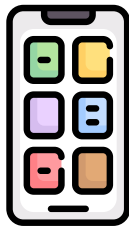


# Telco data bundle campaigns

Predict which clients will purchase a data bundle from an SMS campaign

## Benefit

This solution increase conversion rates of campaigns to existing customers while also minimising the communication to the customers that are unlikely to buy which reduce cost and customer spam.



## Context

This solution was built for a large mobile operator (or Telco) in Africa. Like all Telcos they send SMSs to their subscribers to get them to purchase bundle offerings. This particular offering was focused on data bundles to subscribers. Getting subscribers to purchase bundles ensures better value for money to subscribers and loyalty to the mobile operator.

## Methodology

We started with historical SMS campaigns and enriched these with data that defined the campaign and the subscriber including responses to previous campaigns and historical usage of the telcos services. A solution was developed using Emerge's Dragon system. New campaigns were then run through the solution to test for accuracy.

## Results

99%

accuracy at predicting which subscribers would purchase the bundle offering