

Solution overview brochure

Gain from advertising

HPE Ad Experience Personalization



Hewlett Packard
Enterprise

Build a knowledge database to extract actionable information and deliver the right ad to the right user at the right time. HPE can help.

As an operator, you own a key position in the services delivery chain. By building a knowledge database and extracting actionable information, you can deliver the right advertisement to the right user at the right time.

Deliver targeted ads

You book a plane ticket to New York on the Internet. A few clicks later, when reading the newspaper online, an advertisement displays an attractive car rental offer in New York. This is not a coincidence; it's a mechanism for targeted advertisement. Advertising is a strategy for all the major players—and service providers—in the digital world. Delivering targeted advertisement is a mandatory path to increase your position in the value chain and must be addressed. Make your advertising effective by targeting customers based on user profiles, behaviors, and preferences information. Internet players collect information on user behaviors. As an operator, you own a key position in the services delivery chain, which enables you to retrieve this Big Data, analyze it, and even enrich it with profiling attributes.

By building a knowledge database and extracting actionable information, you can deliver the right advertisement to the right user at the right time. And, HPE Ad Experience Personalization can help you make it happen.

Gain personalization

While communications service providers' (CSPs') advertising systems have reached various maturity levels, there is an increasing demand for introducing personalization into them. With HPE Ad Experience Personalization, you can answer this new challenge.

- Build a rich user profile by collecting data from across your network, including:
 - Permanent data such as age, gender, address, and service plans; most data is collected at the point of sale
 - Current data such as device, applications, and services on a device; this is collected at the point of sale but requires regular updates as they may change over time
 - Recent data such as browsing history and habits including time and location, presence, and roaming status are collected from network equipment
 - Permanent opt-in data such as preferences, requires a subscriber option
- Analyze the profile and enrich it by inferring behavior preferences or additional inclinations, making the inferred data actionable to deliver personalized advertisements
- Enable targeted campaign triggers by using search and filtering queries, while maintaining confidentiality toward third parties when required

The HPE Ad Experience Personalization solution provides a rich, contextual customer profile, creating a full panoramic and integrated view of consumer, network, and personal data. It leverages this profile to enable contextual advertising solutions that better manage the relationship between you and your consumers directly or in connection with third parties.

Build and monetize your incomparable position in the delivery of all your telecom services with HPE Telecom Analytics. It provides a unique way of collecting, analyzing, and enriching data to create a holistic user profile, which no other player can get. Not only is your knowledge of subscribers' behavior, habits, and preferences unique, but you can also get new value from it.

User data is sensitive information, and its manipulation requires conforming to legal regional constraints. HPE Ad Experience Personalization solution can help you gain explicit user opt-in

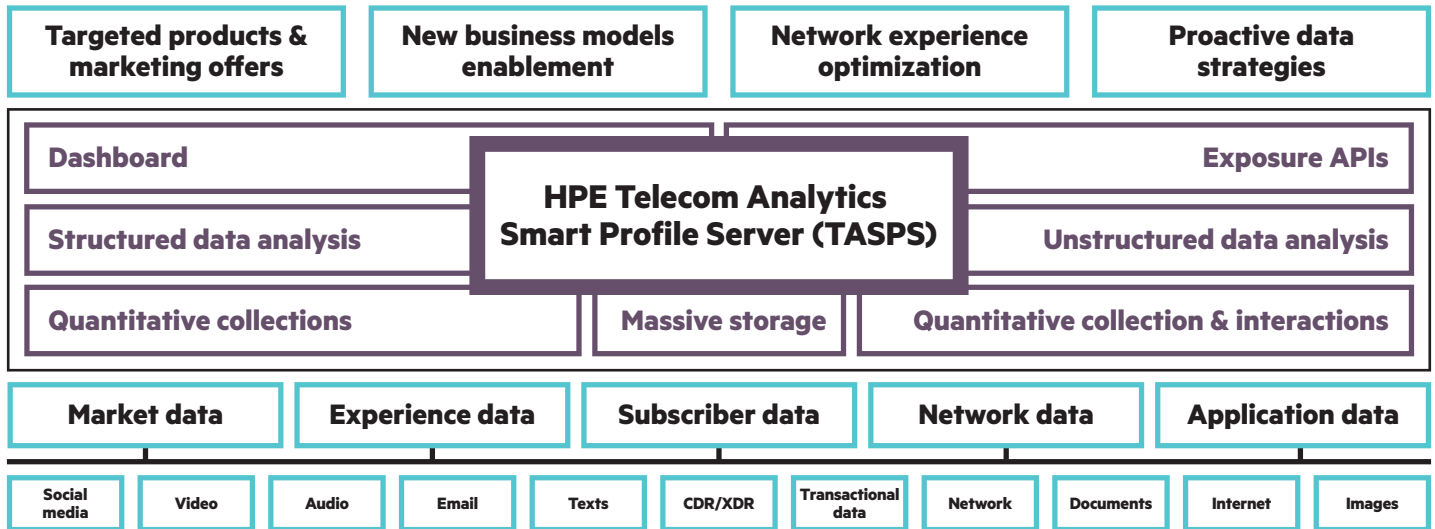


Figure 1: HPE Telecom Analytics platform—Turning data into revenue

for data collection all the way to providing profile analysis for mobile advertising by third parties. Once data is collected and analyzed, it remains secure on your network, and its handling can be performed anonymously, ensuring you keep control over this valuable data.

Understand the value of analytics

This solution’s high value is linked to the power of analyzing Big Data and extracting actionable information from it. By categorizing web browsing history, service use, and application purchase, our solution builds a comprehensive profile of the user. And, an extended categories structure guarantees differentiation of users’ behavior and preferences relevant to advertisers.

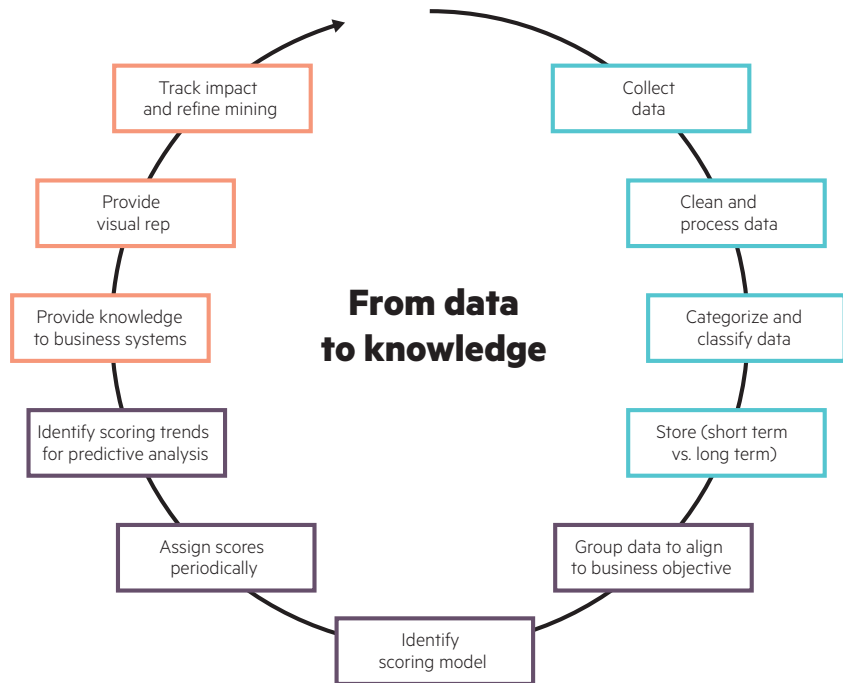
Our solution derives valuable enriched parameters—relevant to the subscriber profile that is not present in its raw form—which greatly enhances selecting and targeting subscribers that can be further used for advertisement campaign eligibility.

Subscriber profile attributes are enriched by using statistical models, including classification and clustering, scoring, and trend analysis. The data mining mechanism to be used depends on the final business objective and can vary from more or less complex algorithms from linear regressions up to neural networks. HPE Ad Experience Personalization can also support unstructured data analysis. It can enhance subscriber information based on social media interaction, Internet searches, web page content information, pictures, videos, or even audio data, such as customer calls.

A key differentiator of HPE Ad Experience Personalization solution is its capability to apply real-time analytics queries that can retrieve thousands of subscriber profiles matching the operator’s criteria in a few seconds. It is based on HPE Vertica technology, which is the underlying analytics database for all Telecom Analytics solutions. Using a real-time analytics database focused and tuned for real-time queries helps generate “actionable user profiles,” which otherwise couldn’t be managed by a general purpose business intelligence solution.

You get flexibility to build the query you want—filtering large amounts of data, extracting only a subset of the relevant data you’re looking for—which makes this solution the best tool to address challenges of targeted advertisement. HPE Ad Experience Personalization solution is the right way to monetize your user knowledge.

Figure 2: HPE Ad Experience Personalization—logical solution workflow



Keep monetizing your services

Build and monetize your incomparable position in delivering telecom services with HPE Ad Experience Personalization. It provides a unique way to collect, analyze, and enrich data to create a holistic user profile, available from no other player. Not only is your knowledge of the subscribers' behavior, habits, and preferences unique, but you can also get new value from it.

- Expose knowledge of your customers, and develop new revenue streams through third-party advertisement specialists, increasing average revenue per user.
- Monitor accessed data to keep full control and get value from it. By facing users with targeted advertisements at the right time, you offer the consumer a better and personalized experience, strengthening the relationship.

HPE Ad Experience Personalization solution adds a unique knowledge and intelligence to the simple delivery of advertisements. It brings you into the new dimension of targeted advertising with tailored offerings and unequaled high acceptance rates.

Choosing HPE as a partner helps you implement your plans for the future of your business.

Learn more at
[HPE.com/CSP/TelecomAnalytics](https://www.hpe.com/CSP/TelecomAnalytics)



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