



TEALIUM

Telecom CDP Use Case Repository

Extracting Value From Your CDP
With Data-Driven Use Cases

Part One



Foreword

'In today's hyper-connected world, the telecommunications industry finds itself at a critical crossroads. While connectivity has never been more essential, customer expectations have never been higher, or more dynamic. At the heart of this transformation lies data - how it's collected, unified, and most importantly, activated.

As the founder of a Martech agency partnering with the leading telcos globally, I've witnessed firsthand the power - and challenges - of leveraging customer data to drive intelligent, personalised experiences. Too often, legacy systems, data silos, and fragmented customer journeys hinder progress. And that's where Customer Data Platform technology comes in.

This whitepaper was created to demystify CDPs and showcase their practical, high-impact use cases specific to the telecom sector. From churn reduction and next best offer orchestration, through to omnichannel engagement and real-time personalisation, CDPs are redefining what's possible for telcos that are ready to evolve.

Our goal with this whitepaper is simple - to provide clarity, insight and inspiration. Whether you're in Marketing, IT or Customer Experience, the strategies shared here are designed to spark new ideas and show you what's achievable when technology and data strategy align.

Telcos aren't just service providers anymore, they are experience creators. And with the right data foundation, they can become the kind of brand that customer don't just need, but choose.

Thank you for taking the time to explore these use cases with us. I hope they serve as both a roadmap and catalyst for your next wave of innovation.'



Rajneesh Gautam - CEO, Dexata

Foreword

'At Tealium, we've had the privilege of working closely with some of the world's most ambitious telecom brands - helping them turn complex data challenges into tangible business outcomes. What we've learned is simple but powerful - when telecoms truly understand their customers, they don't just reduce churn - they unlock loyalty, relevance, and sustained growth.

The telecom industry generates a staggering amount of customer data every second - from billing systems and usage logs to mobile apps and support channels. But data without context or connection is just noise. A Customer Data Platform transforms that noise into a symphony of insight, enabling real-time personalisation, intelligent segmentation, and predictive engagement at scale.

This whitepaper highlights real-world use cases we've helped enable, and others we've seen emerge across the industry. It's more than a showcase of what CDPs *can* do - it's a call to action for telecom leaders to think bigger about *what's next*.

As Customer Success professionals, our role goes beyond implementation - we're partners in driving transformation. And what we've seen time and again is that the telcos who invest in cross-functional alignment, data strategy, and customer-centric thinking are the ones who see the fastest time to value.

We're thrilled to contribute to this collaborative effort with Dexata, and we hope it helps you envision what's possible for your organisation, and sparks ideas you can put into action today.'



Chris King - Senior Customer Success Director, Tealium

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Why Data-Driven Use Cases Are The Key To Unlocking Value

A Customer Data Platform (CDP) serves as the backbone of telecom businesses striving for personalised customer engagement, predictive analytics, and operational efficiency.

However, the **real value of a CDP** lies in how effectively it is utilised.

By implementing data-driven use cases, telecom companies can:

- **Turn insights into actions** that increase customer retention and revenue.
- **Drive operational efficiencies** by automating processes and reducing manual interventions.
- **Enhance customer experience** through real-time, omnichannel personalisation.

How use cases extract value from your CDP:

Each use case leverages CDP capabilities to address specific business objectives, such as:

1. **Boosting Churn Prevention** through AI-driven engagement strategies.
2. **Maximising ARPU** with targeted upsell and cross-sell campaigns.
3. **Improving Paid Media ROI** by suppressing unengaged users and enriching audience targeting.

Purpose of this Repository

The primary purpose of this repository is to serve as a comprehensive guide for telecom clients to unlock the full potential of their Tealium AudienceStream Customer Data Platform (CDP). It bridges the gap between theoretical CDP capabilities and practical implementation, ensuring that businesses can:

1 Transform Data into Actionable Use Cases

This repository empowers teams to translate raw customer data into targeted, impactful strategies, helping achieve business goals such as improving customer retention, driving revenue, and optimising operational efficiency.

2 Accelerate Decision-Making with Clear Frameworks

By following a consistent and structured approach, the repository simplifies the implementation of CDP use cases, reducing the time it takes to go from planning to execution.

3 Address Specific Telecom Objectives

Designed with the unique needs of telecom businesses in mind, the repository provides tailored solutions to common challenges such as churn reduction, ARPU maximisation, and paid media optimisation.

4 Foster Collaboration and Scalability

Whether for B2B partnerships or consumer-facing strategies, the use cases in this repository are designed to scale across different channels, teams, and industries, fostering collaboration and long-term adaptability.

Whether you are looking to improve customer retention, boost engagement, optimise paid media, or enhance B2B collaboration, this repository acts as your go-to reference for practical, real-world applications.

How to Use This Repository

Every use case in this repository follows a consistent framework, with clear objectives, KPIs, implementation steps, and audience segmentation outlined, making it easy to find relevant solutions for your specific needs.

Searching for a Use Case:

- **By KPI** (e.g., Churn Reduction, CLV, Conversion Rate, Engagement)
- **By Objective** (e.g., Retention, Monetisation, Cross-Sell/Upsell)
- **By Industry Focus** (e.g., B2C, B2B, Prepaid, Postpaid)
- **By Complexity** (Quick Wins vs. Advanced Use Cases)
- **By Data Strategy** (e.g., Predictive Analytics, Real-Time Personalisation)

Every use case follows the **6Ws Framework**, ensuring clarity, consistency, and ease of implementation.

The 6Ws Framework for Use Cases

To maintain clarity, consistency, and usability, each use case is structured around the 6Ws Framework – an intuitive model that ensures all critical aspects of a use case are covered:

1 **WHY:** The Purpose

Defines the **core business objective** of the use case.

- What **problem does this solve**?
- What is the **expected business impact**?
- Which **KPIs** will measure success?

Example: Reduce churn by offering personalised data usage alerts.

2 **WHO:** The Target Audience

Identifies **which customer segments** benefit from the use case.

- Who are the **ideal recipients** of this strategy?
- Should the use case **target high-value customers, new users, or at-risk customers**?
- Are there any **exclusions** (e.g., customers who opted out)?

Example: Target prepaid customers who frequently exceed their data limit.

3 **WHAT:** The Solution

Defines **what is being implemented** and **what deliverables** the use case provides.

- What **personalised experience, campaign, or alert** is being delivered?
- What **data sources** enable this use case?
- What are the **expected customer interactions**?

Example: Trigger real-time notifications when a customer is approaching their data cap and offer an upsell for a data pack.

4

WHEN: The Timing

Outlines **when** the use case should be triggered.

- Is it **real-time**, **scheduled**, or **event-driven**?
- Are there specific **milestones** or **thresholds** that trigger the execution?

Example: Send an alert when a customer reaches 90% of their data plan usage.

5

WHERE: The Delivery Channels

Defines the **communication channels** through which the experience is delivered.

- Should the customer be **notified via SMS, push notification, or email**?
- Should **paid media campaigns** be activated?
- Should the interaction happen in-store, via call centres, or on self-service platforms?

Example: Deliver an alert via WhatsApp and SMS to ensure high visibility.

6

HOW: The Implementation

Outlines **technical and operational steps** required to activate the use case.

- What **data integrations** are needed?
- What **automation and segmentation** are required?
- What **privacy or compliance considerations** should be addressed?

Examples:

1. **Data Integration:** Ingest CRM and usage data.
2. **Segmentation:** Identify prepaid users with low balances.
3. **Automation:** Configure a rule to trigger alerts in real-time.
4. **Omnichannel Messaging:** Deliver messages via SMS and WhatsApp.

Exploring The Use Cases

The use cases in this repository are grouped into five categories, enabling telecom teams to easily navigate and select relevant solutions based on KPIs, objectives, data strategies, complexity, or industry focus.

By KPI (Key Performance Indicator)

CDP use cases grouped by measurable business impact.

KPI	Relevant Use Cases
Churn Reduction	<ul style="list-style-type: none">• Churn Prevention: Re-Engage Inactive Customers with Timely Alerts and Exclusive Offers• Smart Usage Alerts: Proactive Engagement to Reduce Churn & Drive Revenue
Customer Lifetime Value (CLV) Growth	<ul style="list-style-type: none">• Upsell to Existing Customers: Maximising Customer Lifetime Value Through Targeted Offers• Cross-Selling & Bundling: Encouraging Product Adoption Through Personalised Recommendations
Engagement Rates	<ul style="list-style-type: none">• Unlock Maximum Engagement: Reconnect with Users on Their Preferred Digital Channels
Paid Media Efficiency	<ul style="list-style-type: none">• Suppression of Low-Intent or Unengaged Users• Achieving High Match Rates: Maximising Match Rates on Google, Meta, TikTok, and Adobe

By Business Objective

CDP use cases grouped by strategic goals.

Objective	Relevant Use Cases
Retention & Loyalty	<ul style="list-style-type: none">• Churn Prevention: Re-Engage Inactive Customers with Timely Alerts and Exclusive Offers• Loyalty Programme Integration: Cross-Brand Loyalty & Co-Marketing Strategies
Upselling & Cross-Selling	<ul style="list-style-type: none">• Upsell to Existing Customers: Maximising Customer Lifetime Value Through Targeted Offers• Cross-Selling & Bundling: Encouraging Product Adoption Through Personalised Recommendations
Paid Media Optimisation	<ul style="list-style-type: none">• Base Marketing in Paid Media: Building Enriched Customer Audiences for Paid Ads• Suppression of Converted Customers to Optimise Ad Spend

By Data Strategy

CDP use cases grouped by data-driven approaches.

Data Strategy	Relevant Use Cases
Real-Time Engagement	<ul style="list-style-type: none">• Real-Time Usage Alerts & Personalised Offers: Driving Engagement & Retention
Omnichannel Personalisation	<ul style="list-style-type: none">• Personalise Offline Channels: Bridging Digital and In-Store Experiences• Omnichannel Customer Support: Seamless Brand Experiences Across Support Channels
AI-Driven Insights	<ul style="list-style-type: none">• Utilise Sentiment Analysis: Call Centre Prioritisation Using AI-Driven Sentiment Analysis

By Complexity & Effort

Helping teams prioritise implementation based on effort vs. impact.

Complexity	Relevant Use Cases
Quick Wins (Low Effort, High Impact)	<ul style="list-style-type: none">• Excluding Existing Customers from Acquisition Campaigns
Mid-Level Strategies	<ul style="list-style-type: none">• Performance Marketing in Paid Media: Targeting High-Intent Users Via Paid Campaigns
Advanced Use Cases	<ul style="list-style-type: none">• Unified Voices, Seamless Experiences: Ensuring Consistent Messaging Across Every Channel

By Industry Focus

Use cases customised for different telecom business models.

Industry Focus	Relevant Use Cases
B2C Mobile Operators	<ul style="list-style-type: none">• Churn Prevention: Re-Engage Inactive Customers with Timely Alerts and Exclusive Offers• Smart Usage Alerts: Proactive Engagement to Reduce Churn & Drive Revenue
B2B Partnerships	<ul style="list-style-type: none">• B2B: Partner Data Sharing with Enterprises: Secure and Compliant Data-Sharing Frameworks

Use Case Library

A comprehensive library of use cases detailing objectives, KPIs, implementation steps, and audience segmentation, enabling easy discovery and implementation of solutions to maximise CDP value.

Every use case follows the **6Ws Framework**, ensuring clarity, consistency, and ease of implementation.

Personalised Customer Engagement

Building Deeper Connections Through Tailored Interactions.

Churn Prevention

Re-Engage Inactive Customers with Timely Alerts and Exclusive Offers

Overview

Prevent churn by re-engaging inactive customers with personalised alerts and offers. Use automated segmentation to identify at-risk users and deliver incentives via push notifications, SMS, or WhatsApp for maximum impact.

Scenarios

REAL WORLD APPLICATIONS

- Churn Prevention Alerts
- Idle Data Packages

When: The Timing

TRIGGERS

- Customers crossing a specific threshold set for inactivity time.
- Set number of days before the subscription end date.

Where: The Delivery Channels

CHANNELS

- Push notifications for app users.
- SMS for immediate, broad outreach.
- WhatsApp for rich-media and conversational messaging.

Why: The Objective

- Improve **customer satisfaction, retention, and loyalty**.
- **Reduce churn rate** by providing exclusive offers to inactive customers.

Who: Target Audience

EXISTING CUSTOMERS

- Customers showing inactivity.
- Customers nearing the end of their subscription plan.

EXCLUSIONS:

Customers who opted out of alerts or have invalid contact information.

What: The Solution

- Alerts based on user inactivity.
- Personalised offers or discounts tailored to individual customers.

DATA SOURCES

- **Activity Data:** Real-time insights into all customer activity data.
- **CRM Data:** Historical customer behaviour, preferences, and contact information.

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Channel Reachability:** Verify that customers can be contacted via their preferred channels (e.g., Push Notifications, SMS, WhatsApp).
- **Data Availability:** Enable systems to capture and process customer usage data, ensuring timely alerts and relevant offers.

PROCESS

1. **Data Integration:** Aggregate CRM and usage data.
2. **Segmentation:** Identify customers with nearing subscription end dates and those showing high levels of inactivity.
3. **Automation:** Set up alerts and offer delivery systems.
4. **Omnichannel Messaging:** Optimise communication across preferred customer channels.

Personalised Offers Basis Usage Patterns

Delivering Contextual Offers Based on Usage Pattern

Overview

Boost revenue and satisfaction by targeting heavy streamers with personalised offers via push notifications, SMS, or WhatsApp, using real-time triggers and automated segmentation.

Scenarios

REAL WORLD APPLICATIONS

- Streaming Offers Based on Usage
- Personalised Offers Based on Usage Patterns.

When: The Timing

TRIGGERS

- Customers crossing a given threshold for the streaming time (can be done in real time).

Where: The Delivery Channels

CHANNELS

- Push notifications for app users.
- SMS for immediate, broad outreach.
- WhatsApp for rich-media and conversational messaging.

Why: The Objective

- **Improve customer satisfaction** through engagement and loyalty.
- **Increase revenue** by upselling services or promoting add-ons.

Who: Target Audience

EXISTING CUSTOMERS

- Customers frequently streaming music or videos.

EXCLUSIONS:

Customers who opted out of specific alerts or have invalid contact information.

What: The Solution

- Alerts (could be real time) based on customer streaming habits.
- Contextual offers tailored to individual streaming patterns.
- Proactive engagement for up-selling and cross-selling offers.

DATA SOURCES

- **Streaming Data:** Real-time insights into customer streaming activity.
- **CRM Data:** Historical customer behaviour, preferences, and contact information.

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Channel Reachability:** Verify that customers can be contacted via their preferred channels (e.g., Push Notifications, SMS, WhatsApp).
- **Data Availability:** Enable systems to capture and process customer streaming data (in real time), ensuring timely alerts and relevant offers.

PROCESS

1. **Data Integration:** Aggregate CRM and usage data.
2. **Segmentation:** Identify customers who stream video or music frequently.
3. **Automation:** Set up (real-time) alerts and offer delivery systems.
4. **Omnichannel Messaging:** Optimise communication across preferred customer channels.

Real-Time Usage Alerts & Personalised Offers

Driving Engagement & Retention

Overview

Telecom providers can enhance satisfaction, prevent churn, and drive revenue by using real-time alerts and personalised offers, targeting high-growth segments like students, professionals, and high-data users with timely, relevant communication.

Scenarios

REAL WORLD APPLICATIONS

- Data/Voice/SMS Usage Alerts
- Low Balance Alerts (for prepaid customers)
- High-Speed Data Thresholds
- Family Plan Notifications
- Streaming Offers Based on Usage
- Idle Data Packages
- Seasonal or Festive Offers
- Churn Prevention Alerts
- Network Congestion Alerts
- Personalised Offers Based on Usage Patterns

When: The Timing

TRIGGERS

- Alerts are triggered based on specific usage patterns (e.g., high data consumption, balance running low, nearing plan expiration).

Where: The Delivery Channels

CHANNELS

- Push notifications (for app users).
- SMS (for immediate, broad outreach).
- WhatsApp (for rich-media and conversational messaging).

Why: The Objective

- Improve **customer satisfaction, retention, and loyalty**.
- **Reduce churn rate** by providing exclusive offers to inactive customers.

Who: Target Audience

EXISTING CUSTOMERS

- Domestic students
- Young professionals
- High-data users

EXCLUSIONS:

Customers who opted out of alerts or have invalid contact information.

What: The Solution

- Instant alerts based on **usage patterns**.
- Personalised offers for better **engagement and loyalty**.
- Proactive notifications to drive conversions and **prevent churn**.

DATA SOURCES

- **Usage Data:** Real-time insights into customer behaviour.
- **CRM Data:** Historical behaviour, preferences, and contact details.

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Channel Reachability:** Verify customer contactability via preferred channels (Push, SMS, WhatsApp).
- **Data Availability:** Ensure real-time processing of usage data to trigger timely alerts and offers.

PROCESS

1. **Data Integration:** Combine CRM and usage data.
2. **Segmentation:** Identify customers based on data consumption patterns.
3. **Automation:** Implement real-time alerts and offer delivery systems.
4. **Omnichannel Messaging:** Optimise communication across customer-preferred channels.

Smart Usage Alerts

Proactive Engagement to Reduce Churn & Drive Revenue

Overview

Reduce churn and boost satisfaction by sending timely low-balance alerts to customers nearing usage limits, using real-time triggers and personalised offers via push notifications, SMS, or WhatsApp.

Scenarios

REAL WORLD APPLICATIONS

- Real-time usage notifications
- Low balance notifications (prepaid customers)
- Proactive data limit alerts and personalised offers
- Family plan updates and offers

When: The Timing

TRIGGERS

- Usage approaching limits or low balance.

Where: The Delivery Channels

CHANNELS

- Push notifications for app users.
- SMS for immediate, broad outreach.
- WhatsApp for rich-media and conversational messaging.

Why: The Objective

- **Improve customer satisfaction** through timely, actionable communication.
- **Reduce churn rate** by addressing customer pain points proactively.
- **Drive revenue growth** via targeted upselling and personalised offers.

Who: Target Audience

EXISTING CUSTOMERS

- **Customers approaching** their (data, voice, SMS) usage limit.
- **Prepaid customers** with low balance.

EXCLUSIONS:

Customers who opted out of specific alerts or have invalid contact information.

What: The Solution

- **Real time alerts** based on usage patterns.
- **Contextual offers** tailored to individual usage patterns.
- **Proactive engagement** for up-selling and cross-selling offers.

DATA SOURCES

- **Streaming Data:** Real-time insights into customer streaming activity.
- **CRM Data:** Historical customer behaviour, preferences, and contact information.

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Channel Reachability:** Verify that customers can be contacted via their preferred channels (e.g., Push Notifications, SMS, WhatsApp).
- **Real-Time Data Availability:** Enable systems to capture and process customer usage data instantly, ensuring timely alerts and relevant offers.

PROCESS

1. **Data Integration:** Aggregate CRM and usage data.
2. **Segmentation:** Identify customers with low balance or those approaching usage limits.
3. **Automation:** Set up real-time alerts and offer delivery systems.
4. **Omnichannel Messaging:** Optimise communication across preferred customer channels.

Unlock Maximum Engagement

Reconnect with Users on Their Preferred Digital Channels

Overview

Re-target users through their preferred channels to boost engagement, reduce opt-outs, and enhance user experience. Identify preferences via behavior analysis, user prompts, and compliance with regional privacy norms.

Scenarios

REAL WORLD APPLICATIONS

- **Timely Service Notifications:** Deliver low-balance or data usage alerts via SMS for users who prefer concise, immediate updates, or via push notifications for app-centric users.
- **Personalised Offers:** Share discounts, loyalty rewards, or subscription renewal deals through WhatsApp for conversational engagement or email for detailed messaging, based on user preference.
- **Customer Support Follow-Ups:** Address unresolved service issues by connecting with users through their chosen channel, such as phone calls for urgent cases or chat apps for non-intrusive support.
- **Event-Based Promotions:** Notify customers of time-sensitive deals (e.g., holiday bundles or streaming offers) via their most active touchpoint, ensuring higher engagement and conversion rates.

When: The Timing

TRIGGERS

- Post-initial interaction or during onboarding when preferences can be gathered.
- Periodically (e.g., quarterly or annually) to validate or update preferences.
- After significant user behavior, such as engagement with specific campaigns or product interactions.

Where: The Delivery Channels

CHANNELS

- Across all touchpoints

Why: The Objective

- **Enhance user engagement and conversion rates** by reaching users on their preferred platforms.
- **Reduce communication fatigue** and opt-outs by avoiding overuse of channels the user may not favour.

Who: Target Audience

- Existing customers
- Prospects

EXCLUSIONS:

Customers who opted out of alerts or have invalid contact information.

AUDIENCE SIZE MEASUREMENT:

- **Engagement Metrics:** Track users who interacted with channels in the past 6–12 months.
- **Survey Participation:** Count users who shared preferences during onboarding or prompts.

What: The Solution

- **Re-target users on preferred channels** like email, SMS, push notifications, or social media.
- Align communication with **user preferences** to boost engagement and satisfaction.
- **Ensure compliance** with regional data privacy regulations.

DATA SOURCES

- **CRM Systems:** Logs of emails, SMS, calls.
- **Marketing Tools:** Metrics like email opens, clicks, and campaign engagement.
- **Analytics Platforms:** Website, app usage, and notification interactions.
- **Call Center Logs:** Communication preferences from customer service.
- **Social Media Analytics:** Engagement and direct messaging insights.
- **In-App Behaviour:** Survey responses and interactions with offers.

Unlock Maximum Engagement

Reconnect with Users on Their Preferred Digital Channels

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Channel Reachability:** Ensure users have at least one active contact channel.
- **Engagement Rates:** Measure engagement to optimise communication strategies.
- **Customisable Templates:** Use customisable templates for personalised, scalable content.
- **Multilingual and Region-Specific Content:** Adapt messaging for multilingual and region-specific compliance.

PROCESS

In regions with strict data privacy laws (e.g., GDPR in Europe, CCPA in California), user consent and explicit preferences are crucial. Strategies to prompt users include:

1. **Onboarding Surveys:** Asking users to select their preferred communication channels when they sign up.
2. **Preference Centres:** Allowing users to update their communication preferences via account settings or a dedicated portal.
3. **Periodic Campaigns:** Sending prompts like, "We'd love to hear from you! Let us know how you prefer to stay in touch."
4. **Customer Support:** Asking users during support interactions about their preferred communication methods.
5. **Incentives:** Offering discounts or rewards in exchange for updating communication preferences.

Utilise Sentiment Analysis

Call Centre Prioritisation using AI-Driven Sentiment Analysis

Overview

Efficient call centre management enhances productivity and customer satisfaction. Using sentiment analysis and real-time insights, businesses can prioritise high-value customers for personalised support and redirect low-value interactions to digital channels like chatbots.

Scenarios

REAL WORLD APPLICATIONS

- **Personalised User Experience:** Directing high-value customers to priority support teams.
- **Call Routing Optimisation:** Identifying frustrated users through sentiment analysis and escalating them to experienced agents.
- **Cost Efficiency:** Redirecting low-value customers to automated support channels such as chatbots and self-service portals.
- **Proactive Engagement:** Offering loyalty incentives or retention strategies based on sentiment trends.
- **Fraud Detection:** Identifying potentially fraudulent calls through negative sentiment trends and anomalous behaviour.

When: The Timing

TRIGGERS

- Trigger real-time responses for customer support interactions.
- Engage proactively when sentiment suggests churn risk.
- Analyse post-interactions to improve routing strategies.

Where: The Delivery Channels

CHANNELS

- **Call Centre Support:** Prioritising agent allocation based on sentiment.
- **Chatbots & Self-Service Portals:** Redirecting low-value interactions.
- **Proactive Email & SMS Notifications:** Engaging users at risk of churn.

Why: The Objective

- **Improve Customer Experience:** Provide personalised, efficient support for high-value users.
- **Reduce Costs:** Redirect low-priority queries to digital channels to optimise workloads.
- **Increase FCR:** Use sentiment insights to resolve issues faster.
- **Boost Retention & ARPU:** Proactively address negative sentiment to drive loyalty and revenue.

Who: Target Audience

EXISTING CUSTOMERS

- **High-Value Customers:** Users with high ARPU, long tenure, or premium subscriptions.
- **At-Risk Customers:** Users showing negative sentiment in conversations, social media, or chat interactions.
- **General Customer Support Seekers:** Users with routine queries that can be handled via automated channels.

EXCLUSIONS:

- Customers with **invalid** or **incomplete sentiment data**.
- Users who have **opted out of call centre assistance**.

What: The Solution

- **Real-Time Sentiment Analysis** to prioritise support requests.
- **Optimised Call Routing** based on customer sentiment and value.
- **Contextual Agent Insights** to improve handling efficiency.
- **Automated Digital Support** for routine, low-value queries.

DATA SOURCES

- **Call Centre Data:** Customer conversations, IVR interactions, call durations.
- **CRM Data:** Historical support interactions, purchase history, ARPU metrics.
- **Sentiment Analysis Models:** AI-powered text and speech analytics to detect frustration or urgency.

Utilise Sentiment Analysis

Call Centre Prioritisation using AI-Driven Sentiment Analysis

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Sentiment Analysis Engine:** AI models trained to detect frustration, urgency, or dissatisfaction.
- **Real-Time Call Routing:** Integration between CDP, CRM, and call centre platforms.
- **Agent Assistance Tools:** Unified dashboards showing sentiment-based customer history.

PROCESS

1. **Sentiment Data Collection:** Analyse real-time interactions across calls, chat, and social media.
2. **Segmentation & Prioritisation:** Identify high-value and at-risk customers for priority support.
3. **Call Routing Automation:** Direct urgent queries to experienced agents; redirect routine ones to digital channels.
4. **Agent Enablement:** Provide real-time sentiment insights to customer service teams.
5. **Performance Optimisation:** Continuously refine segmentation models based on response times, sentiment shifts, and resolution success.

Paid Media & Paid Advertising

Maximising ROI with Targeted and More Efficient Campaigns.

Achieving High Match Rates

Maximising Match Rates on Google, Meta and TikTok

Overview

Brands aiming for high match rates on advertising platforms like Meta, Google and TikTok must ensure data accuracy, consistency, and compliance. By leveraging clean, standardised, and securely hashed data from app and web sources, brands can optimise campaign effectiveness and increase customer engagement.

Scenarios

REAL WORLD APPLICATIONS

- **Custom Audience Matching:** Use hashed customer data to match existing audiences for remarketing.
- **Customer Acquisition:** Build lookalike audiences based on high-quality, matched customer segments.
- **Personalised Campaigns:** Deliver tailored ads based on behaviour or demographics.
- **Re-engagement Campaigns:** Target users with incomplete actions (e.g., cart abandoners).
- **Omnichannel Personalisation:** Leverage unified user profiles for consistent cross-platform messaging.

When: The Timing

TRIGGERS

- **Periodic Updates:** Refresh customer lists regularly to reflect the latest data.
- **Real-Time Campaigns:** Target audiences based on recent behaviour or significant events.

Where: The Delivery Channels

CHANNELS

- **Meta:** Custom Audiences and Lookalike Audiences.
- **Google:** Customer Match for search, shopping, and video ads.
- **TikTok:** Custom Audiences for trend-based targeting.

Why: The Objective

- **Improve Match Rates:** Boost campaign performance by ensuring a higher overlap between brand data and platform users.
- **Enhance Personalisation:** Deliver more relevant ads through accurate targeting.
- **Maximise ROI:** Increase ad spend efficiency by focusing on matched audiences.

Who: Target Audience

- Customers with verified email addresses or phone numbers.
- App users who have provided consent for data usage.
- Website visitors with captured first-party data.

EXCLUSIONS:

- Customers with outdated or invalid contact information.
- Users who have opted out of targeted advertising.

AUDIENCE SIZE MEASUREMENT:

Verify reach by ensuring the audience consists of contactable customers with active identifiers (e.g., emails, phone numbers).

What: The Solution

- **Securely hashed data** using SHA-256 for uploading to platforms.
- Consistently formatted customer information for **better match accuracy**.
- **Enriched profiles** by combining web, app, and behavioural data.

DATA SOURCES

- **Web Data:** User actions and conversions.
- **App Data:** In-app behaviour and preferences.
- **Big Data:** Aggregated insights to fill in gaps and improve targeting precision.

Achieving High Match Rates

Maximising Match Rates on Google, Meta and TikTok

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Data Hygiene:** Standardise, clean, and de-duplicate customer data.
- **Privacy Compliance:** User consent for data usage in line with GDPR and CCPA.
- **Hashing:** Use SHA-256 to hash sensitive identifiers securely before uploads.

PROCESS

1. **Data Preparation:** Normalise data (e.g., lowercase emails, formatted phone numbers). Hash identifiers using SHA-256.
2. **Data Integration:** Aggregate web, app, and big data for a unified view of users.
3. **Audience Segmentation:** Build granular segments based on demographics, behaviour, and preferences.
4. **Upload and Validation:** Upload data to each platform and validate match rates.
5. **Optimisation:** Analyse match performance and refine data processes for better results.

Base Marketing in Paid Media

Building Enriched Customer Audiences for Paid Ads

Overview

Base marketing in paid media uses enriched customer audiences with CRM data for targeted engagement or suppression, enhancing personalisation, optimising ad spend, and boosting campaign effectiveness.

Scenarios

REAL WORLD APPLICATIONS

- **Enriched Retargeting:** Target customers who visited the website or app and enrich their profiles with CRM data for personalised messaging.
- **Suppression of Converters:** Exclude customers who have already completed desired actions, such as making a purchase.
- **Upsell Opportunities:** Use CRM attributes to identify and target customers likely to purchase complementary products.
- **Loyalty Campaigns:** Activate campaigns focused on engaging repeat customers with exclusive offers.
- **In-App Event-Based Activation:** Engage app users based on specific in-app events, enriched with CRM insights.

When: The Timing

TRIGGERS

- **Real-Time:** Update audiences as customers interact with the website or app.
- **Periodic:** Refresh audience segments with the latest CRM data.
- **Event-Based:** Activate audiences for seasonal campaigns or promotional events.

Where: The Delivery Channels

CHANNELS

- **Meta:** Use Custom Audiences enriched with CRM attributes for personalised targeting.
- **Google Ads:** Activate enriched Customer Match audiences for search, display, and video campaigns.
- **TikTok:** Engage enriched audiences with creative, short-form video campaigns.

Why: The Objective

- **Increase Personalisation:** Deliver tailored ads based on enriched customer profiles.
- **Optimise Ad Spend:** Focus budgets on high-value segments and avoid waste through suppression.
- **Drive Conversions:** Leverage CRM attributes to create compelling offers and messages.

Who: Target Audience

EXISTING CUSTOMERS

- Customers who **visit the website or app**.
- **Customers with enriched profiles** including hashed email addresses and CRM data.
- **High-value segments** such as frequent purchasers or loyalty program members.

EXCLUSIONS:

- Customers who have **recently converted** or **achieved the campaign goal**.
- **Users with low engagement** or **invalid contact information**.

AUDIENCE SIZE MEASUREMENT:

Measure the audience reach by ensuring a sufficient number of customers with enriched profiles for activation.

What: The Solution

- **Enriched customer segments:** with CRM data and hashed identifiers.
- **Rules for targeting and suppression:** activated in paid media platforms.
- **Dynamic updates:** to reflect real-time website or app activity.

DATA SOURCES

- **Website Data:** Customer interactions such as product views, form submissions, and cart actions.
- **App Data:** In-app events like video views, wishlist adds, and purchases.
- **CRM Data:** Attributes such as purchase history, loyalty status, and hashed email addresses.

Base Marketing in Paid Media

Building Enriched Customer Audiences for Paid Ads

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Data Collection:** Tracking tools implemented like Meta Pixel, Google Analytics, TikTok Pixel, or Adobe Experience Cloud.
- **Data Enrichment:** Integrate CRM data with website and app activity, ensuring hashed identifiers are properly formatted.
- **Privacy Compliance:** Adhere to GDPR, CCPA, and other regulations for data security and consent.

PROCESS

1. **Audience Definition:** Identify behaviours for targeting (e.g., product views) and suppression (e.g., recent purchases).
2. **Data Integration:** Combine website/app activity data with CRM attributes to enrich customer profiles.
3. **Segmentation:** Create enriched segments with hashed email addresses and behavioural data.
4. **Activation:** Upload enriched audiences to paid media platforms and set up targeting/suppression rules.
5. **Optimisation:** Monitor match rates and campaign performance, refining audience rules as necessary.

Performance Marketing in Paid Media

Targeting High-Intent Users Via Paid Campaigns

Overview

Performance marketing in paid media uses real-time user behavior to target or suppress audiences, optimizing ad spend and improving conversion rates through focused engagement.

Scenarios

REAL WORLD APPLICATIONS

- **Targeting High-Intent Users:** Identify users who browse product pages or initiate a checkout process but don't complete the purchase.
- **Suppression for Efficiency:** Exclude users who have already converted (e.g., made a purchase or signed up).
- **Cross-Sell Campaigns:** Target users who purchased specific products to promote complementary offerings.
- **Retargeting Website Visitors:** Re-engage users who abandoned carts or exited key landing pages.
- **App Usage-Based Campaigns:** Activate app audiences based on specific in-app events, like viewing a video or adding to a wishlist.

When: The Timing

TRIGGERS

- **Real-Time:** Trigger targeting or suppression when users perform specific actions (e.g., cart abandonment).
- **Periodic:** Update audience segments on a regular cadence to reflect new website or app activity.
- **Event-Based:** Activate audiences during sales, promotions, or seasonal campaigns.

Where: The Delivery Channels

CHANNELS

- **Meta (Facebook and Instagram):** Retarget website visitors or app users with Custom Audiences.
- **Google Ads:** Use Customer Match or remarketing lists to reach high-intent users.
- **TikTok:** Create engaging campaigns targeting app audiences or website visitors.

Why: The Objective

- **Maximise Ad Spend Efficiency:** Avoid wasting budget on users who are unlikely to convert or who have already completed desired actions.
- **Enhance Campaign Performance:** Target high-intent users with personalised ads to drive conversions.
- **Improve User Experience:** Deliver relevant messaging while avoiding overexposure to ads.

Who: Target Audience

- Website visitors who **interact with specific pages or content**.
- App users engaging in **high-value behaviours** (e.g., adding items to a cart).
- **Users with incomplete actions** (e.g., cart abandoners, form drop-offs).

EXCLUSIONS:

- Users who have completed the conversion goal (e.g., purchased a product).
- Visitors with low engagement or bounce rates.
- Users who have opted out of targeted advertising.

AUDIENCE SIZE MEASUREMENT:

Ensure the audience is large enough to make campaign targeting effective, while refining segments for precision.

What: The Solution

- **Dynamic audience segments** based on website and app behaviour.
- Rules for **real-time audience activation** in paid media platforms.
- **Targeted and suppression campaigns** to optimise budget allocation

DATA SOURCES

- **Website Data:** Page visits, product views, cart actions, and form submissions.
- **App Data:** In-app events like video views, wishlist adds, and purchases.
- **CRM Data:** Historical purchase or engagement history for suppression purposes.

Performance Marketing in Paid Media

Targeting High-Intent Users Via Paid Campaigns

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Data Collection:** Tracking tools implemented like Meta Pixel, Google Analytics, TikTok Pixel, or Adobe Experience Cloud.
- **Data Standardisation:** Ensure consistent formatting and accurate data capture for seamless integration.
- **Privacy Compliance:** Collect and process data in compliance with GDPR, CCPA, and other regulations.

PROCESS

1. **Audience Definition:** Identify key behaviours for targeting (e.g., cart abandonment) and suppression (e.g., recent purchases).
2. **Data Integration:** Connect website and app tracking tools to paid media platforms for real-time data sharing.
3. **Segmentation:** Create dynamic segments based on user activity and intent.
4. **Activation:** Upload audiences to paid media platforms (e.g., Meta, Google, TikTok) and set up campaigns.
5. **Optimisation:** Monitor campaign performance and adjust audience rules or targeting strategies as needed.

Performance Marketing in Paid Media

Suppression of Converted Customers to Optimise Ad Spend

Overview

Prevent wasted ad spend by excluding telecom customers who have already upgraded their plan, renewed a subscription, or purchased an add-on, ensuring budget is allocated to new prospects or customers who actually need the service.

Scenarios

REAL WORLD APPLICATIONS

- **Data Plan Upgrades:** Customers who have already upgraded to a higher-tier data plan are removed from upgrade ads.
- **New Connection Purchases:** Suppress users who have recently purchased a new SIM card or broadband connection from seeing acquisition ads.
- **Roaming & Add-Ons:** Exclude users who have already activated a roaming pack or an international call bundle.
- **Contract Renewals:** Customers who recently renewed their postpaid contract are removed from renewal reminder campaigns.

When: The Timing

TRIGGERS

- **Real-time:** Real-time suppression when a customer completes a transaction (e.g., plan upgrade, renewal, or add-on purchase).
- **Rolling suppression updates:** Rolling suppression updates every 24-48 hours to keep ad audiences up to date.

Where: The Delivery Channels

CHANNELS

- **Google Ads & YouTube:** Exclude recent subscribers from acquisition campaigns.
- **Meta (Facebook & Instagram):** Remove customers from upgrade promo campaigns.
- **TikTok & Display Networks:** Suppress recent buyers from new acquisition offers.

Why: The Objective

- **Eliminate inefficient ad spend** on customers who no longer need the promoted service.
- **Enhance ROAS** by ensuring only relevant audiences receive acquisition and upgrade offers.
- **Reduce ad fatigue** and **improve customer experience** by avoiding redundant promotions.

Who: Target Audience

EXCLUDED SEGMENTS

- Customers who recently upgraded their plan.
- Users who purchased an international roaming add-on.
- Subscribers who just renewed their contract.

AUDIENCE SIZE MEASUREMENT:

- **Suppressed Users:** Total number of customers excluded from campaigns (e.g., existing customers, unengaged users, or those who opted out).
- **Engaged Users:** Count of users who actively interacted with channels in the past 6–12 months.
- **Segment Size:** Percentage of the total audience suppressed versus activated, helping optimise campaign targeting.

What: The Solution

- Build **real-time suppression lists** using CRM, CDP, or billing system data.
- Sync with Google Ads, Meta, TikTok, and programmatic platforms to **prevent targeting converted users**.
- Set **custom suppression windows** based on service lifecycle (e.g., 30-day exclusion for roaming packs, 1-year for contract renewals).

DATA SOURCES

- **CRM Systems:** Customer status (e.g., existing customers or opted-out users).
- **Analytics Tools:** Website or app behavior to exclude users who recently converted or showed inactivity.
- **Third-Party Platforms (if applicable):** External suppression lists or hashed email databases for compliance and audience refinement.

Base Marketing in Paid Media

Suppression of Converted Customers to Optimise Ad Spend

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Unified Customer Profiles:** Use Tealium AudienceStream to unify customer data across touchpoints (web, app, CRM), tracking recent upgrades, renewals, or add-on purchases.
- **Dynamic Audience Segmentation:** Create real-time suppression rules to exclude users who:
 - Recently upgraded their data plan.
 - Purchased a new connection, roaming pack, or add-on.
 - Renewed their postpaid contract.
- **Real-Time Suppression Triggers:** Leverage Tealium EventStream to suppress customers immediately after completing transactions (e.g., plan upgrade, add-on purchase).
- **Channel Integration:** Sync suppression lists with Google Ads, Meta, TikTok, and other platforms to exclude converted customers from campaigns.
- **Rolling Updates:** Automate suppression updates every 24–48 hours to keep campaign targeting current.
- **Privacy and Compliance:** Ensure GDPR/CCPA compliance by using consented data and suppressing users who opted out of communications.
- **Data Sources:**
 - Tealium CDP: Real-time activity logs and enriched profiles.
 - CRM Systems: Transaction history to identify converted customers.
 - Analytics Tools: Website/app data to flag recent conversions.

PROCESS

1. **Data Integration:** Sync telecom billing, CRM, and CDP data with ad platforms.
2. **Audience Segmentation:** Define conversion thresholds for suppression.
3. **Automation:** Enable real-time API updates for exclusion lists.
4. **Performance Monitoring:** Measure ROAS and cost-per-acquisition improvements post-suppression.

Performance Marketing in Paid Media

Suppression of Low-Intent or Unengaged Users

Overview

Avoid spending on low-engagement telecom customers who show no interest in upgrading their plan, switching to postpaid, or purchasing add-ons.

Scenarios

REAL WORLD APPLICATIONS

- **Prepaid Customers Who Never Recharge:** Exclude customers who haven't recharged in over 90 days from new plan promotions.
- **Subscribers Ignoring Previous Offers:** Remove users who did not engage with past upgrade campaigns.
- **Inactive Broadband Users:** Suppress low-usage broadband subscribers from being targeted with speed upgrade ads.
- **Churn-Prone Users Who Ignored Retention Offers:** Remove users who haven't responded to multiple retention campaigns.

When: The Timing

TRIGGERS

- **Real-Time:** Real-time suppression when a customer ignores multiple engagement attempts.
- **Monthly Suppression Updates:** Monthly suppression updates to remove inactive customers.

Where: The Delivery Channels

CHANNELS

- **Meta (Facebook and Instagram):** Retarget website visitors or app users with Custom Audiences.
- **Google Ads:** Use Customer Match or remarketing lists to reach high-intent users.
- **TikTok:** Create engaging campaigns targeting app audiences or website visitors.

Why: The Objective

- **Avoid budget waste** on users who repeatedly ignore telecom upgrade offers.
- **Prioritise high-intent customers** for promotions.
- **Reduce ad frequency for low-propensity users** to improve overall engagement.

Who: Target Audience

EXCLUDED SEGMENTS:

- **Customers with zero engagement** in past campaigns.
- **Prepaid users** who haven't recharged in 90+ days.
- **Postpaid customers** who ignored contract renewal reminders.

AUDIENCE SIZE MEASUREMENT:

- **Suppressed Users:** Total number of customers excluded from campaigns (e.g., existing customers, unengaged users, or those who opted out).
- **Engaged Users:** Count of users who actively interacted with channels in the past 6–12 months.
- **Segment Size:** Percentage of the total audience suppressed versus activated, helping optimise campaign targeting.

What: The Solution

- **Identify low-intent users** using CDP and engagement data (e.g., email opens, SMS responses, past ad clicks).
- **Suppress these users** from paid campaigns across Google, Meta, and other platforms.
- **Use dynamic suppression rules** (e.g., exclude customers with no engagement in the past 6 months).

DATA SOURCES

- **CRM Systems:** Customer status (e.g., existing customers or opted-out users).
- **Marketing Platforms:** Engagement metrics (e.g., email/SMS opens and clicks) to identify unengaged users.
- **Third-Party Platforms (if applicable):** External suppression lists or hashed email databases for compliance and audience refinement.

Performance Marketing in Paid Media

Suppression of Low-Intent or Unengaged Users

How: The Implementation

PREREQUISITES

To implement this solution effectively, ensure the following prerequisites are in place:

- **Unified Customer Profiles:** Use Tealium AudienceStream to unify data across web, app, CRM, and third-party platforms, maintaining visitor attributes to identify low-intent users.
- **Dynamic Audience Segmentation:** Create real-time suppression rules to exclude users who ignored past offers, prepaid users inactive for 90+ days, and low-usage broadband customers.
- **Real-Time Suppression Triggers:** Activate suppression events immediately using Tealium EventStream when customers show inactivity or ignore engagement attempts.
- **Channel Integration:** Sync suppression lists with platforms like Google Ads, Meta, and TikTok for real-time suppression across channels.
- **Event Tracking and Analytics:** Use Tealium iQ to track behaviours (e.g., ignored offers, inactivity) and refine suppression criteria in AudienceStream.
- **Rolling Updates:** Automate suppression list updates every 24–48 hours to keep campaigns optimised.
- **Privacy and Compliance:** Ensure GDPR/CCPA compliance by using consented data and suppressing users who opt out.
- **Data Sources:**
 - Tealium CDP: Real-time logs and visitor attributes.
 - Marketing Platforms: Engagement metrics to identify unengaged users.
 - CRM Systems: Historical customer interaction data.
 - Third-Party Data: Supplement suppression criteria with external insights.

PROCESS

1. **Data Collection:** Track customer engagement levels via CDP, CRM, and analytics tools.
2. **Audience Segmentation:** Suppress users with low/no engagement in past 90-180 days.
3. **Ad Platform Integration:** Sync suppression lists with Google, Meta, TikTok, and programmatic DSPs.
4. **Campaign Optimisation:** Track conversion rates and cost-per-click (CPC) improvements post-suppression.



About Dexata

Dexata specialises in unlocking the full potential of your Martech stack. Our mission is to help businesses maximise the value of their Martech investments. We bridge the gap between underutilised tools and high-impact outcomes, ensuring your Martech stack aligns with your business objectives, driving ROI and delivering personalised, data-driven customer experiences.

As your trusted Martech value partner, we combine expert-driven strategies, innovative solutions, and data-powered insights to optimise your marketing technologies and drive measurable business results.

For more information, visit www.dexata.co.

About Tealium

Tealium helps companies collect, govern, and enrich their customer data in real-time to power AI initiatives and delight customers in the moments that matter. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts.

Tealium's solutions include a real-time customer data platform (CDP) with intelligent AI data streaming, tag management, and an API hub. Tealium's data collection, management, and activation capabilities enable enterprises to accelerate operating performance, enhance customer experiences, drive better outcomes, and support global data compliance. More than 850 leading businesses globally trust Tealium to power their customer data strategies.

For more information, visit www.tealium.com.