

A circular inset image showing a man and a woman in winter clothing (beanies, scarves) looking at a tablet together at night. The background is dark with bokeh light effects. The Nokia logo is in the top left corner.

NOKIA

# European Tier 1 service provider uses Nokia Deepfield Subscriber Intelligence to improve marketing analytics and gain more meaningful subscriber and business insights

## Use case

Service provider marketing departments face constant pressure to gain better customer insights to create and optimize service offers that will enrich the customer experience, improve customer satisfaction and loyalty, and increase profitability.



Increasingly, there is a need for more meaningful customer, consumption and business insights to drive a wider set of marketing activities and programs, and shape seasonal and long-term strategies. With big data subscriber analytics, marketing departments can get deeper, actionable knowledge about the online habits of their customers.

But this knowledge may be hard to access, or it may come in a form that is not ideal for marketing purposes. Sets of network and system data need to be properly aggregated and correlated before they can be mined. And the information needs to be in a format that is not too technical, too static or practically unusable for modern marketing research and service planning.

## Challenge

A European Tier 1 service provider's marketing department needed to keep a finger on the pulse of subscribers' online behavior to generate relevant insights about consumption patterns and emerging trends.

The department's first challenge was to determine how to extract value from the data sets it was getting from the network engineering and planning departments. The raw consumption numbers did not differentiate between the ways that specific services or applications were being used. The data was also aggregated in a way that made it impossible to perform finer segmentation of the large customer base. Instead of segmenting based on usage patterns and actual consumption, the department was working with static subscriber profiles based on dimensions such as gender, age, income status and location.

Customer data privacy regulations presented another important challenge. The static profiles the department relied on were jeopardizing the service provider's ability to comply with the EU's General Data Protection Regulation (GDPR) law. The department needed to do lot of additional work to make the profiles fully compliant.

## Solution

The marketing department addressed these challenges using analytics from Deepfield Subscriber Intelligence. With Deepfield, the department can track network and consumption insights down to the subscriber level without using any personally identifiable information. Deepfield meets the requirements of GDPR and other privacy regulations by providing anonymization capabilities for aggregated or fully identifiable data.

The marketing team created "tags" for attributes such as access type, city, municipality, service area, CPE model/brand and service plan and assigned them to each subscriber. This allowed the team to gain new and insightful perspectives about how services are delivered and consumed.

These tags were translated into trackable dimensions of marketing metrics, which turned the customer base of more than 4 million subscribers into a rich source of marketing knowledge. The marketing team can now use dashboards and custom queries to gain immediate access to information about per-subscriber on-demand streaming video consumption, trends across applications and services, or which service plans are utilized most and least.

## Benefits

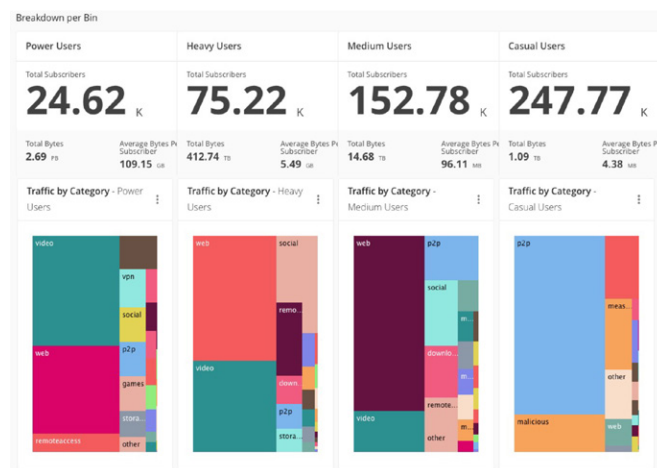
The multidimensional insights generated by Deepfield Subscriber Intelligence have enabled the service provider to leapfrog its competitors when it comes to tracking customers and segmenting them based on their actual application and network needs. Its marketing department is using these insights to:

- Gain a better and deeper understanding of its customer base and the dynamics of online habits and network usage
- Champion new data and marketing analytics practices
- Create tailored service plans to add differentiated value for diverse customer needs instead of taking a one-size-fits-all approach

- Optimize upgrade strategies for specific cities, areas and customer types (e.g., gamers, streamers, online learners, and busy families with heavy online needs)
- Work on strategies to create a better and more consistent digital experience
- Identify growth opportunities

Deepfield Subscriber Intelligence has enabled the service provider to leapfrog its competitors when it comes to segmenting customers based on their actual application needs and network usage.

Example of a marketing query showing segmentation of subscribers by usage levels and top application categories



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As a B2B technology innovation leader, we are pioneering networks that sense, think and act by leveraging our work across mobile, fixed and cloud networks. In addition, we create value with intellectual property and long-term research, led by the award-winning Nokia Bell Labs.

Service providers, enterprises and partners worldwide trust Nokia to deliver secure, reliable and sustainable networks today – and work with us to create the digital services and applications of the future.

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