



# Data-Driven Marketing for Enterprises with Terragon Marketing Cloud (TMC)

# Terragon's 3 Layer Service Offering

## “Intelligent” customer engagement

Marketing, powered by insights

### Customer journey orchestration

Online and offline engagement across multiple channels on mobile.

### Automation

Multi-channel engagement based on customer actions and interactions

## Data Application Layer

Data unification and management

### Data and Insights Generation

“Actionable” insights from various forms of customer data (Demographic, Transactional, Behavioural, Psychographic etc)

### Artificial Intelligence (AI) and Machine Learning (ML)

Predictive analytics; product recommendation; look alike model creation

## Cloud Migration

AWS, Microsoft, Google Cloud Platform

### Technical support for cloud migration

Experts, tools and advisory

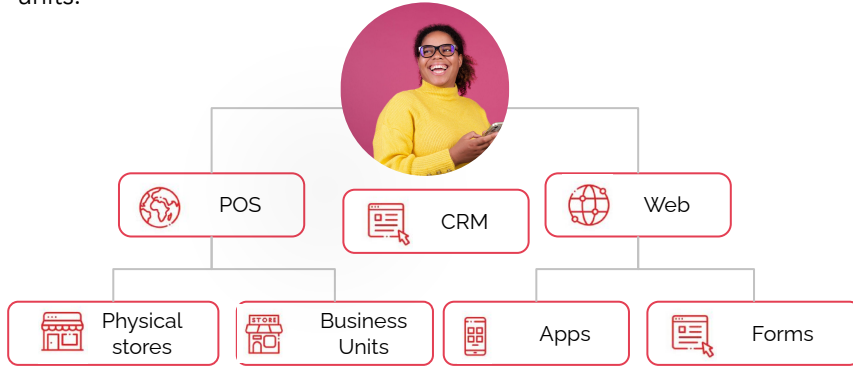
### Cost Management

Ensuring transparency and ROI for cloud billables

# Some existing business challenges...

01

Data is fragmented across various customer touchpoints and business units.



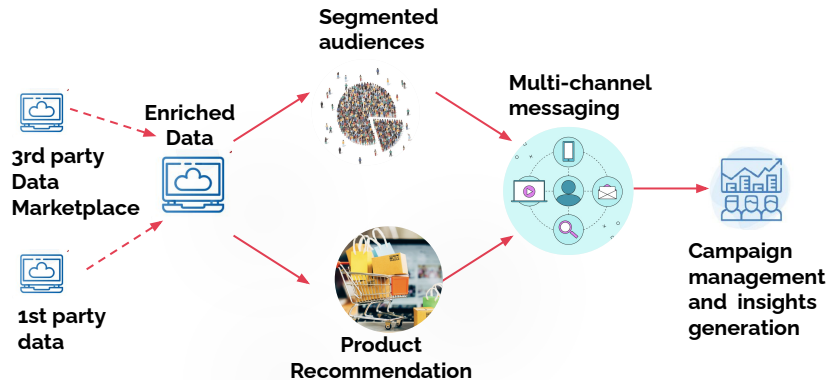
02

Data is incomplete and limited customer activity within Business environment

Demography			Location	Behavioural		Mobile Transaction		
Phone number	Gender	Email	Location	Interest	Economic value	Device Type	MAID	Airtime Spend
Y	-		-	-	-	-	-	-
-	Y	Y	-	Y	-	-	Y	-
Y	-	-	Y	Y	-	Y		Y

03

Data is not enriched enough to provide actionable insights



04

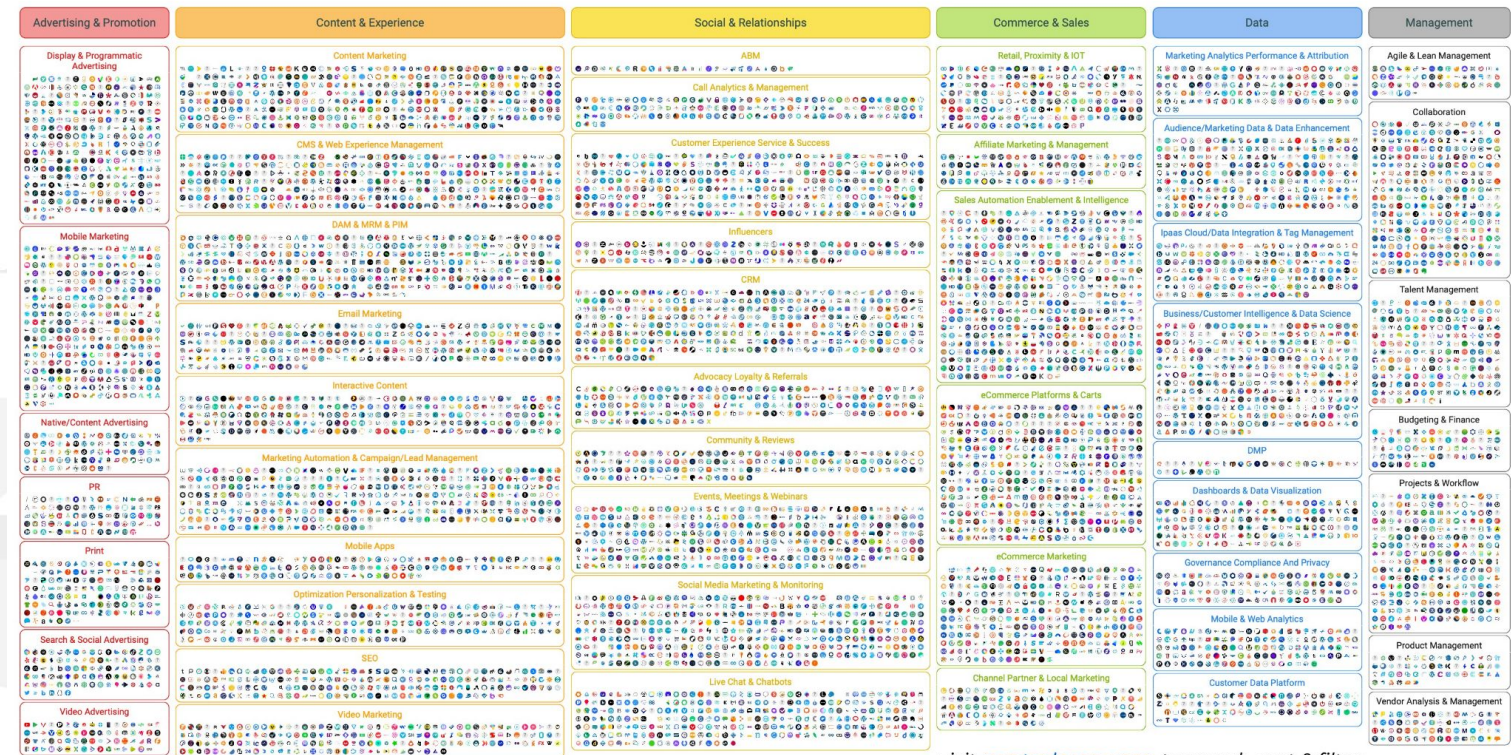
Technology solutions lack "identity resolution" capabilities, required to identify customers and send relevant messages online or offline



# There has been an explosion of cloud technology solutions available for Businesses

MartechMap an initiative by  & 

2022 Marketing Technology Landscape May 2022



9,932 marketing technology solutions

24% growth of available tools (>6,000 growth rate from 2021)

110 average of SaaS Apps that organisations use

Source: ChiefMartech



visit [martechmap.com](https://martechmap.com) to search, sort & filter

# What Terragon is solving: "African market relevance"



## Africa is a "MOBILE-ONLY" Market!

Our solutions are uniquely positioned to help Businesses with:

- **Data-powered identity management**  
In a largely "offline" market, using phone numbers as the primary mechanism for identity resolution is critical.
- **Privacy Compliant Data Sourcing**  
Data is difficult to source in Africa, which makes our Telco partnerships extremely valuable; to enable 1P data collection, in light of trends such as the imminent phase out of 3P cookies
- **Enhanced CX and "intelligent" engagements**  
Through our cloud-based data platforms we are providing a vehicle for Enterprises to seamlessly offer more relevant and experiential content and solutions to their customers, across multiple channels.

# ...because Africans are connected but are mostly offline



Technology that enables the **unification of customer profiles and behaviour across offline and online channels** is key for business intelligence and consumer engagement in Africa.

500m+

Unique Mobile Subscribers

50%

Projected mobile penetration rate by 2025

1.2b

African population

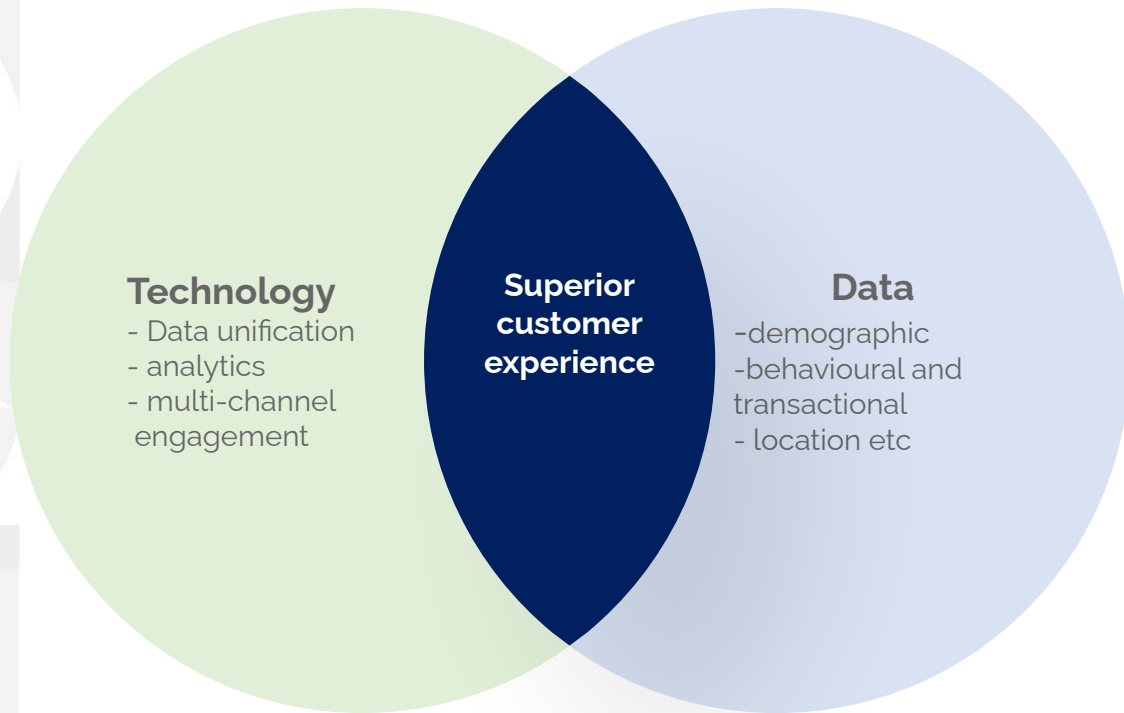
52%

Feature phone Users (offline subscribers)

32%

384M Social media subscribers (2022)

# Introducing the Terragon Marketing Cloud (TMC)



Which combines the power of **data** and **technology** to help Businesses

1. Deliver superior customer experience
2. While becoming more cost efficient
3. And realising better ROI on marketing spend





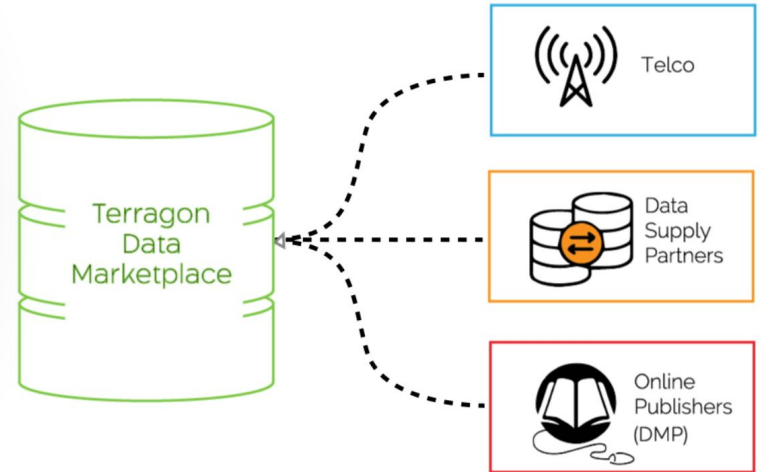
Unlike any other martech solution, our cloud-based SaaS solutions and data marketplace are uniquely

**powered by Telcos,**

data partners, proprietary data and online publishers for the most relevant consumer insights, which enable Businesses "intelligently" connect with African consumers;

**online and offline**

on mobile.



# Consumer Demographic and Behavioural Insights

Unified and enriched data for actionable insights which improve customer experience and business outcomes

## Demographic Data

- Gender
- Age Range
- Location
- Device Type

## Mobile Transactional Data

- Airtime and data balance
- Recharge history
- Recharge frequency
- Average monthly airtime and data spend



## Behavioural Data

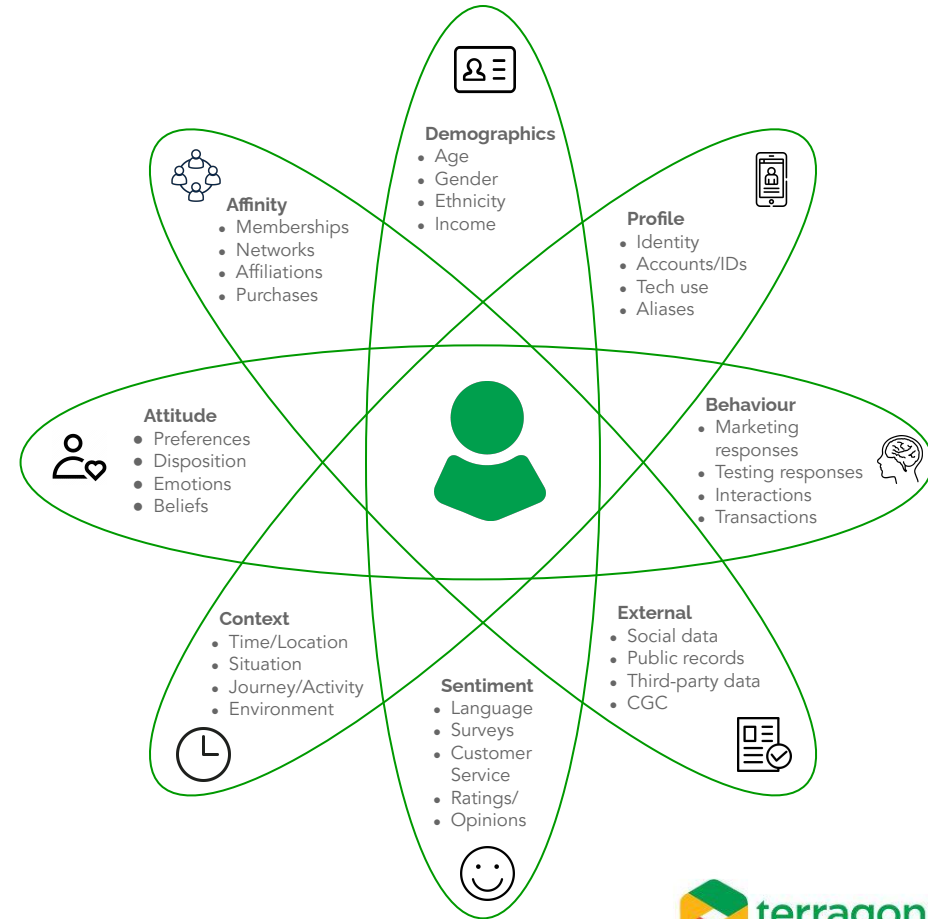
- Interest (fashion, tech, betting, education etc)
- Spend patterns on "interest"

## Transactional Data

- Purchase history
- Economic Value
- average monthly expenditure

Thereby providing unrivaled and enriched consumer insights needed to deliver the most relevant messaging and superior customer experience

## 360 degree customer view



# Our Offerings are Unique, End-to-End, And Targeted...

## Enterprise bulk Messaging

Direct integration to Telcos for CPaaS bulk messaging, mobile content delivery, and billing.

## "Intelligent" Multi-channel Engagement Platform Marketing Cloud

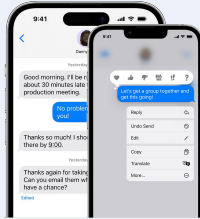
A data-led platform that creates intelligent insights and powerful communication solutions by leveraging our customer data platform and telco integrations

## Data Marketplace

First party AI / ML driven data analytics for clients for customer acquisition and retention campaigns, fed directly from telcos

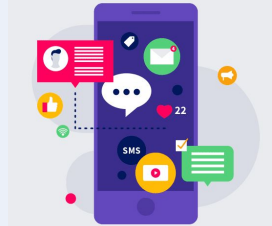
Allows Terragon to

Relay the **RIGHT** messages...



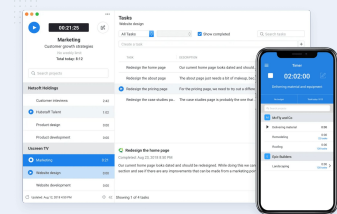
Personalised messages through leveraging a complete view of customers

...within the **RIGHT** time...



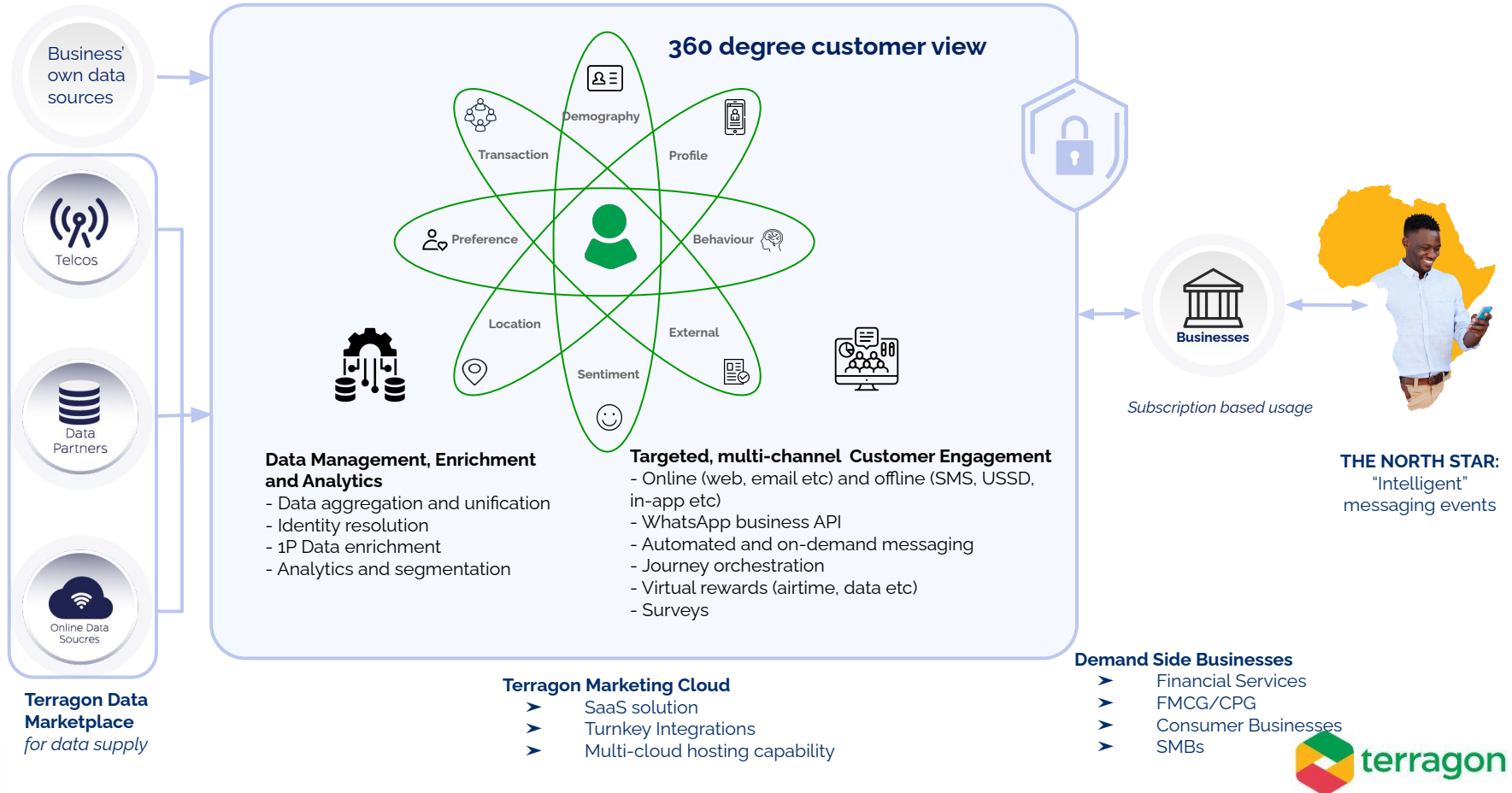
By using real-time data to connect with customers at the appropriate timings

...through the **RIGHT** channel

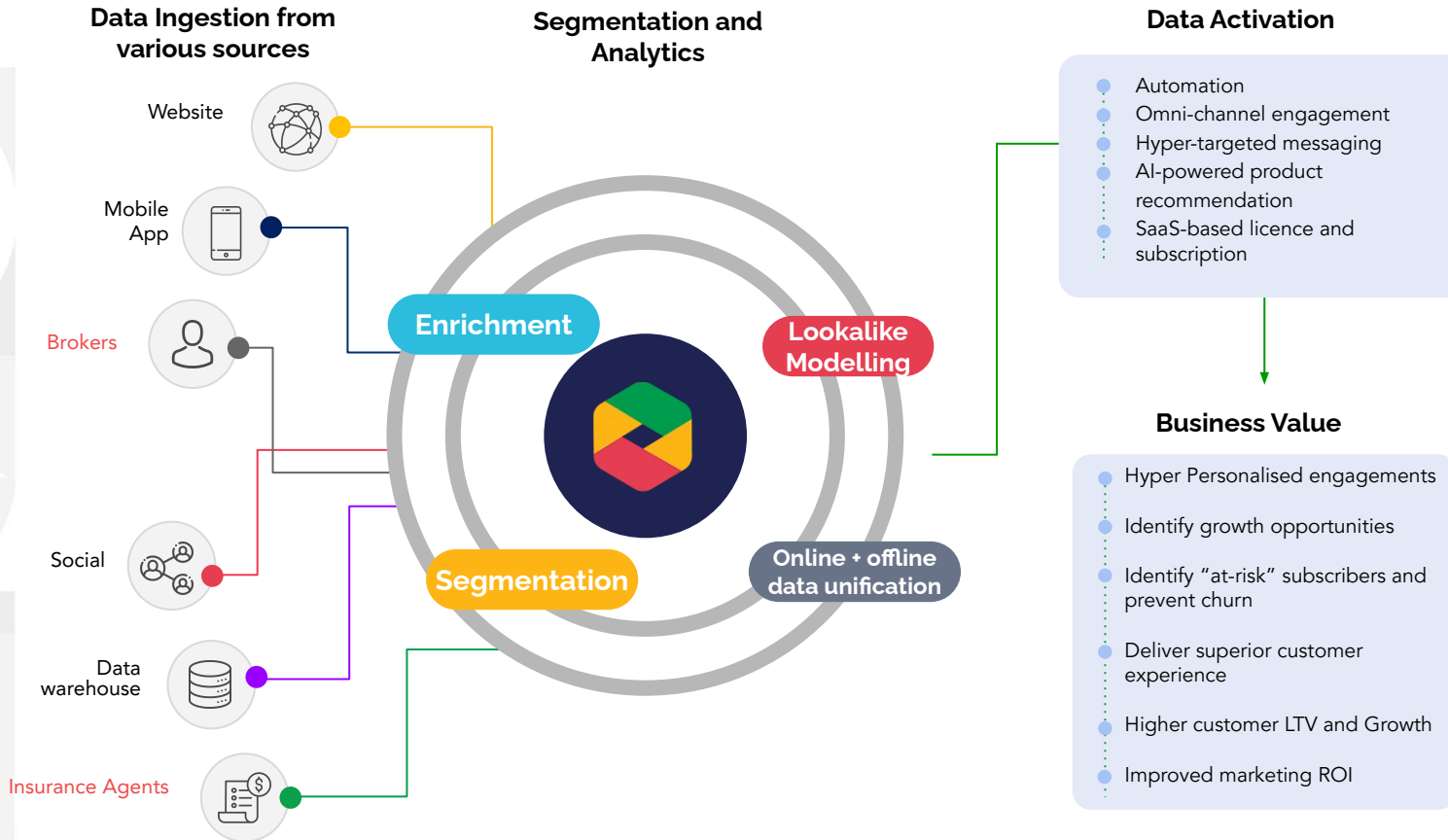


Allows for customer reach through deep telco integrated channels

# How we power “intelligent” B2C Engagements

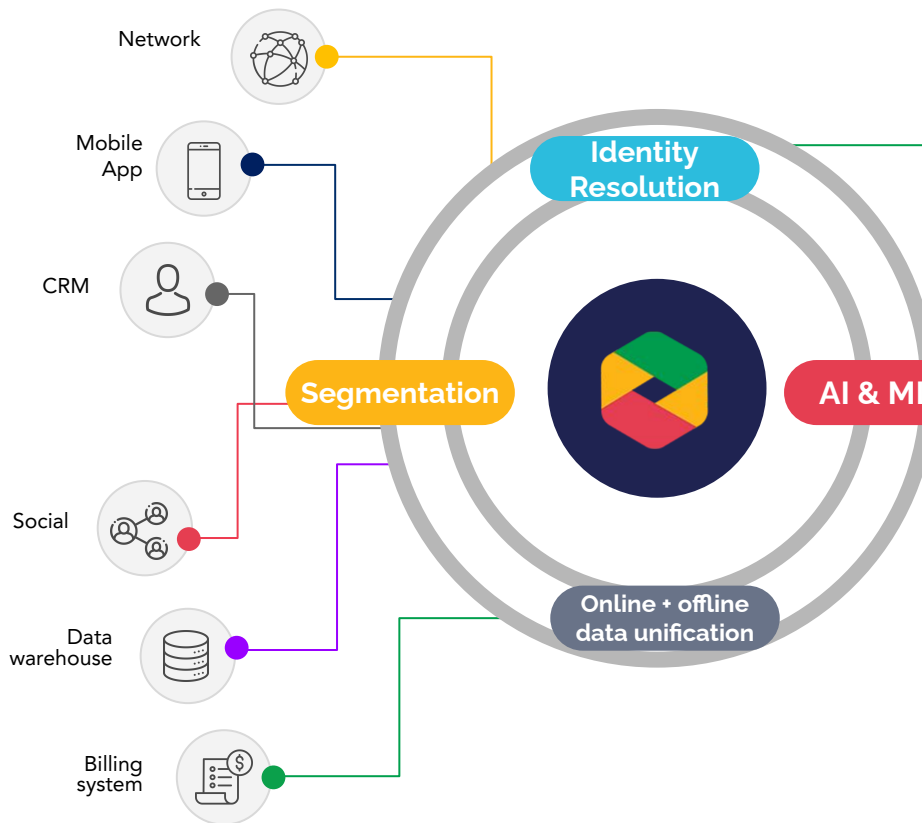


# Terragon Marketing Cloud for Enterprises



# TMC for Telcos

## Data Sources




## Capabilities powered by TMC


- Automation
- Omni-channel engagement
- Hyper-targeted messaging
- AI-powered product recommendation
- SaaS-based licence and subscription

- Enrichment from Terragon Data marketplace

- Unification of customer data from business own data sources

## Business Value

- For Telcos** 
- Hyper Personalised engagements
  - Identify growth opportunities
  - Identify "at-risk" subscribers and prevent churn
  - Deliver superior customer experience
  - Higher LTV and ARPU Growth

- For Enterprises And SMB Aggregators** 
- Customer acquisition via look alike model creation.
  - hyper Personalised engagements
  - Improve marketing ROI
  - Deliver superior customer experience
  - Higher customer loyalty and LTV
  - Custom use cases

# Layering of Terragon onto Enterprise's cloud account enables seamless customer **data management, analytics and engagement.**

## Business Value

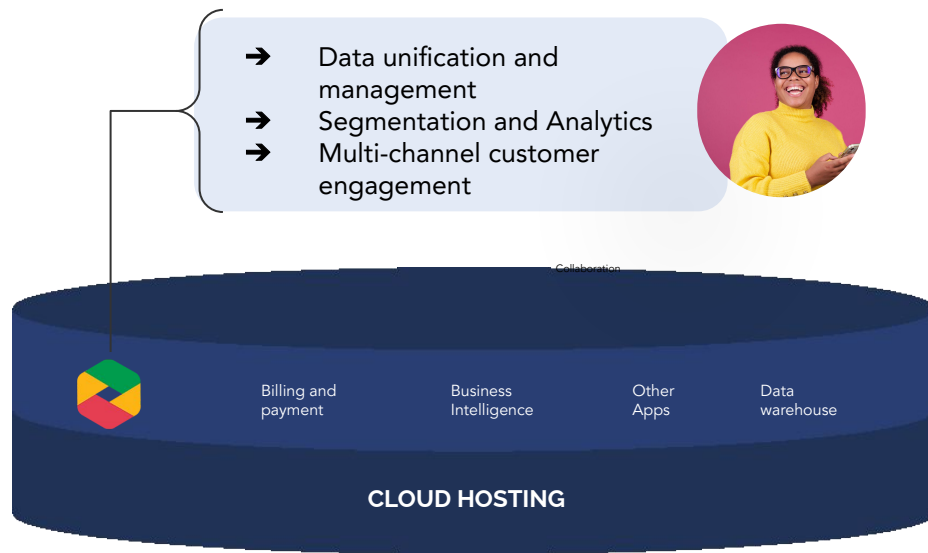


### For Enterprises

1. Added value and higher ROI on cloud investment
2. Improved customer experience leading to retention, through the use of real-time data and insights
3. Hyper-personalised customer engagements at scale, leading to higher product uptake and revenues

The TMC is closely integrated and easily deployed from major cloud platforms:





- Azure
- AWS
- *Google cloud platform*





**Some Use Cases across various Verticals**

**The Terragon Marketing Cloud is the solution hub for “customer-centric” data-driven marketing.**

<p><b>Reach and Awareness</b></p> 	<p><b>Multi-Channel customer engagement</b> Unlocking difficult to reach audiences through <a href="#">hyper-targeted multi-channel messaging (SMS, WhatsApp, Email)</a></p>	<p><b>1P Data Collection</b> Consented first party data collection to enable <a href="#">community database building</a>.</p>
<p><b>Growth</b></p> 	<p><b>Data Aggregation and Unification</b> Unifying data from various sources to provide deeper consumer demographic and behavioural insights for more accurate <a href="#">segmentation, product recommendation and predictive analytics</a></p>	<p><b>ML and AI Analytics &amp; Insights on Demand</b> Enabling customer predictive analytics, Insights on Demand, loan propensity scoring and look alike model creation through <a href="#">Machine Learning (ML) and Artificial Intelligence (AI)</a></p>
	<p><b>1P Customer Data Enrichment</b> Enrichment of customer’s first party data with 2nd and 3rd party proprietary data, powered by <a href="#">data partnerships and our data marketplace</a></p>	<p><b>Cookieless Attribution and Targeting</b> Online targeting and attribution without 3P cookies with <a href="#">facebook conversions API</a></p>
<p><b>Retention and Loyalty</b></p> 	<p><b>WhatsApp for Business</b> Conversational and automated messaging for promotional, customer support and transnational messaging via <a href="#">WhatsApp Business API</a></p>	<p><b>Interactive, realtime 2-way data collection</b> 2-way data gathering and B2C interactive communication for product sampling, market research, activation events e.t.c with <a href="#">Terragon Survey</a></p>
	<p><b>Mobile rewards</b> Loyalty management with airtime, data and vouchers with <a href="#">Terragon Rewards</a></p>	<p><b>Personalized product recommendation</b> Cross sell and upsell personalised and relevant offerings with our <a href="#">AI powered product recommendation engine</a>. </p>

# Accelerating digital maturity with specific TMC use cases

Digital Maturity

	Aggregation	Enrichment	Analytics and Segmentation	Data Activation (engagement)
Advanced	<p>Continuous <b>ingestion of "streaming data"</b> (card transaction, customer service interactions etc) in enable deeper personalisation.</p>	<p><b>API calls</b> to external 2nd party and 3rd party data sources to enrich existing customer data.</p>	<p>Customer (in)activity tracking for <b>real time audience creation</b> and churn prevention.</p> <p><b>Realtime data processing and segmentation</b> on an individual profile level</p> <p><b>Predictive analytics</b> for product/service recommendation for each customer</p>	<p><b>Journey orchestration</b> ie event-based messaging based on customer (in)activity</p> <p><b>AI-powered messaging</b> to customers based on customer (in)action.</p> <p>Use ML to determine the most <b>ideal engagement channel</b> for each customer, at scale</p>
Intermediate	<p><b>Collection of "unstructured data"</b> (ie images, audio files, video, social media comments etc)</p> <p>Unify data across online and offline sources for a "golden record" of each customer</p> <p>identity resolution using mobile phone number as ID</p>	<p><b>Enrichment of customer profiles</b> with insights from "unstructured data" to improve personalisation</p>	<p><b>Customer journey tracking</b> an creation of custom audience segments..</p> <p>Leverage <b>AI and ML</b> to query and structure this additional data</p> <p>AI and ML powered <b>cross-selling and upselling</b> with personalised service offering.</p>	<ul style="list-style-type: none"> <li>- <b>Automate customer engagements</b></li> <li>- <b>Carry out A/B testing</b> to establish more effective messages and channels</li> <li>- <b>Unified customer service management</b> (social media, CRM, mobile app, website, WhatsApp etc)</li> </ul>
Foundational	<p><b>Collection of "structured data"</b> (ie name, email, phone number etc)</p> <p>Unify available sources of first party data collection based on customer touchpoints (website, forms, surveys, mobile app, social media etc)</p>		<p><b>Audience creation</b> ie place customers in "buckets" based on common criteria eg gender, location, purchase, age group, patterns etc)</p>	<ul style="list-style-type: none"> <li>- enable <b>multiple channels for customer engagements</b> (SMS, WhatsApp, email, in-app push etc)</li> <li>- Use customer names and segments to <b>personalize engagements</b>.</li> </ul>

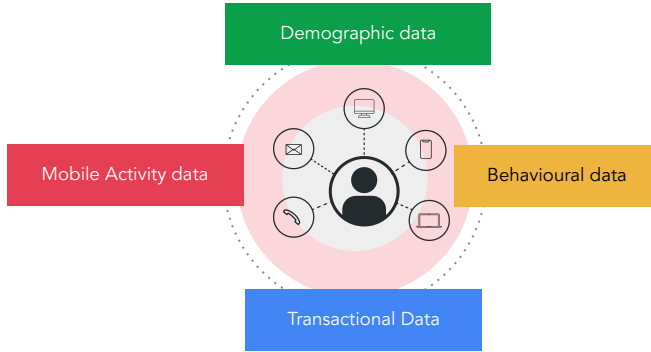


We're helping Businesses deliver the most **relevant** and **personalized** customer engagements, at scale through **“data-driven marketing”**

# Giving Businesses the following Benefits

01

Unified and Improved customer data quality, for "single source of truth" of customers.

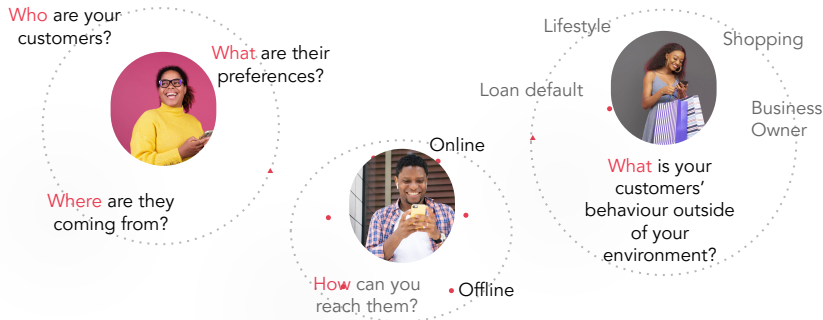


Resulting in...

- ★ Improved ROI on marketing spend
- ★ Superior Customer Experience
- ★ Customer loyalty

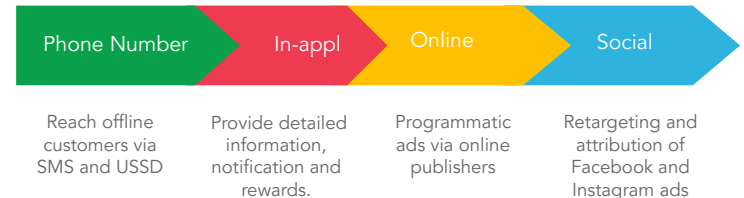
02

More robust view of the customer with 30+ additional data sets for personalised and relevant messaging










03

Ability to connect customers' journey across various marketing channels without cookies, for better targeting and maximum impact.



# Our Customers are getting great Outcomes

Results	1,000,000+ 1P Data Collected	42k+ Accounts Reactivated	80% Match Rate	45m+ Impressions	100,000 MTU (Monthly tracked users)	13% CTR
Objective/ Task	First Party Data Collection	USSD Dormant Account reactivation	Credit Assessment for Loan applications	Multi-channel Reach and Awareness	Customer Data Management and Analytics	Intelligent Customer Engagement
Module Used	Terragon Survey	Terragon Customer Data Platform	Insight on Demand	Intelligent, multi-channel Messaging	Terragon Customer Data Platform	Multichannel engagement
Client						
Business Type	FMCG	Financial Services	Financial Services	Financial Services	FMCG	Consumer Business 

# We've been busy...

**210,000,000+**

Messaging events delivered monthly (average)

**6,000+**

SMBs onboarded on TerragonPrime

**30+**

Enterprise Clients across various verticals

**7+**

Strategic partners, powering our unique Ecosystem

VANSO



infobip



SECURITY  
RELIABILITY  
PERFORMANCE



FirstBank  
Since 1894



Unilever



WEMA BANK



access



HEINEKEN



Sterling



Stanbic Bank  
A member of Standard Bank Group



# Our Services and Solutions

## Services

### Enterprise Messaging

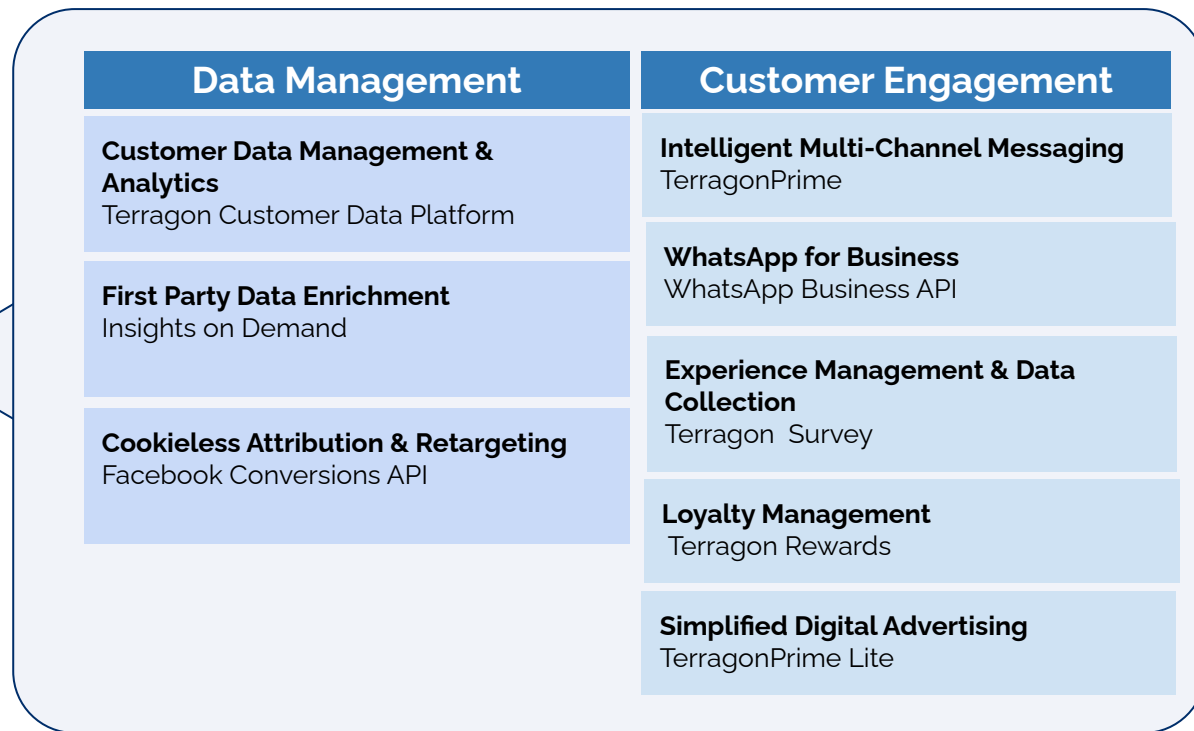
*For CPaaS Vendors*

### Marketing Cloud

*For Businesses*

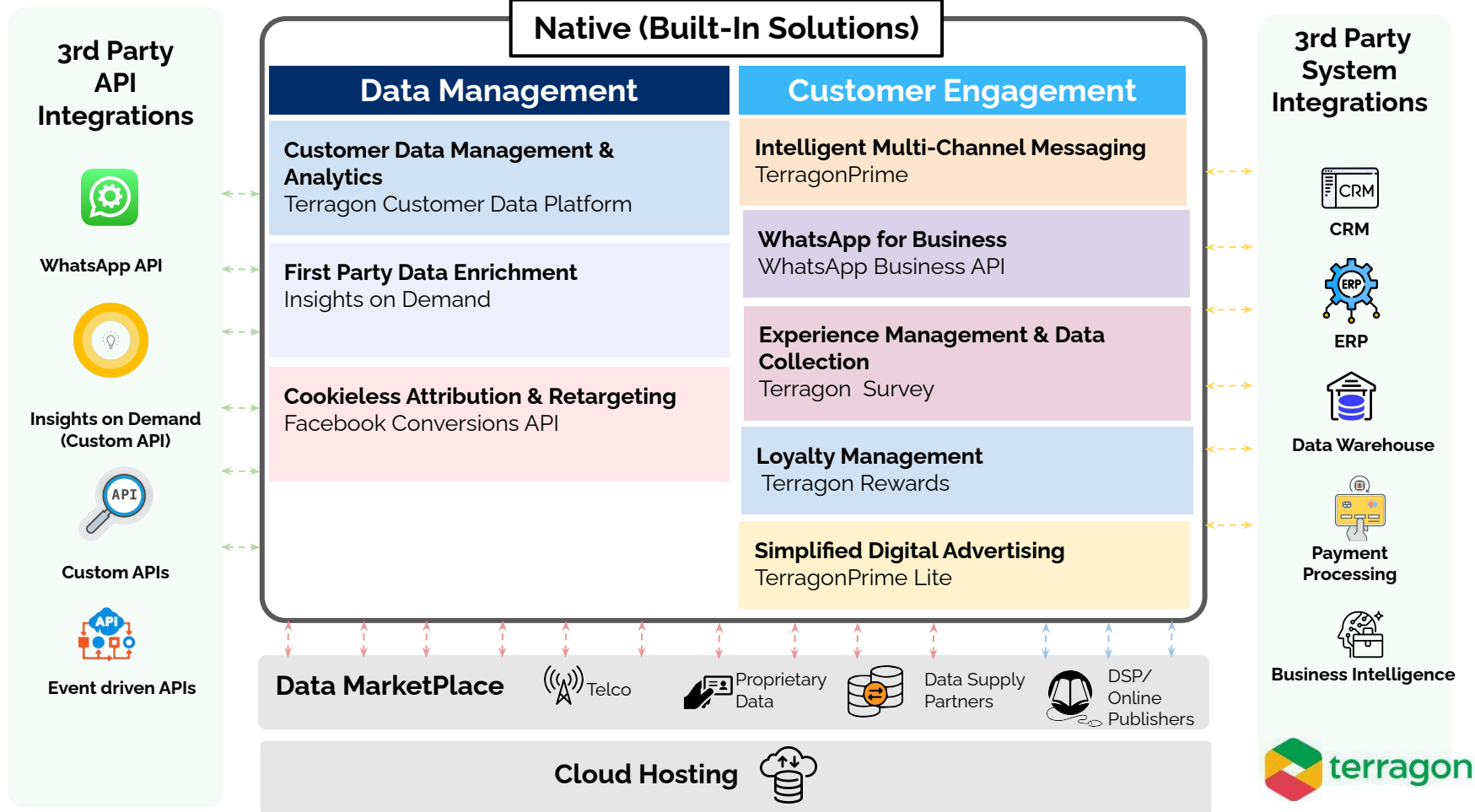
### Data Asset Monetisation

*For Data Partners*



Data Marketplace (Telco, Data Partners, Proprietary Data, Online sources)

# Terragon Marketing Cloud; Built-In Features and External Integration Capabilities





# Data Privacy and Security



Telco Offline Channels

ISO/IEC 27001:2013

From 3P Cookies to Pixels [Facebook Conversion API]

Data Privacy Compliance with Nigeria's GDPR framework

WhatsApp Promotional Messaging

# About Terragon



Terragon is Africa's leading data and Marketing Technology Company.

Our DNA



# Who We Are

**Terragon leverages DATA and technology to help Brands intelligently reach, engage and deliver more meaningful experiences to African consumers on mobile.**

Our cloud-based SaaS products drive Brands' "customer-centric" marketing strategies through robust consumer intelligence powered by strategic partnerships including telcos to deliver an expansive view of the African consumer, needed to personalize engagements.

We work with SMBs, large enterprises and marketing agencies, seeking a multi-channel marketing solution, that provides a unified and enriched view of customers; as well as expert advice and support that helps them understand and intelligently connect with consumers.





# Thank You

#2, Ahmed Onibudo Street,  
Off Adeola Hopewell, Victoria Island,  
Lagos, Nigeria

[marketing@terragonltd.com](mailto:marketing@terragonltd.com)

[www.terragongroup.com](http://www.terragongroup.com)