Develop your own promotions

HPE Campaigns Manager

Hewlett Packard Enterprise
Enterprise

Offer your customers relevant, targeted promotions that can be delivered to users precisely when, where, and how they are most likely to be successfully embraced. HPE can help.

Today, mobile operators face complex challenges related to stagnant average revenue per user (ARPU), and lack of customer loyalty as voice and data services commoditize. In conjunction with the huge amount of investment in increasing network capacity and launching new services, operators need creative ways to provide new business models and alternative revenue streams while improving subscriber loyalty. Introducing new services needs to be done more efficiently and effectively so subscribers will more rapidly adopt them. The ability to identify and target specific customer segments, based on demographical and contextual data, plus real-time events, will enable you to provide the most compelling services to your customers within the best possible timeframe. With infrastructure improvements and technology moving forward, the challenge is to use the right tools to monetize your network and services.

Hewlett Packard Enterprise (HPE) can help.

Use HPE Campaigns Manager

HPE Campaigns Manager provides you with the capability to offer relevant, targeted promotions that can be delivered to users precisely when, where, and how they are most likely to be successfully embraced. The multiple channels supported to deliver the promotions include Wireless Application Protocol (WAP), short messaging service (SMS), and multimedia messaging service (MMS) messaging, streaming video, voice, and widgets. HPE Campaigns Manager addresses the significant complexities of running targeted promotional campaigns. It automates the tasks of defining and implementing promotion campaigns that rely on demographic, contextual, and behavioral keys, such as device preferences, consumption patterns, location, and more. It also enables you to join the promotion value chain for significant new revenue potential and up-sell opportunities.

HPE Campaigns Manager helps you work with third-party advertisers and ad agencies, using their services and your subscriber information to target personalized advertisements, thereby creating a significant value chain for advertisers and subscribers. New ad revenues and more efficient service promotions can subsidize your new or existing value-added services.

Solve the complexities of targeted marketing

It's generally recognized that reaching a target audience for promotions and advertising is a difficult exercise. Consumers are exposed to many commercial promotional messages throughout the day, and over many channels. What you want to deliver are relevant offers, accepted as messages, which will lead to consumer engagement. HPE Campaigns Manager uses available channels on mobile devices and personalized messages as vehicles for bringing targeting, relevance, and immediacy into the campaigns.

Promotions can be targeted for internal customized services (bundles) and individualized pricing packages, as well as third-party content. The targeting capability leverages insight from individual subscriber information, such as location, language preferences, time of day, age demographics, behavioral indicators, service access, use, balance, and other information. In combination with analytical tools from the HPE portfolio, and/or third-party vendors, subscribers' potential interest and offer timing will be matched to the promotion. Campaign exposure can be triggered by push and pull mechanisms. Context-aware real-time events help deliver great timing and relevance for unsolicited recommendations and offers.
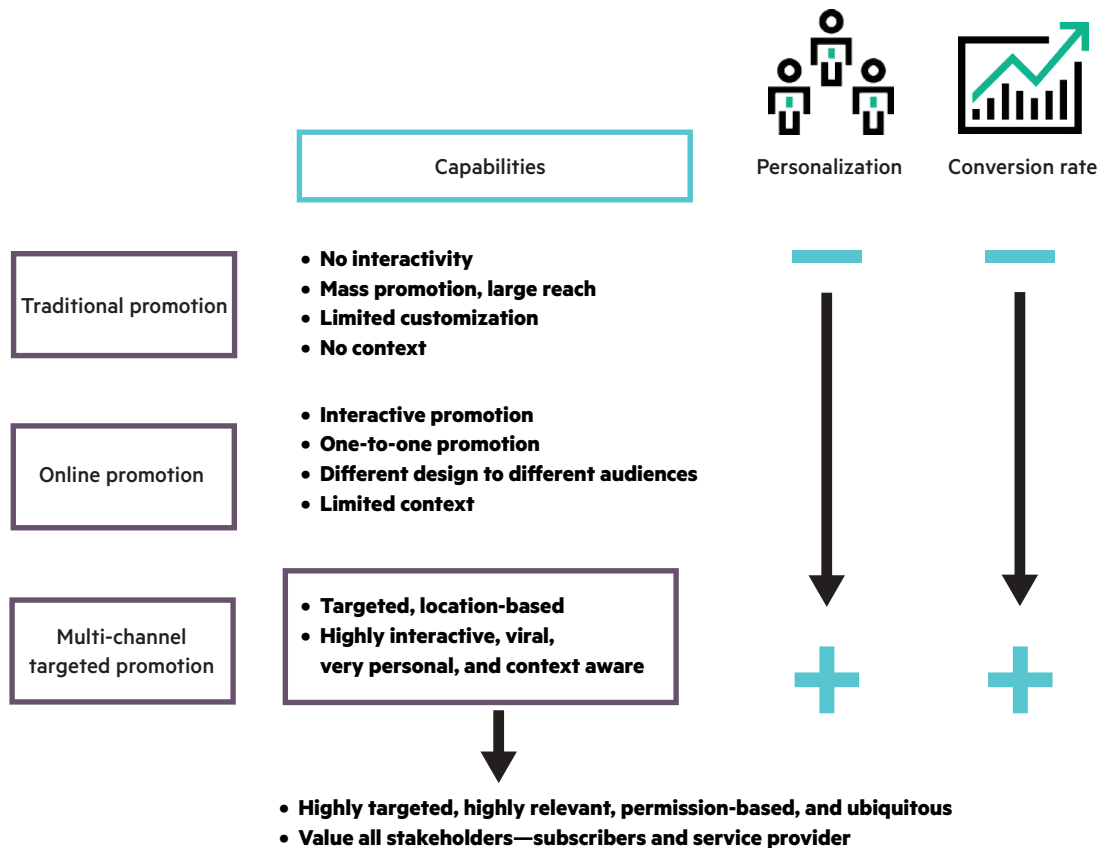
Capabilities

Personalization

Conversion rate

Traditional promotion
- **No interactivity**
- **Mass promotion, large reach**
- **Limited customization**
- **No context**

Online promotion
- **Interactive promotion**
- **One-to-one promotion**
- **Different design to different audiences**
- **Limited context**

Multi-channel targeted promotion
- **Targeted, location-based**
- **Highly interactive, viral, very personal, and context aware**

- **Highly targeted, highly relevant, permission-based, and ubiquitous**
- **Value all stakeholders—subscribers and service provider**

Figure 1: Mobile operator's unique way of promoting

HPE Campaigns Manager represents the next generation of promotion and campaign solutions, leveraging your unique subscriber and network assets to capitalize on new revenue opportunities, with internal and third-party promotions. Highly targeted and personalized promotions can improve uptake rates and expand revenue streams, while significantly enhancing user satisfaction.

Get results that matter

Creating compelling offers and packages that are targeted to subscribers—based on their profiles, use behaviors, current context, and events—has proved to be effective against a one-size-fits-all approach. HPE Campaigns Manager provides a single solution approach to campaign management, incorporating preintegrated and extensible features, such as:

• Promotion and bundle creation

• Campaign planning and execution over multiple mobile channels

• Promotion recommendations based on demographic, contextual, and behavioral data

• Context comprehension, including location, time of day, recent service access, use patterns

• Strategic promotion initiation for optimized delivery—time and channel

• Subscriber dialogue enabled

• Campaign effectiveness continually monitored and refreshed based on performance

The single solution approach of HPE Campaigns Manager lets you target subscribers with the right campaigns, at the right time, through the right communication channel.

Gain these benefits

- Enhanced conversion rates from improved promotion relevance and multi-channel messaging

- Reduced promotion and campaign costs

- Increased data/voice ARPU

- Decreased churn levels

- Controlled promotion effectiveness through real-time reporting and campaign refinements

- Optimized yield of promotion and advertising revenues through ad inventory control mechanism

- Simplified integration with service-oriented based architecture

- Preintegrated with HPE Subscriber, Network, and Application Policy (HPE SNAP)

Review our approach

HPE Campaigns Manager is part of the HPE Mediation, Policy, and Charging portfolio of fully integrated, yet modular solutions for communications service providers (CSPs). HPE Mediation, Policy, and Charging solutions provide a rich feature set that enables service providers to address key marketplace issues, such as service promotions, tiered services, fair usage, bill shock prevention, quality of service (QoS), congestion control, and many other innovative services.

Learn more at
hpe.com/csp/pcc

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