AUDIENCES+

TELCO GUIDE

THE TELCO MARKETER'S GUIDE TO

First-Party Data Activation

Five Ways To Turn Subscriber Intelligence Into Growth

A practical guide for mobile, broadband and connectivity marketing, CRM and data leaders who want to put the subscriber intelligence they already hold to work in their advertising without moving it out of their cloud. From AUDIENCES, the independent activation platform.

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3.5m UK SWITCHERS

people switched landline or broadband provider over the last two years in the UK.*

*Source: Ofcom, September 2026.

MARKET CONTEXT

Acquisition. Retention. Upgrades. Cross-sell. Win-back.

The customer signals already exist. The opportunity is putting them to work.

01 — THE ACTIVATION GAP

Your Customer Data Knows What's Next. Does Your Media?

Telcos hold some of the richest customer intelligence of any sector: product holdings, contract status, tenure, device and service information, upgrade eligibility and customer value.

The challenge isn't collecting more data. It's making those signals change what happens in media quickly enough to matter.

Not Every Customer Should See Every Campaign

A single acquisition audience can contain people at very different stages of the customer relationship.

Existing subscribers
Shouldn't be served acquisition advertising for a product they already have.

Customers approaching contract end
Need a retention or upgrade conversation before they start actively shopping around.

Former customers
Already know your brand and may warrant a different message from an entirely new prospect.

Upgrade and cross-sell opportunities
May already be signalling which product, service or package is most relevant next.

Subscriber Intelligence Is Your Media Advantage

Your customer relationships generate signals no competitor or advertising platform can replicate.

Put to work in media, those signals help determine **who to exclude, who to prioritise, when to engage and what proposition is most relevant**.

WHAT IT UNLOCKS FOR MARKETERS

- **Lower acquisition costs:** stop spending acquisition budget on people you already serve.
- **Stronger retention:** use known customer milestones to act before churn.
- **Greater customer value:** make upgrades and complementary products more relevant.
- **More intelligent media:** let customer state determine how audiences are treated across channels.

02 — FIVE WAYS TO PUT FIRST-PARTY DATA TO WORK

From Subscriber Intelligence To Commercial Results

Each of these five use cases starts with information most telcos already hold: customer status, contract lifecycle, product holdings, tenure, upgrade eligibility and approved behavioural or propensity signals.

For each one, we set out the opportunity, how to put it into practice and the KPIs to track.

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01 Stop Paying To Acquire Existing Subscribers

Suppression: sometimes the most valuable audience is the one you don't target.

THE OPPORTUNITY

Acquisition campaigns can still reach people who already buy the product or service being advertised.

Removing known customers from acquisition activity means more of every media pound can go towards genuinely new prospects.

HOW TO PUT IT INTO PRACTICE

1. Build suppression audiences from active customer records already held in your cloud.
2. Apply them across relevant acquisition activity in paid social, search, programmatic, CTV and other channels.
3. Keep audiences refreshed so newly acquired customers are removed from acquisition activity automatically.

KPIS TO TRACK

- New customer CPA
- Reinvested spend
- Share of genuinely new customers

THE PRINCIPLE

Don't use customer intelligence only to decide who to target.

Use it to decide who not to target too.

02 Find More Customers Like Your Best Ones

Prospecting: make your highest-value customers the blueprint for growth.

THE OPPORTUNITY

Not every new customer has equal long-term value.

Telcos can use approved first-party signals to create seed audiences based on customers with the characteristics they most want to acquire — such as tenure, product mix, customer value or propensity.

HOW TO PUT IT INTO PRACTICE

1. Agree what defines a valuable customer using approved commercial and customer attributes.
2. Build seed audiences and use them for lookalike or similar-audience prospecting in supported channels.
3. Combine prospecting with suppression so media is focused on genuinely new customers.

KPIS TO TRACK

- Cost per lead
- Cost per connection
- Conversion rate
- ROAS
- Conversion value

03 Get Ahead Of Contract End

Retention: act before customers begin actively shopping around.

THE OPPORTUNITY

Contract end is a predictable customer moment.

Rather than waiting for a customer to lapse or switch, first-party data can help marketing identify relevant groups before that decision point and coordinate retention messaging across paid media.

HOW TO PUT IT INTO PRACTICE

1. Build audiences around relevant contract and lifecycle windows — for example, customers approaching eligibility for renewal or upgrade.
2. Separate retention activity from acquisition so the customer receives a proposition appropriate to their relationship.
3. Refresh audiences as customer status changes.

KPIS TO TRACK

- Retention rate
- Churn
- Renewal/upgrade conversion
- Retention cost

04 Grow Value Through Upgrades And Cross-Sell

Customer value: use what customers already hold to determine what's relevant next.

THE OPPORTUNITY

A mobile customer may be relevant for broadband. A broadband customer may be relevant for mobile. A SIM-only customer may be ready to move to a handset plan, while others may be ready for an additional line, service tier or other complementary product.

First-party data makes those opportunities identifiable.

HOW TO PUT IT INTO PRACTICE

1. Map what each customer segment already holds — and what it doesn't.
2. Combine product holdings with appropriate lifecycle, tenure, eligibility or propensity signals.
3. Create audiences around the most relevant next product or upgrade and suppress customers who already hold it.

KPIS TO TRACK

- Upgrade conversion
- Products per customer
- Cross-sell rate
- ARPU/customer value
- Lifetime value

TELCO EXAMPLE

An AUDIENCES telecoms customer used first-party data to target existing customers with an upgrade offer exclusive to their customer tier.

05 Win Back Valuable Former Customers

Re-engagement: not every former customer should be treated like a stranger.

THE OPPORTUNITY

Former customers already know your brand.

For selected audiences, a relevant win-back message can be more effective than putting them back into a generic acquisition pool alongside people with no previous relationship at all.

HOW TO PUT IT INTO PRACTICE

1. Define appropriate lapsed or former-customer audiences based on approved customer data.
2. Prioritise audiences according to relevant value, product and lifecycle signals.
3. Activate tailored win-back activity and remove customers once they return.

KPIS TO TRACK

- Reactivation rate
- Returning customer CPA
- Conversion rate
- Customer value

BONUS USE CASE

- Lead conversion rate
- CPA

Convert High-Intent Leads Into Customers

People who have shown a clear product or purchase signal are much closer to buying than broad prospects. Where appropriate permissions exist, give them their own audience and message.

03 — A MEASUREMENT FRAMEWORK

Prove The Value Of Every Audience

Activation should improve commercial outcomes, not simply create more audience segments.

Agree a baseline before launch, separate acquisition from retention and existing-customer activity, and evaluate results against your own customer and commercial data rather than relying solely on platform reporting.

THE WAY	WHAT TO MEASURE
01 **Suppress existing subscribers**	New customer CPA, cost per connection, wasted/reinvested spend
02 **High-value prospecting**	Cost per lead, cost per connection, conversion, customer quality
03 **Contract-end retention**	Retention rate, churn, renewal/upgrade conversion
04 **Upgrade and cross-sell**	Upgrade conversion, products per customer, ARPU/customer value
05 **Win-back**	Reactivation rate, returning customer CPA, customer value

Four Habits Of Good Measurement

1 Agree success metrics and a baseline before activation begins.

2 Use control or holdout groups where possible to understand incremental impact.

3 Evaluate against your own customer and commercial outcomes, not only media-platform reporting.

4 Review performance by audience and channel, then reinvest in what works.

04 — FIRST-PARTY ACTIVATION IN PRACTICE

From Customer Tier To Media Audience

A telecoms brand used its existing customer intelligence to identify subscribers relevant for an upgrade offer that was exclusive to their tier.

Rather than treating the full customer base as one audience, customer status was used to determine who should see the proposition.

THE PRINCIPLE



PLATFORM PROOF — ACROSS AUDIENCES CUSTOMERS

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

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

22%

average ROAS increase

How AUDIENCES Works

01

Connect

Connect to the customer data already held in your cloud, including Snowflake. Nothing to replace.

02

Build

Create audiences and suppression groups from approved customer attributes.

03

Activate

Activate directly across paid social, search, programmatic, CTV, DOOH and other advertising platforms.

04

Stay in control

Customer data remains in your cloud. No ingestion, external storage or unnecessary duplication.

05 — TELCO READINESS CHECKLIST

Are You Ready To Activate Your First-Party Data?

Tick each statement that is true for your business today. Not sure about some? That's normal — and we can help.

Your Data

- [ ] Customer data sits in a cloud environment such as Snowflake, Databricks, Google Cloud, AWS or Azure.
- [ ] You hold customer status, product, contract, tenure or other approved attributes you can segment.
- [ ] Relevant signals are approved for marketing use under your permissions and governance framework.

- [ ] **I don't know yet.** That's OK: we can help you find out.

Your Team And Governance

- [ ] Your data team can provide approved access to the attributes marketing needs.
- [ ] Privacy, security, legal and relevant customer-governance stakeholders are involved early.
- [ ] Sensitive, restricted or otherwise inappropriate customer information is excluded from advertising use.
- [ ] There is a named owner across marketing and data.

Privacy by design: AUDIENCES operates within your cloud environment, helping you activate approved customer intelligence without unnecessarily moving or duplicating the underlying data.

Your Media

- [ ] You run acquisition campaigns where suppression could reduce wasted spend.
- [ ] Retention, upgrade or cross-sell are meaningful marketing priorities.
- [ ] You advertise across channels such as paid social, search, programmatic, CTV or DOOH.
- [ ] Your in-house team or agency can apply audiences within those platforms.

Your Measurement

- [ ] You have agreed commercial KPIs for acquisition, retention and customer value.
- [ ] You have a baseline against which results can be compared.
- [ ] You can evaluate campaign outcomes against customer and commercial data.

Mostly ticks?
You're in a strong position to start with one or two use cases — often suppression plus one lifecycle opportunity such as retention or upgrade.

A few gaps or unknowns?
That's common, particularly around data access and governance. We can help identify the quickest route forward.

Ready To Put Your Subscriber Intelligence To Work?

Book a 20-minute demo to see how AUDIENCES can help connect first-party customer intelligence to your advertising, improve acquisition efficiency and unlock more value from the customers you already know.

Book a 20-Minute Demo

weareaudiences.com

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Scan to book a demo