

**NEW**

# Eyeota Mobile Switcher & Subscriber Audiences

Built with powerful service performance metrics, transactional behaviors and brand loyalty indicators, **Eyeota's Mobile Switcher & Subscriber** audiences allow cellular, telecommunication and network providers to:

- Influence consumers in-market to switch provider
- Reclaim customers likely to convert to a competitor
- Capture dissatisfied audiences searching for improved cellular service



## The benefits of activating Eyeota Mobile Switcher and Subscriber Audiences

1. Drive upper-funnel awareness by identifying audiences in the interest and consideration phase

2. Deliver lower-funnel performance by engaging in-market audiences at the point of switching

3. Optimize brand loyalty and market-share by pinpointing audiences interacting with competitive brands

# A guide to Eyeota Mobile Switcher and Subscriber Audience Segments

Audience segments are sourced from qualified data sources that include modeled transactional spend on brand-specific purchases, customer lifetime value metrics, brand loyalty indicators, switcher and retention signals, and user-submitted tests of WIFI upload and download speeds.

Mobile Switcher Audiences	Country	CPM Rate
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - AT&T to Sprint	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - AT&T to T-Mobile	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - AT&T to Verizon	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - Sprint to AT&T	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - Sprint to T-Mobile	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - Sprint to Verizon	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - T-Mobile to AT&T	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - T-Mobile to Sprint	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - T-Mobile to Verizon	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - Verizon to AT&T	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - Verizon to Sprint	US	\$1
Eyeota - Consumer Electronics - Intent - Likely to Switch Mobile Carriers - Within 12 Months - Verizon to T-Mobile	US	\$1

Prepaid Subscriber Audiences	Country	CPM Rate
Eyeota - Consumer Electronics - Owner - Prepaid Subscriber - American Movil	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - Boost Mobile	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - Cricket Wireless	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - MetroPCS	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - Net10	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - Simple Mobile	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - TracFone	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - Virgin Mobile	US	\$1
Eyeota - Consumer Electronics - Owner - Pre-Paid Subscriber - Visible	US	\$1

In-Home Signal Audiences	Country	CPM Rate
Eyeota - Consumer Electronics - Owner - In-Home Signal - Strong	US	\$1
Eyeota - Consumer Electronics - Owner - In-Home Signal - Weak	US	\$1

## Ready to activate?

Eyeota Mobile Switcher and Subscriber Audiences are available for omnichannel campaign activation on desktop, mobile and social. For more information, connect with your Eyeota account manager or an Audience Specialist at [datadesk@eyeota.com](mailto:datadesk@eyeota.com)