



Omni-Channel Marketing Solutions

Key Operator Benefits

- **Reduces Drives Revenue:** Opens up new revenue streams by assuring that the right campaign reaches the right, targeted customers on time.
- **Intuitive:** Easy-to-use user interfaces minimize learning curve. Advanced API and GUI simplifies rules/parameter based campaign management.
- **Effective:**
 - Reduces time-to-market of new upsell service campaigns.
 - Entices subscribers to try out new services at the right time with personalized contextual content.
 - Reaches targeted subscribers through multiple channels (SMS, USSD, IVR) increasing campaign success rates.
- **Interoperability:** Seamlessly integrates with existing text-to-speech, billing, CRM and call center solutions.
- **Subscriber Loyalty:** Increases subscriber satisfaction and enhances service experience by reducing spam.
- **Reduces Cost of Ownership:** Feature rich, cost and resource effective solutions that improve network usage efficiency.
- **World-class Managed Services:** The solutions are backed-up with Defne's proven professional and managed services.

Market Dynamics

With consumers now spending a larger share of their time on mobile devices, their need to access personalized and location relevant information has increased even more. This trend is fueling the mobile marketing and advertisement growth where the worldwide mobile marketing revenue is forecasted to reach \$24.5 billion by 2016. Compared to traditional inbound and outbound marketing channels, mobile marketing offers contextual, personalized and actionable real-time experience where the subscriber can choose to act on the offer in a variety of ways; buy, search, share or save for future reference.*

Mobile marketing entices consumers, empowers brand marketers and enables mobile operators with a significant competitive to edge by reaching the right customer at the right time and at the right location with the right campaign content that can be acted on.

Product Suite Overview

Defne's **Marketing Solutions** enable mobile operators to deliver robust and scalable mobile advertisement campaigns and promotions, both of their own services and from third parties, to targeted subscribers on time in a cost-effective and fast manner from a single platform. The Marketing Solutions allow highly effective and personalized communication channels (SMS, USSD and IVR) to be established between the target mobile subscribers and campaign owners. They support cell-id based location determination, and subscriber data collection and analysis to offer more targeted marketing campaigns**.

With Defne's Marketing Solutions operators can create and deploy omni-channel services, and deliver service offers in bulk or to a specific subscriber in a more intelligent and targeted manner, in real time based on an event, based on subscriber attributes or a combination of both. The solutions integrate with the existing operator CRM and billing/charging systems to deliver bulk message content based on pre-defined profile and segmentation attributes such as gender, location, and pre-call/message check. Pre-call/message check attributes include:

- Service package
- Tariff plan
- Account balance
- Roaming or not
- Phone on/off
- Blacklist
- Mobile number portability
- Number of offers delivered

Defne's Marketing Solutions enable administrators (operator or brand) to create, deploy and monitor services and campaigns through an easy-to-use Web based GUI (graphical user interface).



Key Subscriber Benefits

- **Enhances Service Experience:** Reduces spam and manages daily quota for the same MSISDN.
- **Personalized Information:** Engages subscribers with ads that are more relevant to their interests in place of the generic, random ads they might otherwise receive.
- **Convenience:** Offers actionable ad content in on time, at the right place.

Key Brand Owner Benefits

- **Brand Awareness:** Accurate and targeted reach ensures brands stay top of mind with both customers and prospects.
- **Cost-Effective:** Enables robust and scalable mobile promotion campaigns to be conducted on a massive scale.
- **Increased Profits and Customer Loyalty:** Actionable and personalized ad content leads to increased direct customer engagement and viral marketing potential
- **Instant Results:** Increased conversion rates and customer response can be tracked instantaneously through advanced reporting tools

Products

Intelligent Marketing Suite

- **Intelligent Marketing Platform**

Defne's **Intelligent Marketing Platform** offers mobile operators a subscriber centric, next generation marketing system that collects and analyzes real-time data from all subscriber touch points and accurately matches the most suitable service offer to the right subscriber, at the right time and at the right location. The platform collects and integrates behavioral and transactional subscriber data from multiple channels, creates a single dynamic subscriber profile with multiple attributes and offers predictive analytics to suggest new innovative service packages and campaigns.

- **Omni-channel Service Platform**

Defne's **Omni-channel Service Platform** offers mobile operators an omni-channel service creation, execution and management solution equipped with artificial intelligence and natural language processing capabilities. It is carrier grade multi-tenant VAS consolidation platform that complies with the stringent reliability and performance requirements for telco grade operations. The platform integrates with network's charging, billing and testing systems and reduces service creation, deployment, operational and managements costs.

Bulk Marketing Suite

- **Bulk SMSC**

Defne's **Bulk SMSC** is a reseller ready platform that enables efficient management of high volumes of bulk SMS for marketing campaigns. It provides a Web Services API and GUI to third parties like SMS resellers, service providers and system integrators to send large amounts of SMS either ad-hoc or in a campaign manner.

- **Outbound IVR**

Defne's **Outbound IVR** provides mobile operators with the flexibility and performance they require and enables them to offer simultaneous interactive mass marketing services through the IVR channel. It supports different calling methods according to MNO's needs and goals such as Agentless, Predictive, Power, Preview and Progressive. The Outbound IVR supports campaign call-to-actions such as purchase, information, etc. Additionally, it has the capability to integrate with call center solutions to route the advertisement calls to a live agent. MNO's existing SMSC platform thus enabling the MNOs to use their SMSC licenses and resources more efficiently.

- **Outbound USSD**

Defne's **Outbound USSD** is a robust and scalable solution that enables mobile operators to offer interactive revenue generating services through the secure USSD connection.

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