

How mobile operators

leverage location intelligence



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Intersec at a glance

Business Focus

Real-time Data Analytics:

- Contextual marketing
- Geolocation intelligence
- And more

Customer Base

70+ deployments;
35 countries



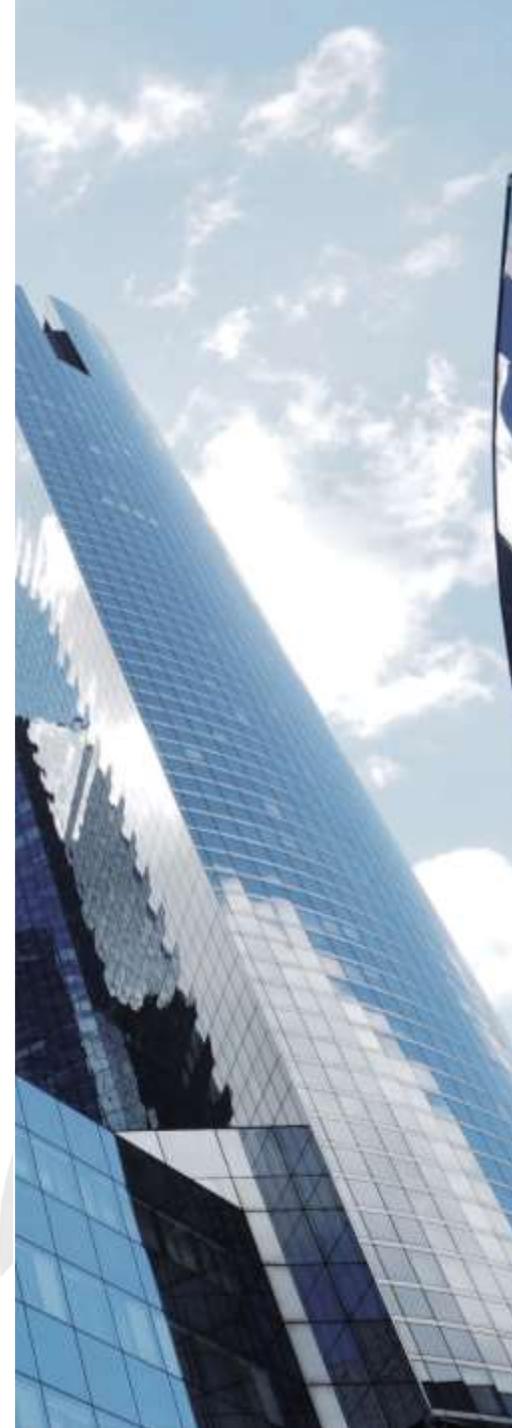
Over 20 awards



Company Details

120 employees
Headquarters in Paris

Investors



Challenge for leveraging location information



Real-time
Geolocation
platforms

Designed for compliancy,
not suited for mass scale



Location data
repository

Designed for QoS
not for real time



Location
analytics

Converting raw technical
data into information



Organization

Transversal usages
Specific skills
Privacy issues

How can a mobile operator promote his network coverage?

Geofence around newly covered areas
+ Relevant targets and 4G offers



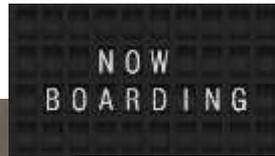
- 57% conversion rate on 4G launch day
- Dramatic ARPU increase

« You're entering a 4G area, we recommend you adjust your parameters & get a 3-day trial. Click [here](#) to know more »



How can a mobile operator stimulate roaming?

At the airport



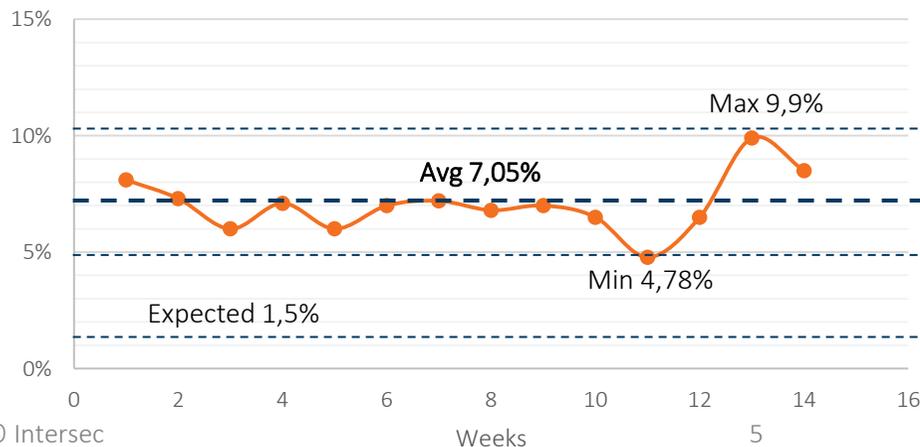
Message promoting roaming passes

When abroad



Personalized message when roaming (instead of standard one)

Airport uptake rate



- ➔ Less calls to customer care
- ➔ More roaming usage

Mobile data can revolutionize geomarketing

Questions:

- How many people in the area?
- Where do they come from/go to?

Where should I relocate my store?

Traditional survey



Manual processing



- + Qualitative insight
- Time and cost
- Small samples (1%)
- Possible bias
- Punctual measure

Mobile data collection



Data Analytics



- + Quick & automated
- + Large samples (>30%)
- + Fewer bias
- + CRM enriched
- + No behavioral data

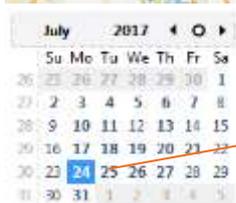
How OoH media can measure their audience?

Traditional way



- “Annual average daily traffic”
- Manual counting or costly equipment
- Statistical average, not measures

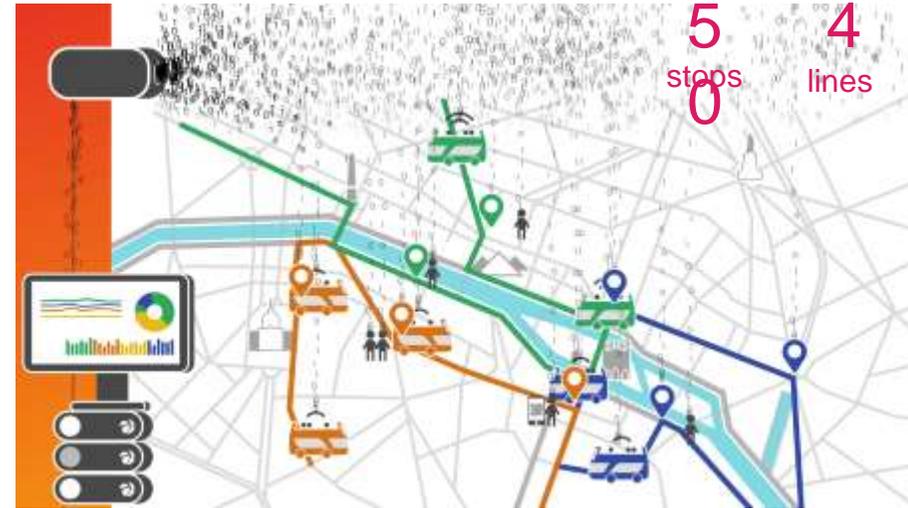
With mobile information



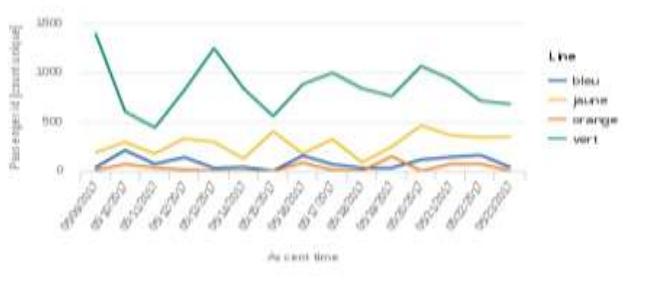
- Actual traffic, not averages
- Available for all major roads
- At all times and in real-time
- Reliable demographics

➔ Up to 20% markup price

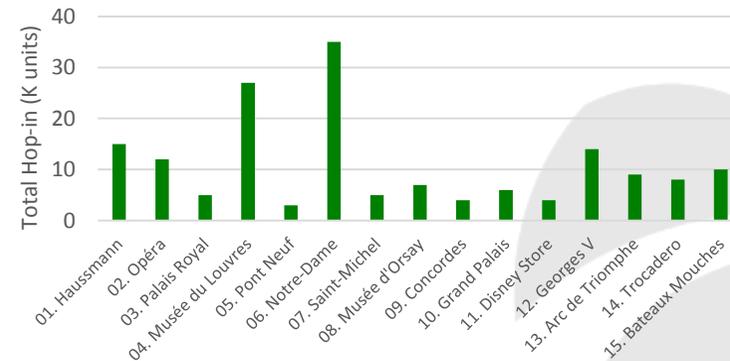
How a tourist operator can gain efficiency?



Unique daily passengers per line



Affluence per stop



How transport sector can better plan its demand?

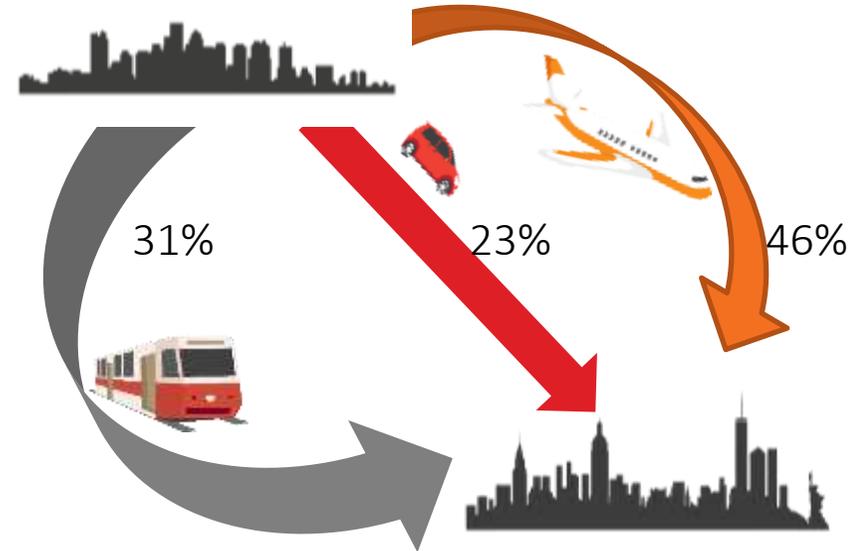
Infrastructure planning



Stake: dimension the new express line to the local airport

Means: measure over time the number of arrivals and departures, and travelers' origins and destinations

Market share of planes



Goal: understand the aggregated demand of transport between two cities

Means: count of the travelers, split between planes, cars and trains to adjust pricing.

Geolocated SMS as a useful public warning system

"Warning and information are just as important as food and water before, during and after the occurrence of an emergency situation."

- Red Cross, World disaster Report



BEFORE



DURING



AFTER

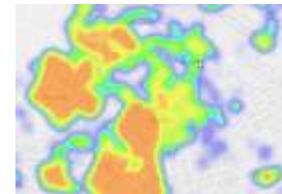
Personalized languages



Universal media
Universal



Real-time monitoring



Cost effective



Thank You

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