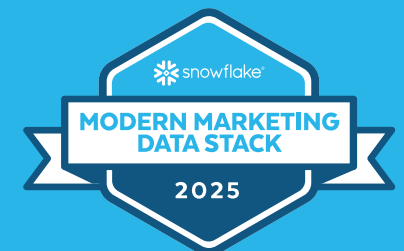




**THE MODERN MARKETING
DATA STACK FOR**

TELECOM



Supplemental Report



TELECOM TODAY

For a long time, the core business of telcos was service and network. And that used to be enough — with the breakneck speed of mobile phone adoption, telecommunications used to be a sector with soaring returns.

But now the shareholder return of the telecom industry is stable but [relatively low](#), well below that of the overall equities market, and the days of explosive subscriber growth are over. Everyone has a mobile device and carrier. And everyone is connected to the internet. Acquiring new customers for telecom companies is not a matter of cultivating new markets anymore; it's a matter of expanding their market share of an existing customer base. Put plainly, growth requires outselling competitors. In this aggressively competitive market, three primary factors play a pivotal role in differentiating telcos: pricing, technology and customer support.

Pricing strategies can make or break customer loyalty and market share. [According to EY](#), the proportion of households seeking recommendations from either price comparison sites or friends and family leapt from 19% in 2022 to 30% in 2023. And with escalating pricing pressures, telcos must prioritize strategic investments in their technology. In addition to investing in 5G, fixed wireless, fiber optics and other network upgrades, telcos that capitalize on emerging trends and applications like adjacent B2B and B2C digital ecosystems will likely see the highest ROI. With enhanced customer support channels, they can deliver seamless experiences across multiple touchpoints, with those leveraging AI positioned for greater success. To succeed in the face of all of these factors, data-driven decision making is crucial.






MARKETERS ARE DRIVING SUCCESS

To win new customers and keep the ones they have, telco marketers need to carefully nurture the customer journey, guarding against attrition risks and curating the experience at every touch point. This kind of strategy requires a 360-degree customer view — and as the link in the value chain that directly interfaces with customers, telcos are uniquely equipped with the rich first-party data on consumer behavior, preferences and usage patterns to attain it.

Here are three big trends we're seeing in how telco marketers are driving success:

- **Personalized experiences are becoming the norm.** Today's consumers know that the technology to create a personalized experience for them is available, and they expect it. With the right combination of data and AI tools, marketers can predict the reason why consumers were in a certain touch point with a provider and determine what communication with them should look like moving forward: what message, what channel and when it is sent. They can also ensure that they are upselling or cross-selling at price points that are friendly for their target audience.



“Everything — whether you’re a marketer or a commerce media company — requires you to have a strong foundational customer view.”

BILL STRATTON,

*Global Industry GTM Lead, Media,
Advertising and Entertainment, Snowflake*



- **Brands are searching for new ways to engage consumers.** Over the years, big tech brands have earned deep loyalty from consumers through apps, services and hardware. This is a problem for telcos because customers are ready and willing to switch their service to brands they trust. According to a recent [survey](#), 78% of wireless customers and 76% of cable customers said they are at least somewhat likely to switch to tech providers. To give them a reason to stay, proactive engagement throughout the customer lifecycle is crucial. That requires speedy and effective customer service and compelling marketing output. AI is becoming increasingly pivotal to power customer service and guide decisions on how to convert insights into downstream activation.
- **Commerce media is taking over.** By offering targeted advertising based on first-person data, marketers are opening up an entirely new revenue stream for telcos — and with excellent margins at that. Retail media, a subset of commerce media, has margins in the [70-90%](#) range. “Everything — whether you’re a marketer or a commerce media company — requires you to have a strong foundational customer view,” says Erin Foxworthy, Industry Lead for Marketing and Advertisers at Snowflake. “How you bring data into the platform, organize it and make sure it’s reliable and can be used for downstream activation on the commerce media side, is the same way you approach segmentation as a marketer.”

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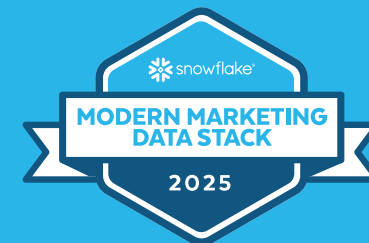
—Salesforce survey

“

Our mobile devices are natural extensions of who we are. Marketers now realize with AI they can tap into new signals they’ve never had before.”

ERIN FOXWORTHY,

Industry Lead, Marketing and Advertisers, Snowflake



[Download the report](#)



Given this changing landscape, telecom companies need to assess how their technology can work for them. In our annual [Modern Marketing Data Stack](#) report for 2025, we dive deep into the evolving marketing landscape and the ways martech and adtech can address the most pressing challenges companies face today. Below are a few key insights from the 2025 report and why they matter for the telecom industry:

- **Generative AI:** AI is only as good as the data that trains it. What's special about telcos is that they have a wealth of first-party data to feed their gen AI tools and be the first movers in a burgeoning AI era. "Our mobile devices are natural extensions of who we are," says Foxworthy. "Marketers now realize with AI they can tap into new signals they've never had before that will really differentiate them from other brands in terms of how they speak with their consumer."
- **Privacy:** With great first-party data comes great regulatory responsibility. To maximize their use of data, telcos first need to determine what kind of data usage complies with their region's governing regulations around data privacy and security, such as those mandated by the U.S. Federal Communications Commission (FCC), Body of European Regulators for Electronic Communications (BEREC), European Commission (EC) and others.
- **Data gravity:** When you're dealing with the massive volume of signals that telcos have (and highly regulated ones at that), you need to work where your data lives. This means unifying data onto one platform, and bringing new technologies and application processing to the data, instead of the other way around.

UP NEXT

To help you capitalize on all of these opportunities, we invite you to download the new report, [The Modern Marketing Data Stack 2025](#). The report dives into the tools and capabilities that make up the stack, and how Snowflake customers are using data in new ways across the entire marketing ecosystem. Read it to learn about the forces reshaping marketing and how the evolving modern marketing data stack can help you adapt.



Snowflake makes enterprise AI easy, efficient and trusted. Thousands of companies around the globe, including hundreds of the world's largest, use Snowflake's AI Data Cloud to share data, build applications, and power their business with AI. The era of enterprise AI is here. Learn more at snowflake.com (NYSE: SNOW)



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