

Customer Success Story: Direct media buying



Project

Mobile carrier wants to target subscribers who are about to churn or switch carriers.

Problem

- Struggling to decrease churn rate
- Internal security standards do not allow to move customer data out of the perimeter

Solution

- Installing Platform.io Modular Bidder on-premises.
- Importing subscribers data to Platform.io.
- Exporting subscribers bidstream data for analysis, new audience segments and ads creation.
- Importing new audience segments.
- Launching campaigns.

Result

Reduced churn rate, by automatic proposing special offers. Competitors subscribers aquisition.

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