

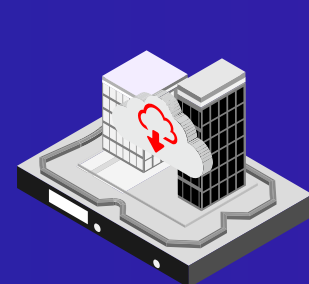
INTERESTING CDP USE CASES FOR TELECOM

According to a research report by SkyQuest, the global telecom market is estimated to grow up to USD \$3.1 trillion by 2030. As there are a lot of players in this industry, it becomes important for telecom marketers to stand out in the eyes of their consumers.

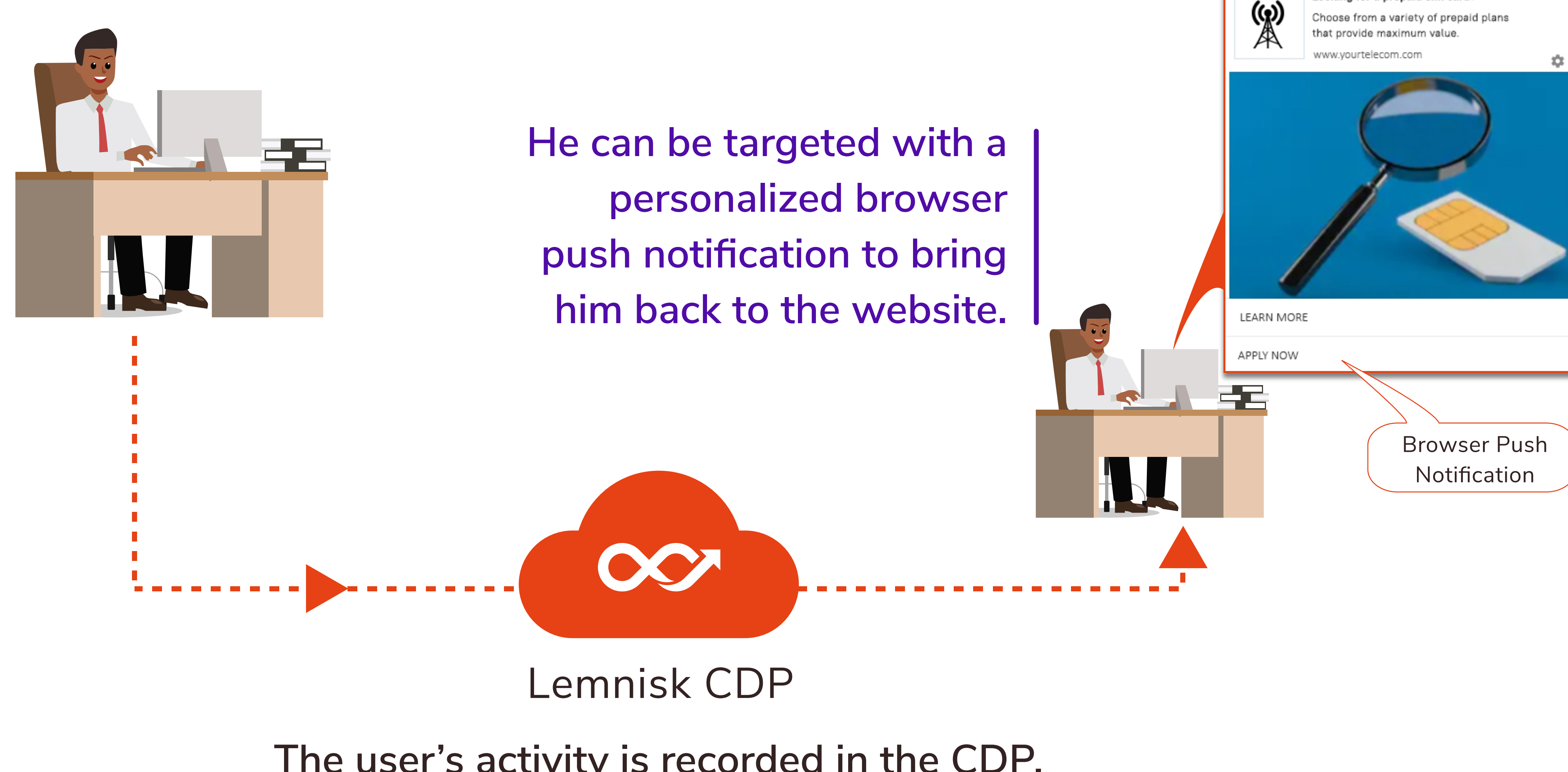
A Customer Data Platform (CDP) can essentially derive rich insights from customer data and enable telecom operators to craft 1:1 personalized campaigns for their customers.

HERE ARE 4 CDP USE CASES THAT MARKETERS CAN IMPLEMENT FOR THE TELECOM INDUSTRY:

01 PRODUCT INTENT

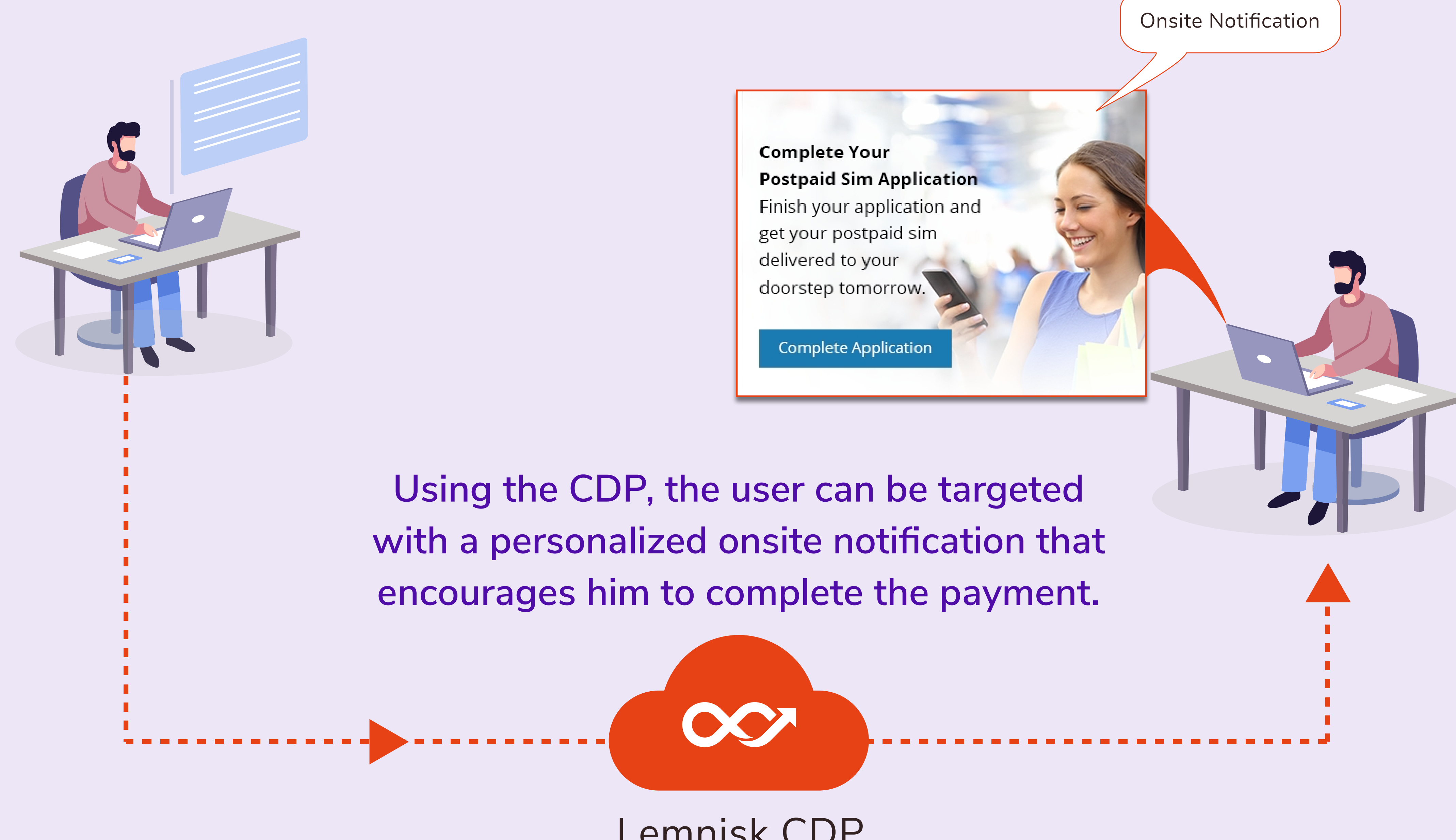


A prospective customer visits a telecom provider's website, browses for a prepaid plan, and later drops off.



02 COMPLETE APPLICATION REMINDER

A user is filling up details while signing up for a telecom plan on the website but later drops off.



03 AD TARGETING



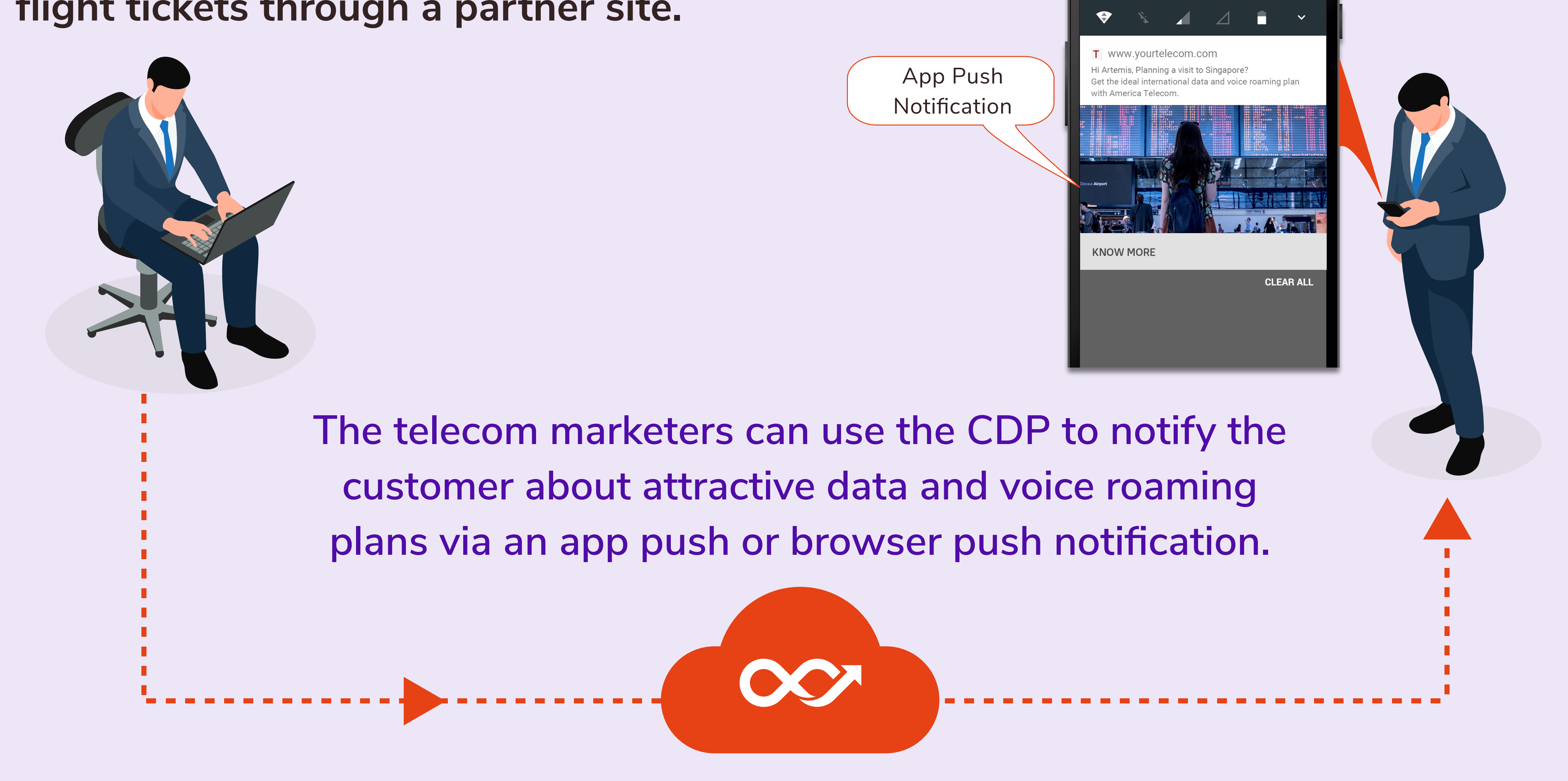
Users can be targeted with attractive plans via display advertising campaigns on platforms such as Facebook and Google.



04 INTERNATIONAL ROAMING OFFER



A customer is booking international flight tickets through a partner site.



Get access to all 16 CDP Use Cases for the Telecom industry below:

E-BOOK: 16 CDP USE CASES FOR TELECOM