



**Ways
to monetize
telecom data**



We specialize in analyzing telecom traffic.

**Over 200 system installations
across all telecom operators**



11 Years on the market

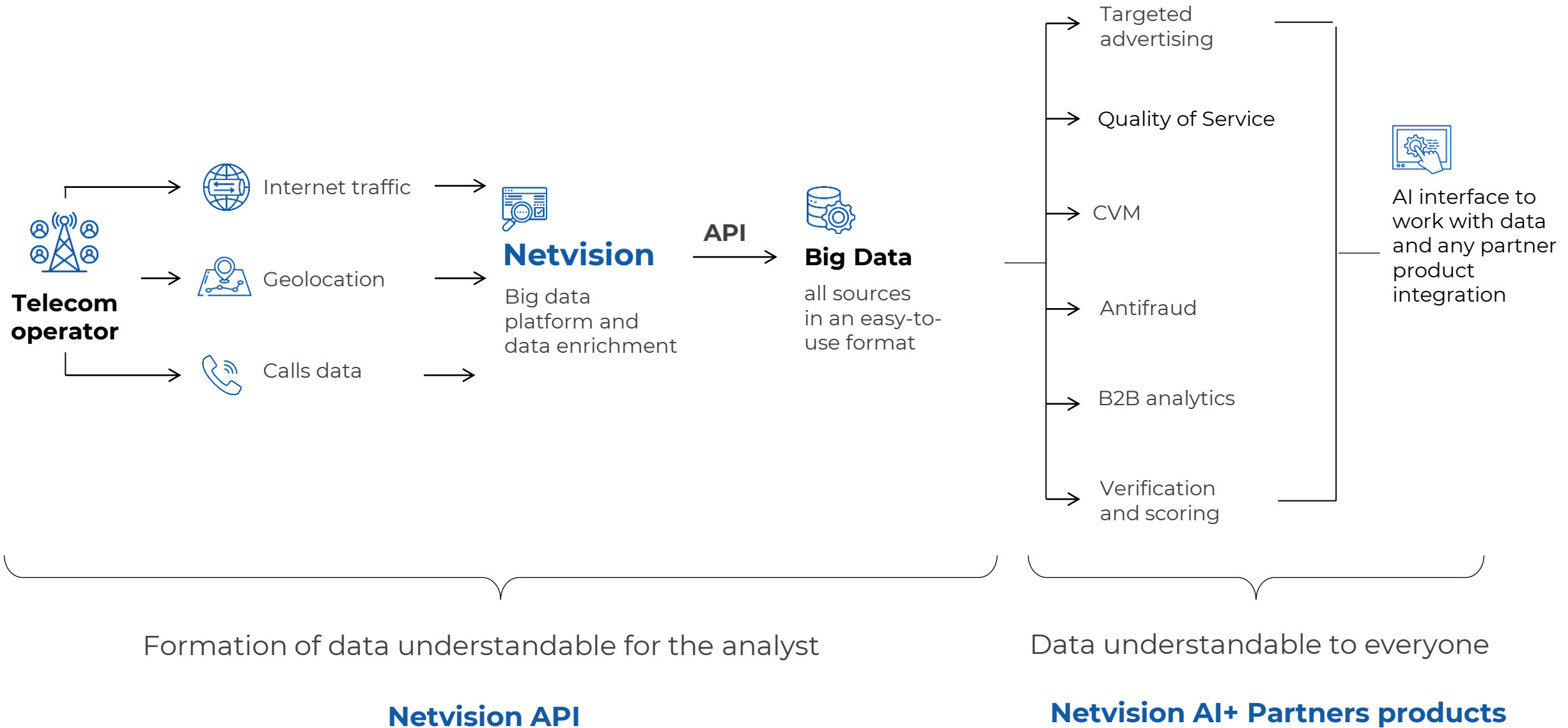
50 Pb
Volume of stored data

130
Data centers

5 400 Gb/s
Processed traffic

30 mln
Subscribers

Netvision – product for monetization of telecom data



The largest signature library for apps and websites detection

DPI library with

14 000 signatures
developed independently

Regular signature updates

Signature library update every 2 weeks

Adding signatures on request

Adding new resources on request within 2 days



**We detect popular local
resources in your country**

Trigger advertising campaign

Campaign customization

Resource selection

Specify the websites of the companies you want to include in the campaign

Sending time

From min To min

Time of advertising campaign

Select a mailing date on the calendar

Start date Completion date

Sender name

Text message

Number of SMS

The user visits a predetermined resource.
For example, an electronics store website.

A competing electronics store purchases a trigger advertising campaign service from the operator.



As soon as a subscriber visits the website, send them an SMS message with my advertising offer.

Charging per SMS or subscription
Most popular among microfinance organizations and e-commerce

Targeted advertising (retro data)

 **Audience**


Gender

All gender Women Men

Age

18 - 25 25 - 30 30 - 35 35 - 40

40 - 50 50 - 60 60 and older

 **Audience Targeting**

Specify category parameters

Device Behavior Social User profile Forecast Travel

Trip abroad in last month

Trip abroad in last 3 month

Trip abroad in last 6 month

The client wants to launch an advertising campaign targeting all people who meet certain criteria.



Subscriber

Parameter 1: Male

Parameter 2: Income more than \$2000

Parameter 3: electronics.com visit

The operator specifies the criteria and indicates the size of the audience to which SMS messages can be sent.

Taking into account the contact policy, the user segment is created via AI.

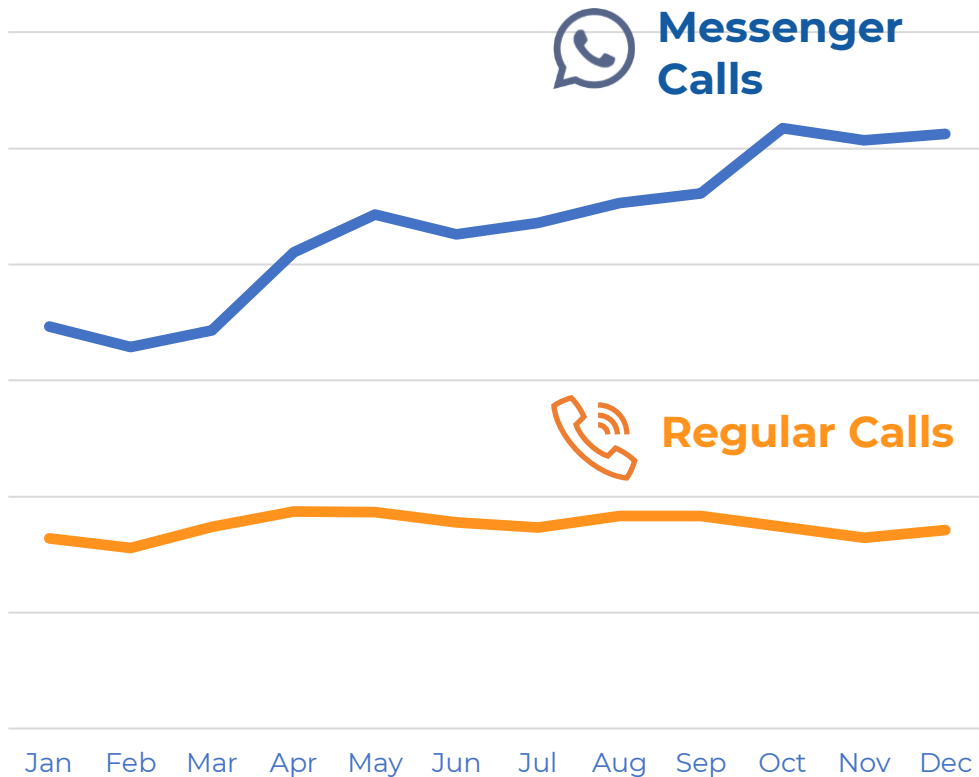
150+

ready-made advertising segments

Call Statistics

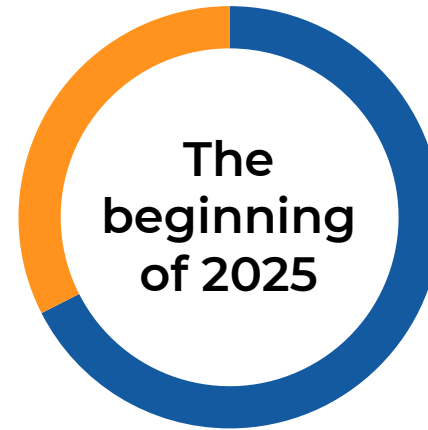
Regular Calls & Messenger Calls

Statistics for 2024



According to GSMA research, the number of traditional calls and SMS is expected to decline by 50% over the next five years

32,5%
Regular Calls



67,5%
Messenger Calls

15%
Regular Calls







85%
Messenger Calls

Customer experience in apps and websites



MSISDN

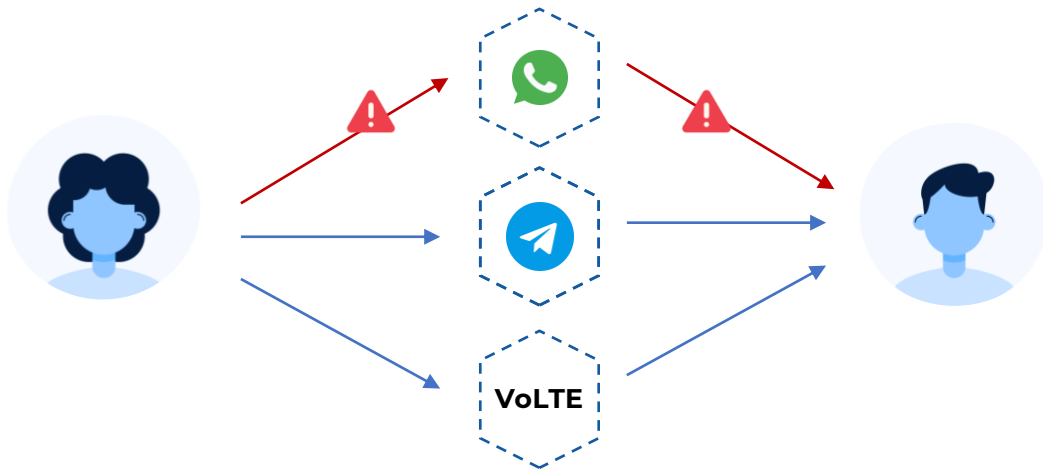
Service	Quality of the session	Time of the session
	54%	09:15 - 09:47
	62%	11:02 - 11:25
	62%	13:18 - 13:55
	98%	15:30 - 16:12

Detection of real user experience

Even if infrastructure monitoring metrics say all is well, the real user experience can only be seen by monitoring sessions

Ability to map customer experience over time and link it to the telecom operator's advertising campaigns

Improving call quality in messengers



Integration with network infrastructure

Analyze and communicate information about problem calls

Calls in messengers have equalized in number to regular calls.

High-quality customer experience when calling via Whatsapp and Telegram is a strategic advantage


Detect call drops and Call termination due to poor quality in messengers

Upsale of subscriber base




+997 556 33 22 11 / User login

 138 min/day

 28 min/day

iPhone 15

 150 min/day

 30 min/day

IMEI: XXY



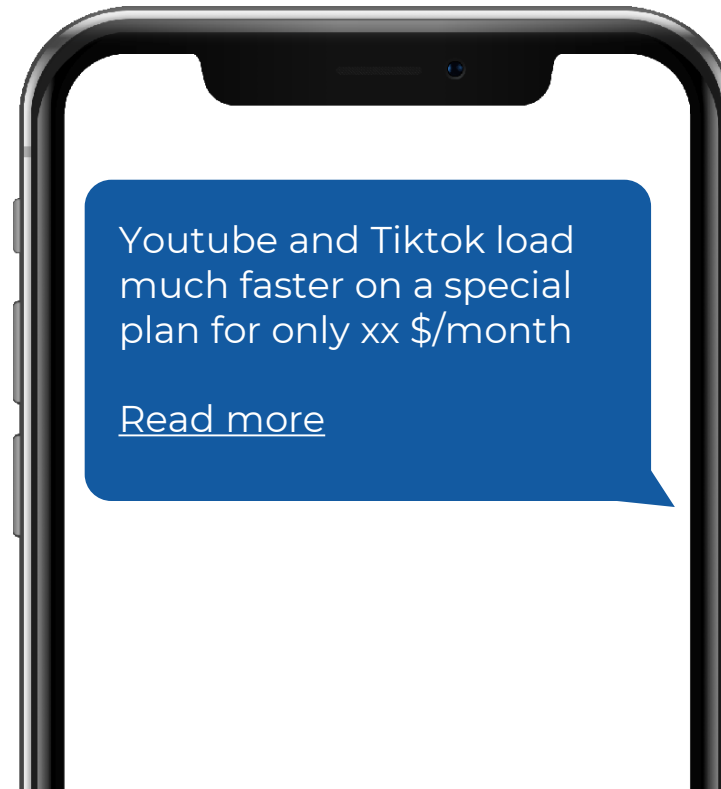
+997 556 25 22 14 / User login



+997 556 55 22 56 / User login



+997 556 25 25 78 / User login

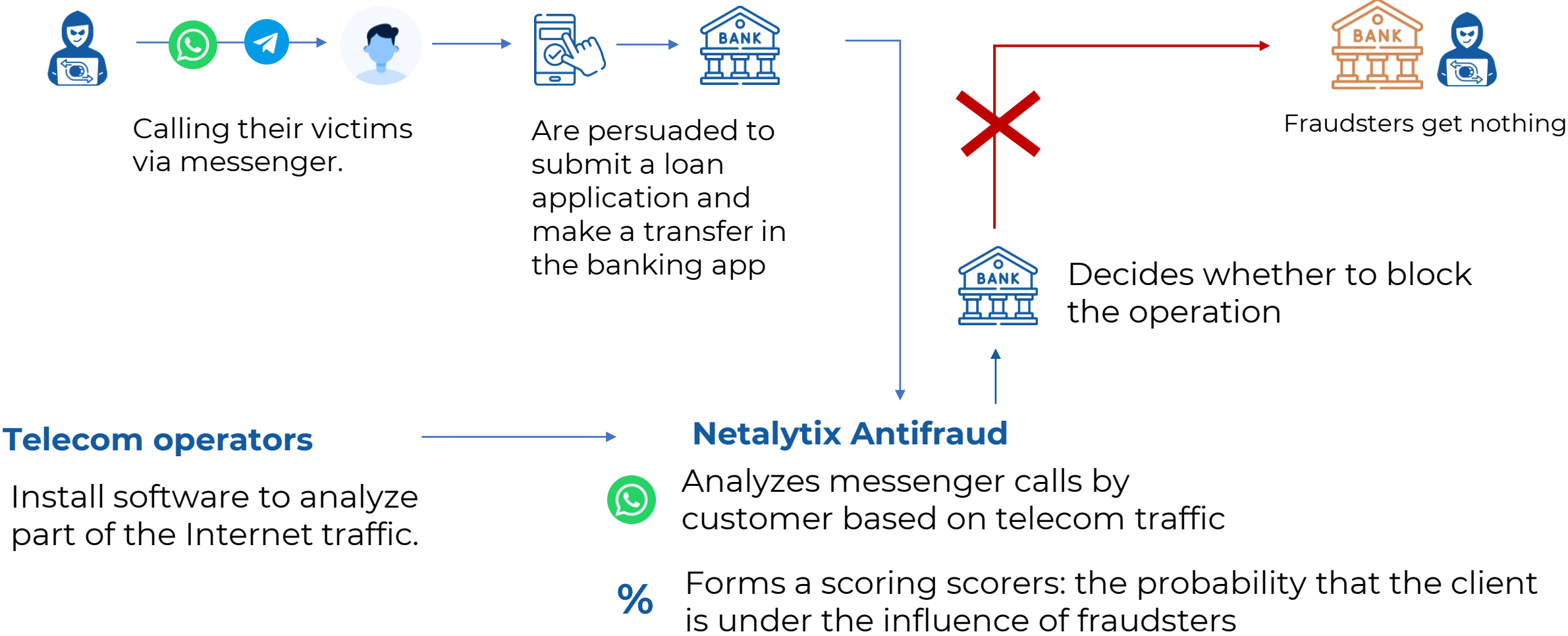


Fighting churn by means of point offers

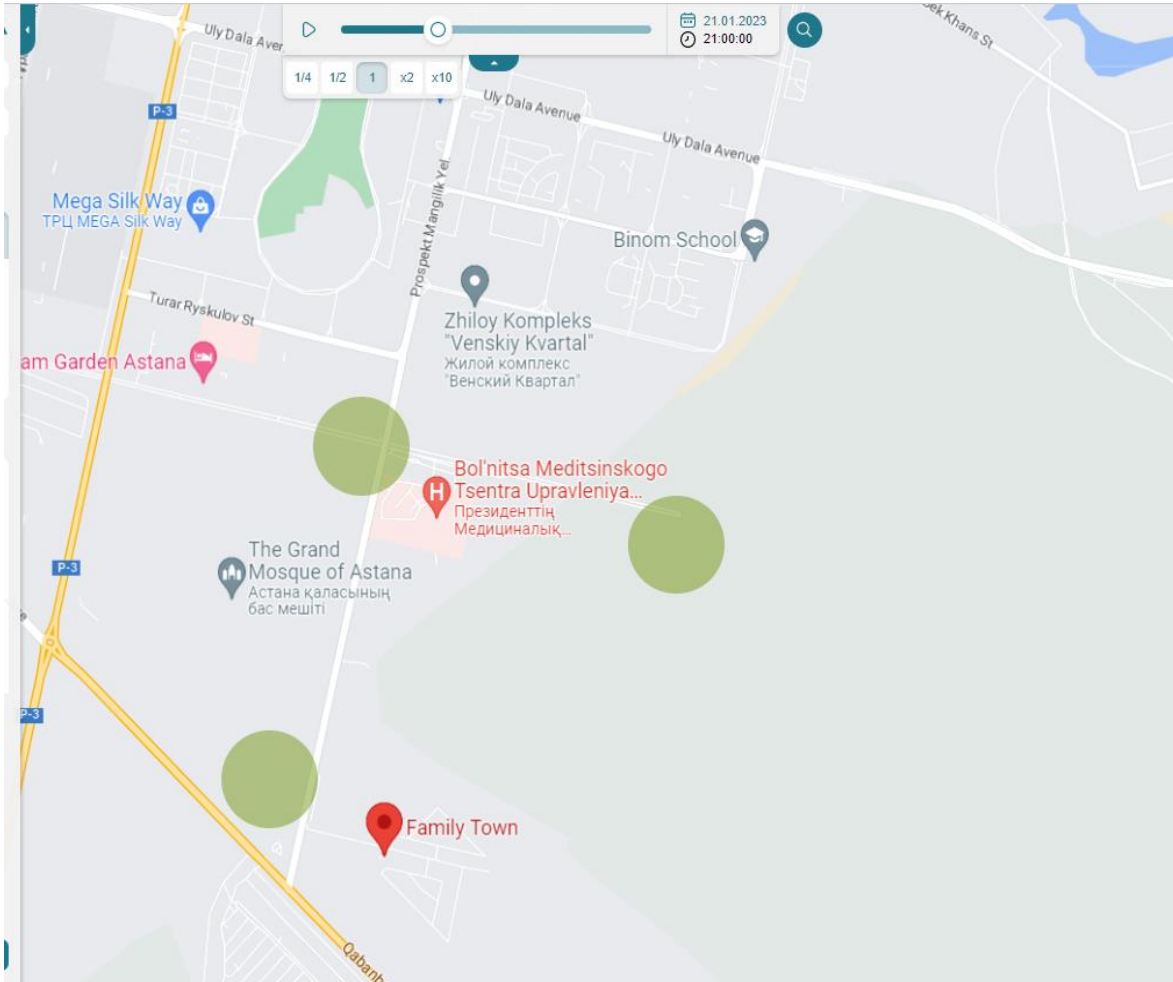
Data is emerging to form tariff plans specifically for the subscriber and **increase ARPU**

Providing **personalized service**

Netalytix team has developed a unique algorithm to detect fraudulent Whatsapp calls



Reports for the state on the planning of social facilities



Helps to assess the load on social facilities

Based on geolocation and traffic data, generates analytics for each social property and compares their loads

Captures routes

Determines the travel routes of those people who applied to social facilities in order to minimize the distance when building new facilities

Where to locate a business

Helps not only with social sites but also with different types of businesses. Help in finding a location

Tracking tourist flows

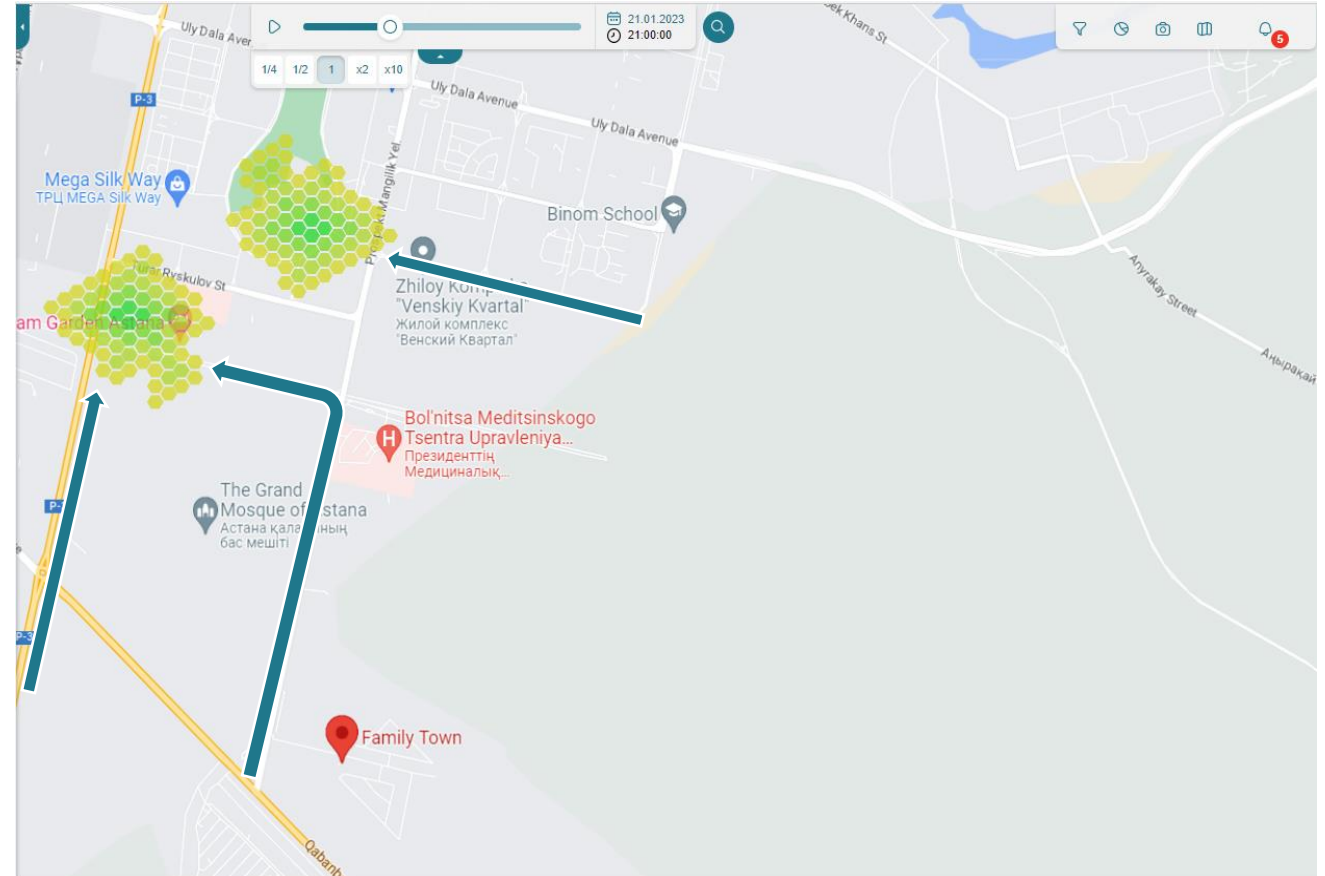
Tracking within the city

Which sights are most often visited by tourists, how they build an itinerary, what is the profile of a tourist

Tracking between cities

What are the most popular routes for traveling within the country.

What is the portrait of a traveler at different times of the year and on different routes



Scoring and verification



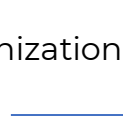
There was a visit to the website of a microfinance organization



No visits to phishing sites



There were no visits to gambling sites



Telecom operator

Score



Bank



Phone number
Request fee

Scoring enrichment

Possibility to use data on visits to Internet resources to improve the accuracy of the telecom operator's scoring model

Enrichment of the verification model

Possibility to transmit information via Internet activity to the bank to confirm subscriber information

Scoring triggers – for banks



- ⚠ Regularly accessing websites of microcredit organizations.
- ⚠ Signing up on cryptocurrency exchanges or high-risk investment platforms.
- ⚠ Frequent use of applications that calculate or monitor credit scores.
- ⚠ Frequent visits to online casinos, sports betting apps, or gambling platforms.

Enrichment of scoring triggers

If the operator detects basic triggers related to the SIM card on its own, we help with behavioral triggers.

Contacts



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