

# JET Subscriber Analytics

Subscriber information as a new source of revenue



GATHERING INFORMATION ABOUT SUBSCRIBERS AND THEIR INTERESTS BY ANALYZING TRAFFIC ON A DATA NETWORK

Subscriber location as determined by:

- duration of presence in the area covered by a specific base station
- traffic volume and time of presence in the area covered by a base station

Subscriber interests as determined by:

- Search requests
- Visits to sites from a given category
- Online purchases
- Internet banking patterns
- Social network profiles



Operator CRM system

Name:  
Telephone number:  
Tariff plan:  
Cell phone model:

Sex, age:  
Interests:  
Geography:  
Online services:  
Duration of activity:  
Applications:  
Sites visited:  
Recent purchases:

Jet Subscriber Analytics

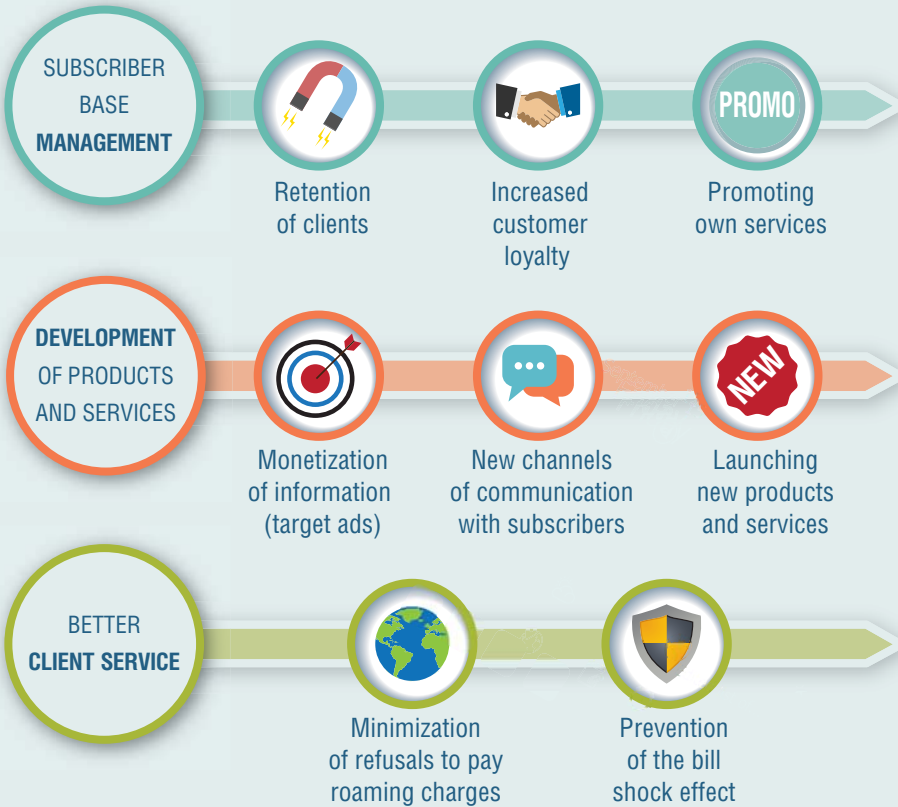




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## Uses of Jet Subscriber Analytics



## POSSIBILITIES OF SOLUTION

Personalization of subscriber base, identification of anonymous and corporate users

Collecting information on **user interests** for targeted advertising

Identification of subscribers planning to switch to a **competitor**

Identification of subscribers using **more than one device**

Collection of information on the use of **services "on top"** of data transfer

Provision of **detailed roaming service** information

Jet Subscriber Analytics is a unique business solution that can be used by **mobile and fixed broadband operators**



BROADBAND NETWORKS



WI-FI NETWORKS



MOBILE INTERNET

## CONTACTS

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