BIG DATA MONETIZATION

instarea

The monetization of big data at data rich industries typically focuses on 2 main areas / use-cases:

- internal use-cases (customer segmentation, prediction modeling, next best action calculations etc.)
- monetizing the data externally (new revenue & new business / government services).

The ultimate big data monetization point Provide a full offering for B2B – a integrated and automated solution for data resale and complimentary solutions External use & monetization Create opportunity to provide data to external entities Need for thorough ethical and legal examination to provide data in a secure and profitable manner Campaign optimization Apply gathered data for purposes of customer retention, up-sell, cross-sell DWH offloading Reduce the load on expensive DWH infrastructure and store data cheaper Opportunity mapping Get a good understanding of existing and potential data acquisition Sep 0 Sep 0

GDPR complaince and these statistics about the telco's clients you provide to other 3rd party businesses & the public sector such as coffee shops, retail institutions, banks, or public institutions. For location intelligence, risk scoring & targeted communication via multiple channels.

MARKET LOCATOR

Market Locator is a big data driven monetisation and marketing platform allowing you to give your data a new multi-milion EUR per annum value. Imagine you can take data from telco - aggregate them, anonymize them, for



Targeted Marketing Campaigning Reports APIS APIS

Self-service

multi-channel

THE OPPORTUNITY

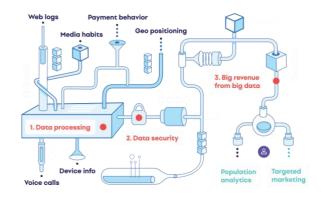
- Unique offering for B2B & public sector: self service, web & API based data insights & marketing – implemented with the likes of DTAG, Orange, O2, STC in CEE & Middle East
- Location intelligence: simple possibility to sell anonymised location intelligence & population analytics
 new data revenue stream
- Marketing platform: simple integration of communication channels (such as SMS, MMS) for internal as well as external resale purposes - revenue from sent campaigns by 3rd party
- Smart city & smart government offering for population insight & emergency messaging
- API risk scoring: providing a telco data driven risk score to financial institutions over API

LOCATION INTELLIGENCE PLATFORM

- Anonymisation and aggregation into a legally and ethically compliant (GDPR) form for resell
- Self service & web based: ability to purchase access to valualble location inteligence
- Location analytics (what sort of people spend time in a location, where to open a new branch)
- Smart city enablement how many people live & work in parts of the city, how they move etc.

MULTICHANNEL MARKETING PLATFORM

- Multichannel connect to your SMS, MMS, email, app or OOH channels & utilize them optimally
- External & internal use provide B2B customers and internal marketing with an effective tool for targeted marketing (based on user attributes, real time location, browsing behavior).



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