AUDIENCES+

FOR TELCO MARKETERS

AUDIENCES for Telco Marketers

Turn your customer intelligence into smarter acquisition, retention and growth.

Telcos hold some of the richest first-party customer intelligence of any sector.

Customer status | Product holdings | Contract lifecycle | Tenure | Upgrade eligibility | Customer value

AUDIENCES helps put those signals to work across advertising — directly from your cloud, without moving or duplicating the underlying customer data.

So you can spend less acquiring people you already know, act before customers churn and identify the next-best opportunity for every customer segment.

WHAT YOU CAN DO

Put Your Customer Data To Work

Reduce Wasted Acquisition Spend

Suppress existing subscribers from acquisition campaigns so more of your media budget reaches genuinely new customers.

Find More Valuable Customers

Use your highest-value customer segments as the foundation for prospecting and audience expansion across supported channels.

Act Before Contract End

Use lifecycle and eligibility signals to reach customers with relevant retention or upgrade messaging before they start shopping around.

Grow Customer Value

Identify relevant opportunities for upgrades, additional lines, broadband, mobile or complementary services based on what customers already hold.

Win Back The Right Customers

Treat valuable former customers differently from completely new prospects with tailored reactivation audiences.

Keep Audiences Up To Date

Refresh audiences as customer status changes, so every campaign reflects where each customer is today.

THE JOURNEY

From Customer Signal To Media Action

01	02	03	04	05
Customer data in your cloud	Build precise audiences and suppression groups	Activate across your advertising channels	Refresh audiences as customer status changes	Measure against commercial outcomes

One Customer. Different Moments. Different Media.

New prospect	Acquisition
Existing subscriber	Suppress from acquisition
Approaching contract end	Retention / upgrade
Existing customer with product opportunity	Cross-sell
Former customer	Win-back

WHY AUDIENCES

First-Party Activation. Without Giving Up Control.

AUDIENCES is the independent, in-cloud activation platform that connects the customer intelligence already held in your cloud to the advertising platforms where your campaigns run.

Your Data Stays In Your Cloud

AUDIENCES operates within your cloud environment.

- No ingestion.
- No external storage.
- No unnecessary duplication.
- No third-party processing of your customer data.

Your business remains in control of its data and approved marketing attributes.

THE PROCESS

How AUDIENCES Works

01 Connect

Connect to customer data already held in your cloud, including environments such as Snowflake. Nothing to replace.

02 Build

Create audiences and suppression groups using approved customer attributes including customer status, product holdings, contract lifecycle, tenure and eligibility.

03 Activate

Send audiences directly to paid social, search, programmatic, CTV, DOOH and other advertising platforms.

04 Optimise

Keep audiences refreshed as customer status changes and measure performance against the commercial outcomes that matter.

WHY MARKETERS CHOOSE US

Built For Marketers. Designed For Your Data Environment.

Independent

No media ownership. No incentive to steer your spend.

Privacy-First

Activate customer intelligence without moving data out of your cloud.

Fast To Implement

Live in weeks, not another long transformation project.

Fixed Pricing

Predictable costs. No consumption fees or growing "data tax".

Built For Activation

Connect marketers directly to the channels that matter.

PROVEN PERFORMANCE

Across AUDIENCES customers, first-party data activation has delivered:

22% **average increase in ROAS**

Cross-sector AUDIENCES customer results; not telco-specific.

AWARD-WINNING

Gold · Performance Marketing Awards
Best Use of Data & Audiences

Winner · Performance Marketing World Awards
Martech Innovation

Ready To Put Your Subscriber Intelligence To Work?

Start with one high-value use case — from acquisition suppression to retention, upgrades or cross-sell — and show what your first-party data can do.

Book a 20-Minute Demo

weareaudiences.com