A USE CASE FOR OPERATORS

THE CHALLENGE

The telco business has matured over the last decade and the value of the customer has changed. Consumers are no longer guaranteed to maintain a long-term relationship with their carrier.

Sprint, one of North America's top carriers, was seeking ways to create a stronger connection with their consumer base in an effort to reduce churn and extend the overall lifetime customer value (LCV) through the creation of personalized mobile connections built on the backbone of predictive insights. The carrier wanted to introduce new, high-impact experiences that engage customers (both existing and potential), reduce churn and ultimatiely drive significant new revenue per user per year.

THE SOLUTIONS

Pinsight worked with Sprint to create new, customer-centric experiences that focused on increasing revenue per user (APU) and establishing a sustainable business model through the use of its most valuable asset: customer profile data. Pinsight developed *TruFactor* (a data management platform) to ingest customer profile data from Sprint and its family of networks, turning raw data into actionable insights that uncovered new on-device experiences. These experiences formed a lasting impression with its customer base resulting in a reduction of churn and substantial new revenue growth.

Privacy & Security.

Compliant   **Transparent**   **Controlled**

Pinsight is the gold standard in telco privacy and security in the United States; our policies are rigorously tested and independently certified, confirmed, and reviewed by the Department of Justice and CFIUS.

THE RESULTS

CONTINUOUS PRODUCT INNOVATION DRIVES SIGNIFICANT REVENUE FOR SPRINT

NEW USER-CENTRIC EXPERIENCES CONTINUE TO INCREASE LIFETIME CUSTOMER VALUE

FINDINGS

Leveraging Sprint's network-level data, Pinsight developed personalized on-device content solutions that helped the carrier better target its existing customer base. This effectively reduced churn, drove upgrades, communicated key information to customers and increased accessory sales. Through the continued analysis of this data, Pinsight has taken these on-device solutions beyond carrier-to-customer comms for Sprint. Today, the carrier now offers these experiences to brands, agencies and media companies as actionable solutions for connecting with their mobile audiences in meaningful ways.
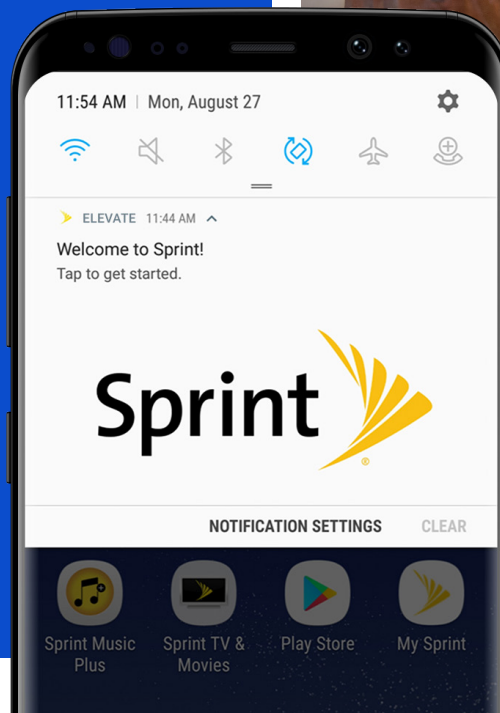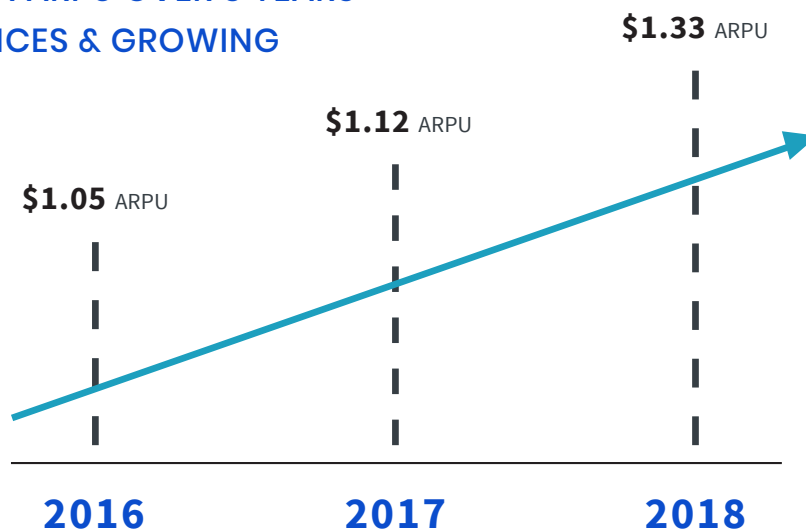
KEY TAKEAWAYS

$127 MM NEW REVENUE GROWTH

78.9% GROWTH IN ARPU OVER 3 YEARS

OVER 75MM DEVICES & GROWING

$1.05 ARPU

$1.12 ARPU
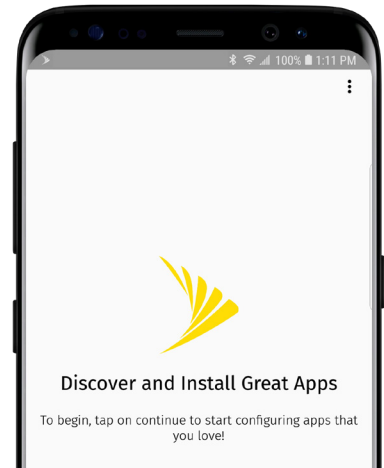
$1.33 ARPU

2016   2017   2018

RECENTLY LAUNCHED

ELEVATE

The industry's first predictive app platform delivers customized content based on a mobile user's behaviors and predictive analysis. Elevate maximizes on-device placement with real-time predictive automation to provide a personalized offering for customers.

PROJECTED REVENUE GROWTH 2019 – $15.43 MM

Discover and Install Great Apps

To begin, tap on continue to start configuring apps that you love!

INSIGHTS

Backed by ground-truth consumer data, our Insights engine identifies the demographics, psychographics, location and behavioral traits to help brands engage with customers in ways that matter to them. From uncovering a brand's best customer to discovering new market opportunities, our Insights products put brands ahead of the competition and in front of their customers when it matters most.

BETA REVENUE 2018 – $1.42 MM
PROJECTED REVENUE 2019 – $4.54 MM

AUDIENCES

Our data science experts use proprietary machine learning and predictive modeling algorithms to develop audiences that accurately reflect the genuine behaviors and movements of consumers. Our audience methodology is continually reviewed and optimized to match real-time trends and scale, resulting in peak performance and maximum ROI. Our Persona algorithms are continually optimized to match real-time trends and scale, resulting in peak performance and maximum ROI.

Our intent, interest and lifestage-based personas are curated and continually updated to reflect the genuine behavior and location of mobile consumers.

REVENUE 2018 (AUG-JAN) – $432K
PROJECTED REVENUE 2019 – $6.24 MM