Overview

MTN Congo Brazzaville was looking to increase data usage as a new revenue stream. They encountered challenges getting certain subscribers to start using data. Digitata was tasked with creating a "non-data to data" customer journey. The goal was to convert non-data and occasional data users to regular data users, effectively creating "data addicts".

Market Characteristics of Congo Brazzaville

Country Population	4.96M	Prepaid Market	99.8%	Telephony Penetration	~102%
Mkt Size by Connection	4.9M	Market ARPU	$5.99	Number of MNOs	3
MNOs in market (Share & Connections)	MTN 47.2% 2,31M	Airtel 42.4% 2,07M		AZUR 6.9% 0,38M	

(MTN Interim Results Q2-2018)

Digitata Methodology

Digitata implemented its tried and tested methodology for executing on the business challenge.

(Methodology cycle: Business Objectives → Strategy Formulation → Subscriber Segmentation → Intelligent Products → Subscriber Journeys → Analytics & Reporting → Return on Investment)

Business Challenge

MTN Congo Brazzaville faced the following challenges:

- Limiting subscribers' unintentional use of out-of-bundle data
- Increasing the uptake of traditional offers
- Providing subscribers with a great data experience to encourage additional data usage

Digitata's Methodology at Work

1 Determine Business Objectives

The business objective was to identify non-data users and convert these into users who regularly make use of MTN data services and purchase data bundles from MTN.

2 Formulate the Strategy

The strategy was to take non-data users on a journey that starts with free data, progresses to great value below-the-line bundles, then to bonus bundles, and eventually to the standard bundles offering.

The aim was to drive non-data to data user conversion over a 5-month period with an aggressive campaign offering free 200 MB bundles to allow subscribers to experience the benefits of data usage, followed by great value bundles and bonus bundles to keep them using data. Marketing messages were sent to subscribers daily via USSD flash and SMS blast.

Subscribers were restricted to 3 free bundles per cycle to avoid the temptation to buy additional SIM cards in order to get additional free data.

Five subscriber categories were used for the non-data to data user customer journey. These were defined as:

- Non-data subscriber (<5MB usage or a smart phone user who has never bought data)
- First-time data subscriber (has taken up at least 1 of 3 free 200 MB bundles in the cycle)
- New data user (has taken up all 3 free 200 MB bundles during the cycle and remained data active for 14 days)
- Revenue-generating subscriber (a subscriber who has remained active on data for 15 days after reaching new-data user status)
- Dormant subscriber (was a new-data subscriber but became dormant for 14 days)

3 Subscriber Profiling through Segmentation

Initial segmentation was performed by MTN to identify subscribers who Digitata should target.

Digitata started sub-segmentation during the campaign cycle, setting specific statuses for subscribers in the database and targeting them with appropriate messages.

Business Objectives — Strategy Formulation — Customer Segmentation

digitata

DTS Reference Case: MTN Congo Brazzaville
Non-data to data user conversion with "Unbeatable Bundles"

4 Intelligent Pricing Offers

The following intelligent pricing offers (in this case, SNAPI bundles) were offered during the stages of the campaign:

- 3x 200MB free bundles, valid for 1 day
- 40MB LV/MV (120F, 90F, 60F, 30F)
- 40MB HV (120F, 90F)
- 150MB (400F, 300F, 200F, 100F)
- Unlimited (900F, 675F, 450F, 225F)

5 Communication Channels

Channels used included both SMS and USSD. Messages provided a call-to-action prompting the user to dial ***135#** to see not only free bundle offers but also dynamic and intelligently-priced Snapi data bundle offers.

Subscribers targeted in the campaign were flagged and received customized menus with these great offers.

Current Cell 3G_
Mount_Soche_1.
This hour:
50% On-Net,
30% Off-Net.
Next Hour:
40% On-Net,
20% Off-Net.

6 Analytics and Reporting

29,3% of the total subscriber base was identified by the operator as non-data subscribers for inclusion in the campaign.

Subscribers included had data-supporting phones, but were low usage or had never used data before. This included dual SIM cards (competitors) or WIFI users.

The selected subscribers were aggressively targeted with "exciting free 200 MB data offers" with messages pushed every day except on holidays and Sundays.

Controls were put in place to ensure subscribers could not get more data than allowed and to prevent ineligible users from accessing the free bundles.

Subscribers were restricted to 3 free bundles per cycle, after which they were offered a set of SNAPI data bundles to keep them actively using data.

66% of targeted non-data users responded within 5 months

24% of targeted subscribers became revenue-generating subscribers

29% of targeted subscribers were engaged with but not converted

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7 Return on Investment

No investment was required from the operator for this POC. All revenue and awareness resulting from the campaign were for the benefit of the operator.

99.8 greater increase in ARPU was achieved compared to the expected outcome

15.6 greater increase in the data bundles sales compared to expected outcome

1.135 return on investment in the 4 months after launching bundles

4.7% of all data bundle sales were dynamic data bundles

Key Takeaway

Targeting non-data subscribers with an intelligently-designed campaign facilitated in increasing data addiction and influenced many subscribers to buy other bundle offers made by the operator.

From Our Customer...

MTN Congo Brazzaville was highly satisfied with this POC, and recommended this campaign to other OPCOs in the region.

MTN Congo-Brazzaville

Intelligent Offers

Communication Channels

Analytics & Reporting

Return on Investment

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