads, since their data plans are not affected.

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Advertisers are constantly seeking for opportunities to engage with their customers in an interactive and relevant manner through the mobile device. If the user has no data, the engagement opportunities are significantly reduced. Without data, the device is worthless.

Sponsored Data is a win-win-win model, where:

– Subscribers are rewarded with a valuable and well recognized asset, mobile data.
– Sponsors improve their engagement and conversion rates, find new leads, build more awareness and many other benefits, by removing an important barrier: customers are not charged for interacting with the brand, generating a high perceived value.
– The mobile operator gains competitive advantage, driven by new revenue streams and stronger brand. It increases network usage, encourages users to buy more data and build loyalty with their subscriber base.

There are two major models of Sponsored Data: Zero Rating and Data Rewards.

Zero Rating

In the zero-rating model, users are incentivized to download and use apps, or browse specific web sites, without consuming their data plan.
The cost of the zero-rated traffic is covered by the operator, brands or content providers.

Some common use cases:

– Free App download and usage

– Video Ad viewing

– Free web site navigation, usually for consumption of proprietary content from: banks, m-commerce, government apps, not limited to

– Zero-rated marketplace for the operator products and services

– Mobile operator offering unlimited access to social networks or WhatsApp

– BYOD, where companies are paying just for work related data usage of their employees.

Although some experts argue that the cost of zero rating can be high, limiting the model to some specific segments, Zero Rating can be extremely valuable when the sponsors have a data driven approach, where they can potentially offer data to users on specific locations, time, and according to their historical behavior.

Banks are also a very good example where zero rating is sustainable, considering that the cost to carry out a mobile banking transaction is 80% lower than when customers go to their physical branches, according to studies.

According to a study conducted in Mexico in December 2016, focused on millennials and their relationship with mobile banking, nearly 30% of users said they cannot download bank apps because they do not like to download apps, but, on the other hand, 94% of them use their data on social or gaming activities. 2/3 of respondents said they run out of data "almost always" or "often."

Data Rewards

Nuance Loop allows marketers to reward their customers with data bundles, in exchange for their engagement in a campaign or for executing a specific task - downloading apps, watching a video, taking a survey, obtaining relevant information, redeeming loyalty points and so on.

The management of virtual coupons allows data rewards to be linked into off-line campaigns or loyalty programs. For example, subscribers can be rewarded for engaging with the brand or purchasing goods at physical stores.

With Data Rewards, sponsors can offer rewards to users in the form of data, which they can use to access any type of mobile content.

Data Rewards is the most user oriented model of sponsored data. It´s an offer with high perceived value for the user, since it´s instant, the process can be automated so that the reward is activated immediately after the action, and the user can decide how to spend it.

Brands want to drive engagement with their customers and boost the performance of their mobile advertising campaigns. Data Rewards is the answer to help them connect to the mobile audience, creating a strong engagement relationship with their customers.

Zero Rating
A marketer can enable users to use apps or browse specific sites without using any of their data plan.

Data Rewards
A marketer can reward users with additional data buckets for taking specific actions.

The following use cases are examples of how sponsors can use data rewards for engaging customers, not limited to:

– **Surveys:** Answer a research, company feedback, trivia, etc, and win MB

– **Buy and get a coupon:** get a pin code to activate a MB coupon, or have it automatically activated for mobile on-line purchase

– **Video:** Watch a video and win MB

– **Social:** Win MB for sharing a link in social networks

– **Loyalty points:** Redeem your loyalty points for free Data bundles

– **App Download:** Win MB for downloading an App.

Sponsored Data can have a huge impact on mobile marketing and advertising campaign results. Netshoes, one of the largest e-commerces in Brazil, has increased the time users spend on their mobile site with sponsored navigation in 80%. Conversion rate went up 56%, improving their ROI.

A Tier 1 mobile operator in Latin America, by using sponsored data, had their campaigns recall 10 to 14 times higher than its competitors.

80%

increase on time spent of mobile site.

Built on a market leading, AI marketing platform

There is a comprehensive range of technology functionalities and modules supporting Nuance Mobile Marketing and Advertising services:
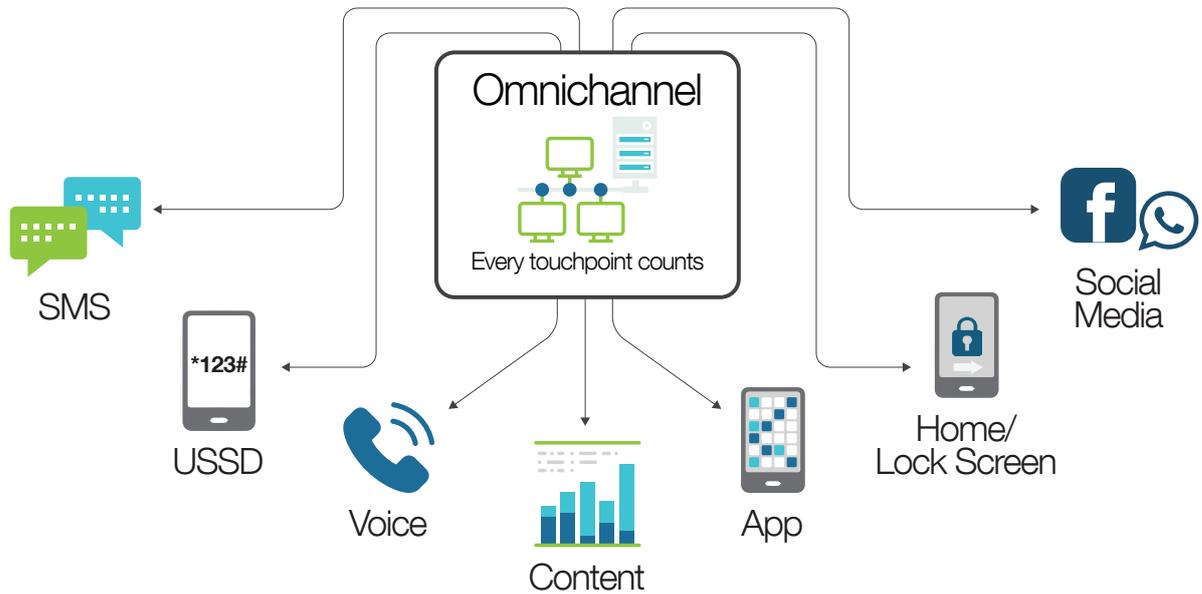
AI and Machine Learning
Nuance Loop is an Artificial Intelligence (AI) and data analytics-powered, high volume, carrier-grade marketing platform designed specifically for mobile operators. It creates a large inventory of subscriber touch points and delivers new and incremental revenue streams across multiple channels.

Omnichannel
Our marketing services are available in multiple touchpoints, SMS, USSD, IVR, Web Browser, Mobile Self-Care Apps, Notifications (Post Call Notifications, Balance Check Notifications, Recharge Notifications), Zero balance data portal, Home screen & Lock screen, Third party apps.
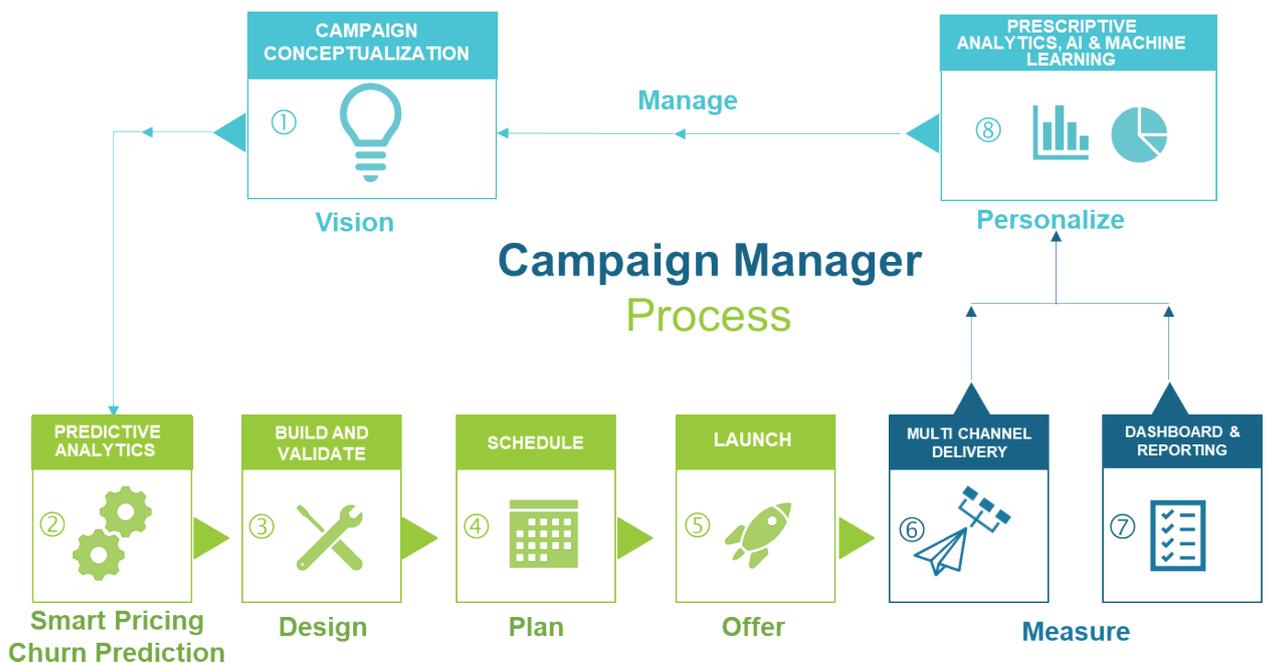
Orchestration and profiling
Orchestration is the ability to determine which offer is most relevant. Nuance Loop Mobile Marketing and Advertising Services can be aware of every subscriber interaction – and decide how to interact with each in the best touchpoint. The orchestrator identifies the user and presents the optimum offer according to their profile and behavior and to the defined business rules. It includes a learning engine based on the subscriber history of accepting offers, and a common orchestration layer that enables conversion as well as fulfillment for offers.

Omnichannel

Every touchpoint counts

SMS

USSD

*123#

Voice

Content

App

Home/
Lock Screen

Social
Media

Campaign Management

Intuitive, flexible and easy to use Nuance Loop Campaign Manager comes
pre-populated with KPIs and templates for both prepaid and postpaid
customers: from pack upsell to bill payment reminders: and integrated
with standard interfaces. It has an easy to use drag and drop style service
creation environment populated in real-time, plus real-time conversion
tracking, and a library for quicker creation of new campaigns. The solution
has advanced segmentation, testing, prediction, modelling, reporting and
analytical tools.

Campaign Manager
Process

CAMPAIGN
CONCEPTUALIZATION

① **Vision**

Manage

PRESCRIPTIVE
ANALYTICS, AI & MACHINE
LEARNING

⑧ **Personalize**

PREDICTIVE
ANALYTICS

② **Smart Pricing
Churn Prediction**

BUILD AND
VALIDATE

③ **Design**

SCHEDULE

④ **Plan**

LAUNCH

⑤ **Offer**

MULTI CHANNEL
DELIVERY

⑥ **Measure**

DASHBOARD &
REPORTING

⑦

Partner Management
Nuance Loop controls the onboarding and partner lifecycle management, from registration to invoice generation.

Coupon Management
Enables the operator to provide a universal coupon which can be used by an advertiser to get customers rewarded with data.

Big Data Analytics and Reporting
Allows segment analysis on the subscriber base and on campaigns. The segment analysis function allows the operator to analyze each segment base, edit it, and re-run the algorithms to create a new segment.

The reporting engine takes data from all modules and data sources to generate reports and dashboards on both system performance and campaign effectiveness. Reports can be generated in real time on campaign execution.

A/B Testing
Helps to understand the behavior of the same segmented base when they receive different campaigns. The Target Group (TG) and Control Group (CG) calculation tool allows you to compare your target and control groups to assess the effectiveness of your campaigns. Different micro segments can be targeted with different scripts and fulfillment.
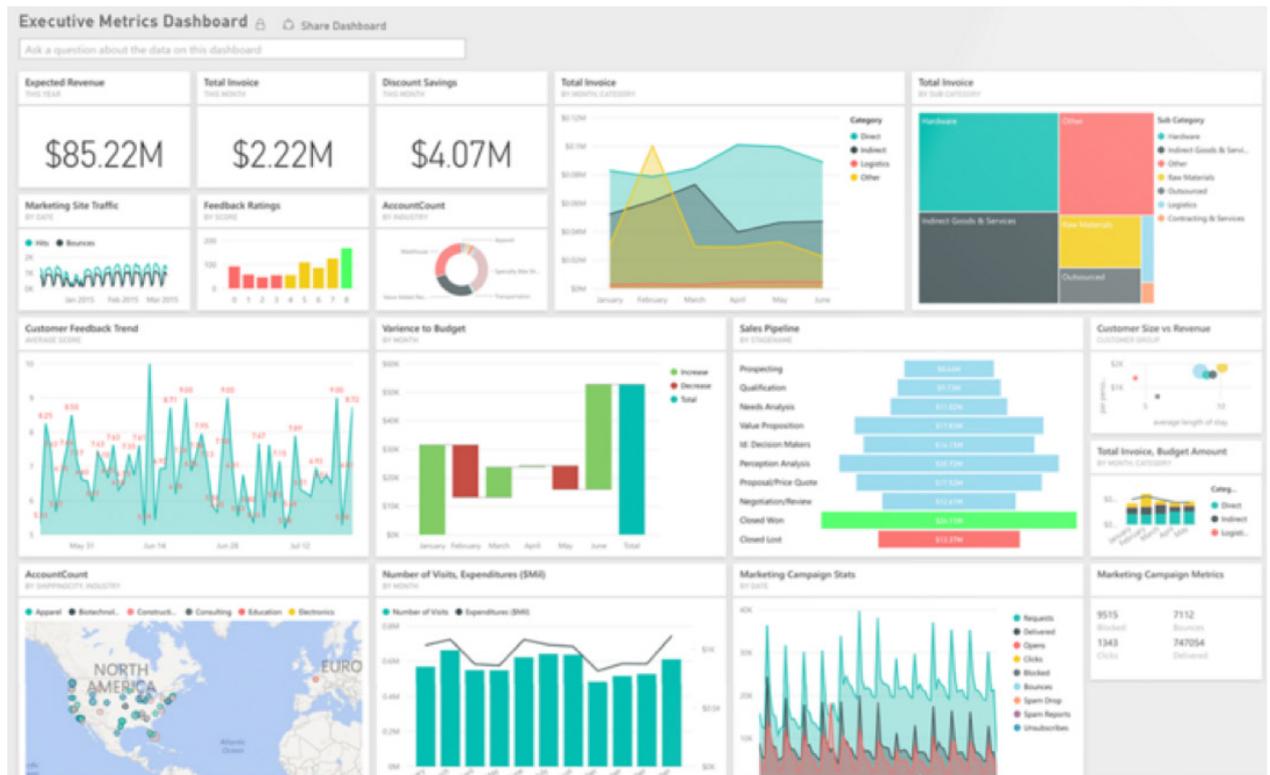
Summary

Nuance Loop Marketing and Advertising services allows mobile operators to deliver the right offer, over the right channel, at the right time. Using sophisticated data analytics in real time, subscribers are targeted individually though micro segmentation, based on their behavior, usage pattern and profile. Campaigns are relevant, real-time and sent over the appropriate channel.

We deliver a unified solution to manage campaigns and streamline the customer experience, while monetizing the mobile operator inventory, allowing them to participate in the digital advertising value chain.

Nuance Loop is offered as a managed service under a revenue share model that eliminates capex and associated maintenance costs for the operator.

Nuance®
Loop™

Ready to drive new revenue with stronger mobile marketing and advertising?
Get in the Nuance Loop!

About Nuance Communications, Inc.
Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

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