



Mobile Data Monetization

Drive Revenue Opportunities

Often data service providers are leaving money on the table by not having data plans to suit the user activity presented at the point of need. In a competitive environment users are presented with vanilla GB plans with little variation – leaving the only competitive differentiation as price.

But there is a different way – why not make this about the service for the user and price the consumption to suit their activity? Why not promote and notify those users that there are options and upsells beyond usage – service matters more than the size.

Using this as a starting point Openwave **Mobility's Mobile Data Monetization** solution gives users the ability to control what they buy, when they buy it, and in terms they understand. Equally it gives data service providers innovative new ways to engage with their users and to monetize data access.

Features and Benefits

Innovative & flexible data plans to add value to device based tariffing, AND targeted promotions and notifications for offers and upsells

- * **8 ready-to-deploy Data Pricing Applications** driving new revenue streams and market differentiation
- * **Targeted Promotions** based on user behavior and policy/context – inline in the user's data experience with virtual popups
- * **Delivers promotion and user engagement for** data service providers and their partners
- * **Drive Upsell** with promotion and notifications – informing the user of service options, data limits & top-up options
- * **Create & deploy** flexible data consumption options to match user behavior & activity – quickly to capture market share



User Frustrations

- "I just don't understand this data plan!"
- "Why isn't there a single plan for the stuff I want?"
- "What's a Megabyte anyway?"



Lost Opportunities

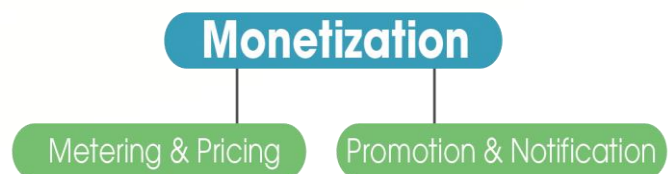
Customers don't use data services because of uncertain costs

Customers would have paid for premium content but it wasn't offered at the right time

Customers churn.....



Data monetization solution composition



Metering & Pricing

Metering & Pricing as part of the range of promotion & pricing innovation (PPI) products we deliver. These define selective data plans to match user activity (beyond the device they have) eg alternative roaming, streaming consumption, pay as you go, top up and shared data plans. **Virtual, flexible** and **innovative**, these put the user in control of how they consume data when mobile.

Example plans include:

- * Video/Streaming Pass video content charged independently, metered by the hour
- * Shared / Group / MVNO Plan for family members, or employees
- * Roaming Pass allows users to control their mobile data costs while roaming
- * Tether Pass enables price plans for devices used in tethering or as a local Wi-Fi hotspot
- * Rewards enables loyalty programs based on subscriber purchase and consumption
- * Multiple refresh /Top Up options
- * Policy based notification of near & over quota usage to avoid bill shock

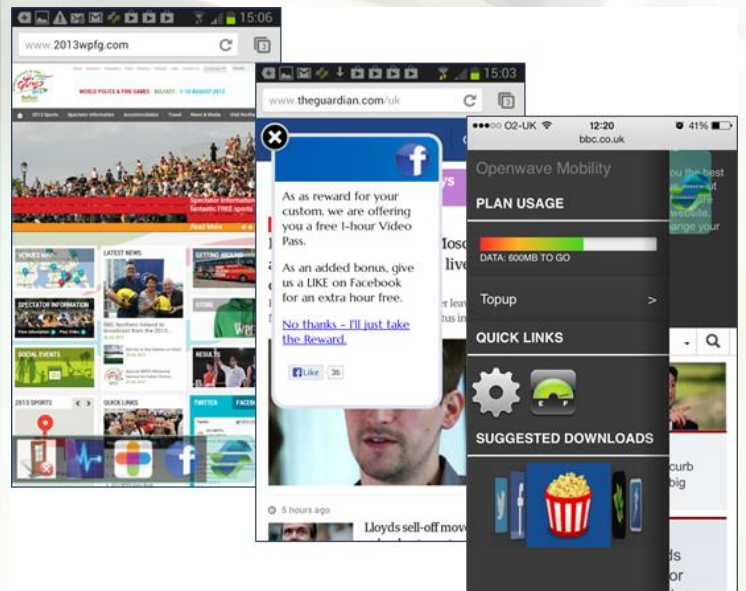
Promotion & Notification

Delivers application content for targeted and context driven promotion of data services, promotions and 3rd party content and services. Utilizing rich, but universal HTML 5 techniques, a wide range of user engagement options can be used to attract & engage user attention, examples include:

- * Virtual popup for media content
- * Dynamic menu options for data services
- * Tearaway page for service & recommendation
- * Social Media Viral Marketing
- * Simple consumption gauges selectively displayed if near or over quota

Utilising established push and messaging technologies, real time user notification is available for critical service events and active/dynamic promotions based on user consumption / context for an app experience – examples include

- * Low watermark warning or overage alert
- * New service/data plan reward announcement
- * Roaming notification
- * HD streaming upsell
- * Time sensitive promotions, eg “free device upgrade for today only!”



Find out more

Download the Product Data Sheets detailing capabilities or request a solution demo today

Openwave Mobility

Openwave Mobility empowers data service providers to manage and monetize encrypted and unencrypted mobile traffic, optimizing available RAN and maximizing the value of user data.

