SANDVINE

User Behavior and Demographic Analysis

Monetize your network better by understanding subscriber behavior and trends

USER BEHAVIOR AND DEMOGRAPHICS BENEFITS

- Identifies customers with a high propensity to churn for preventative action

- Increases customer loyalty by introducing relevant services in response to – or in anticipation of – emerging demands

- Grows revenue from incremental activations by recognizing under-served markets

- Enables more relevant content deals and partnerships based upon demographic analysis

MARKET OVERVIEW

More than ever, external factors and phenomena are driving the response and behavior of consumers and therefore the traffic patterns on the network.

Traditionally, when dealing with the wealth of data available with network intelligence solutions, operators have taken a very network-centric view, and valuable and insightful data has not been made available across different functions within the operator.

However, in order to monetize phenomena – video, gaming, and social sharing – operators need relevant and accurate, customer-centric data to arm their marketing and product teams with insights that achieve higher market acceptance of offers.

When monetizing the network, key steps and concepts need to be taken into consideration: segmentation, personalization, agility, and most importantly – data accuracy. Insights such as overall customer experience and habits can be highly valuable during the service planning process as well as customer engagement management.

Yet only a small number of network operators are able to convert their big data investments into significant returns – this isn't because there is a lack of data. It's more the case that quantity does not equate to quality; relevant data needs to be extracted and analyzed with speed and precision to be granular, contextual, and timely.

Equipped with this information, network operators are able to respond more dynamically to changing phenomena trends and offer more personalized services, creating competitive differentiation, and achieving customer loyalty.

SOLUTION OVERVIEW

Sandvine's User Behavior and Demographic Analysis solution provides network operators with high-quality, accurate, and granular user data, structured to answer service planning questions. The data includes precise application identification, detailed service trends over time, and usage profiles for each service package offered to users, further enriched with intelligence like location and network quality.

Specifically, it measures user behavior (e.g., web browsing habits, video interests, application popularity, etc.) and links with demographic insights to develop a comprehensive understanding of customers, unlocking monetization opportunities.

Displayed within the Active Network Intelligence Portal, useful data is automatically extracted and presented, with a customer-centric focus, including upload and download habits, bandwidth growth, trends over time, and projections for the future.

Links demographic data with applications and devices to understand what customers value, identifying monetization opportunities
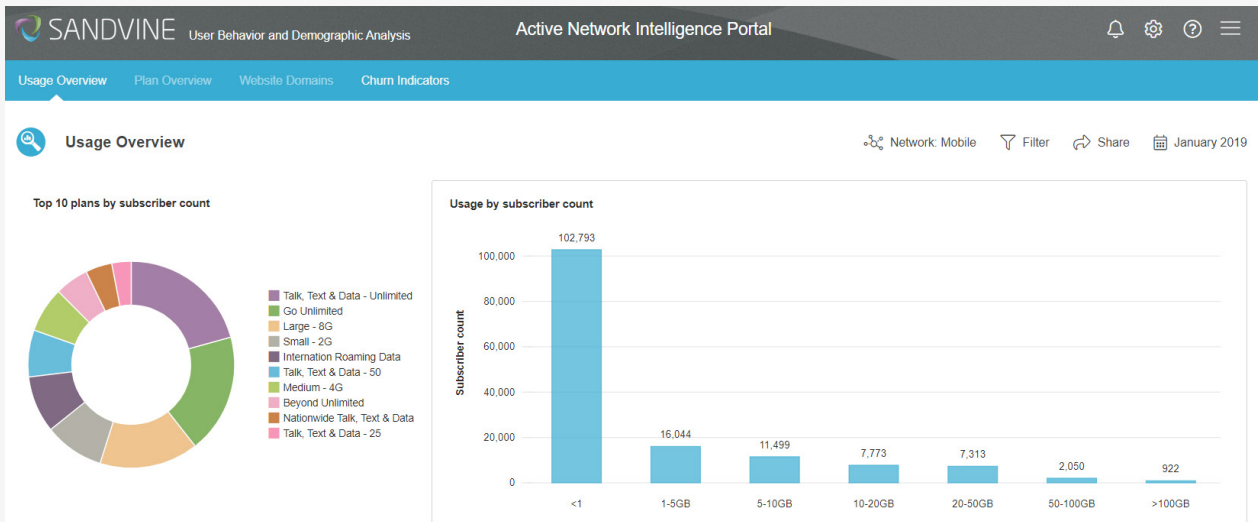
With User Behavior and Demographic Analysis, operators can take advantage of the following:

Service Upsell

With the real-time insights, operators can cross-sell or upsell by making proactive offers at the right time or escalate customer service priorities based on the customer segment.

Customer Retention

Customer usage patterns can be matched against key churn indicators, such as frequent visits to speedtest and competitor websites, identifying those who are at risk of churning. With this information, operators can take proactive, preventative measures such as offering customers more personalized and relevant services, upsell offers, and new promotions.

Targeted Digital Advertisement

Where permitted, operators can tap into targeted digital advertising through the creation of advanced socio-demographic-based user profiles/segmentation. They can segment the customer base for age, gender, language, geography, earning potential, etc. for developing customer relationships and also for targeted advertising through internal and external marketing channels.

Venue-Based Advertising

Besides digital advertising, there are other potential advertising revenue streams, including:

- Optimizing content displayed in digital billboards based on time and location
- Planning new store location with partnering merchants based on subscriber footfall
- Helping marketers understand audience demographics at public venues
- Encouraging data sponsorship at public venues

Network data
is infinitely
more accurate,
interesting,
and useful than
purchased,
demographic data

Figure 2

User Behavior and Demographic Analysis Big Data Integration
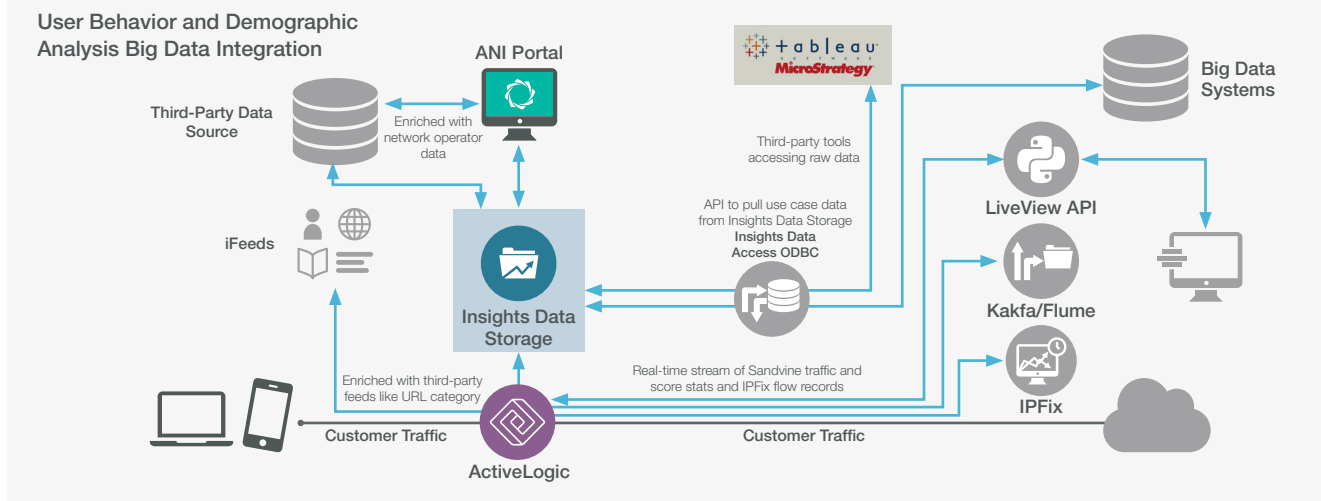
By leveraging the existing network intelligence provided by Sandvine, and having it presented in a digestible and relevant way, commercial teams can have a holistic understanding of customers. With this insight, operators can deliver more relevant, personalized, and successful services as well as benefit from other revenue streams.

ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit **sandvine.com** or follow Sandvine on Twitter at **@Sandvine**.

SANDVINE

USA
2055 Junction Avenue
Suite Number 105
San Jose,
CA, 95131
USA

EUROPE
Svärdfiskgatan 4
432 40 Varberg,
Halland
Sweden
T. +46 340.48 38 00

CANADA
408 Albert Street,
Waterloo,
Ontario N2L 3V3,
Canada
T. +1 519.880.2600

ASIA
RMZ Ecoworld,
Building-1, Ground Floor,
East Wing Devarabeesanahalli,
Bellandur, Outer Ring Road,
Bangalore 560103, India
T. +91 80677.43333