

FULLY INTEGRATED ANALYTICS, REPORTING AND MARKETING FOR REVENUE UPSELL

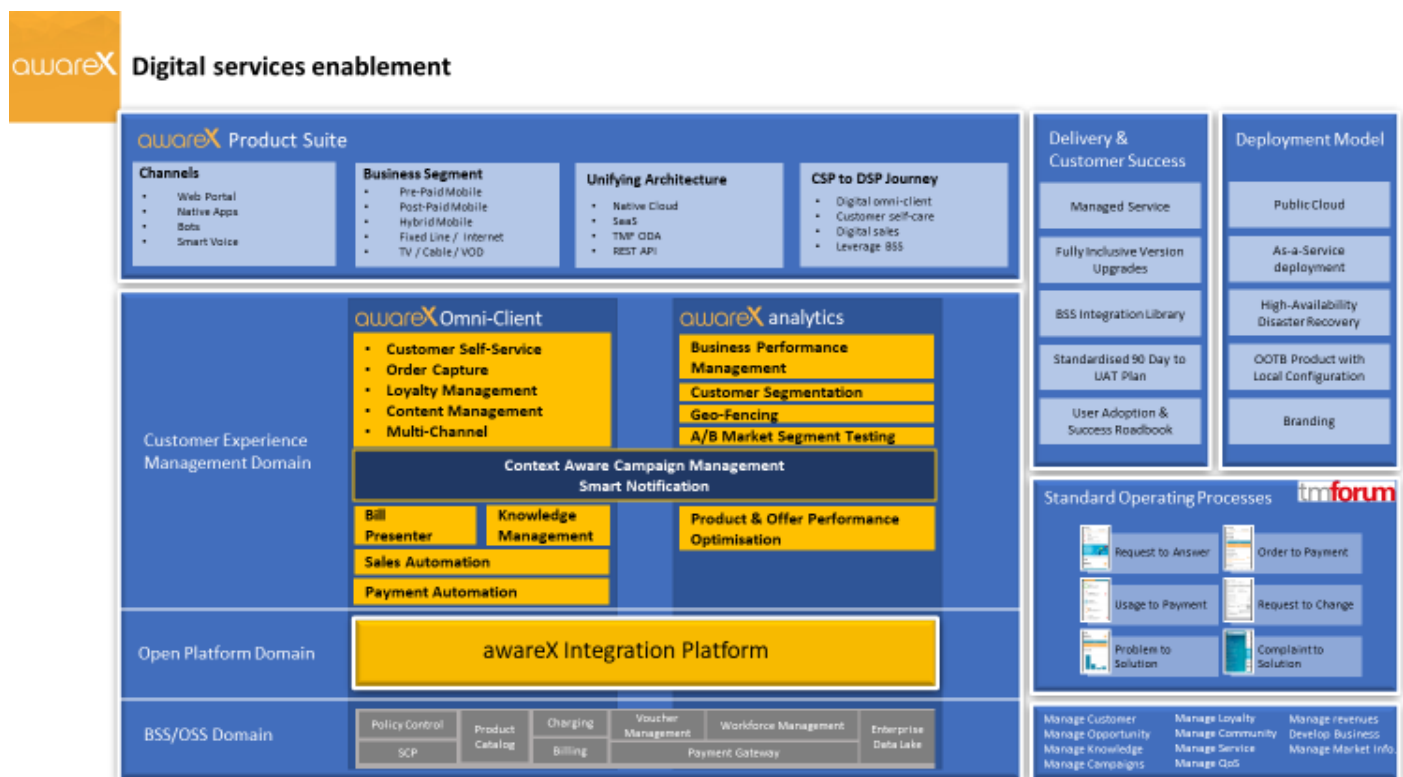
WHAT ARE THE E-COMMERCE FUNCTIONS OF THE AWAREX SYSTEM?

As well as full Omni channel customer self-service the awareX system includes a full 'out of the box' OOTB cloud-based capability for analytics, reporting and marketing to enable upsell of products and services to your user base through the digital channels.

The system works across all digital omni channels for a comprehensive engagement ability with your customers.

The primary concept is to enable the best possible customer engagement and experience using context aware data in combination with micro segmentation to offer the right product to the right person at the right time in the right place. This has been shown in our operational system to provide transformational level of click through rates and purchases compared to traditional industry marketing activities.

The architecture below shows how the analytics enables context aware campaign management across all digital omni client channels by tight integration to the awareX integration platform.



A DIGITAL SERVICE PROVIDER SOLUTION

PRINCIPALS

The analytics are tightly integrated to the awareX integration platform offering a cloud-based system for standard dashboards, add-hoc reporting, end-user activity reports, contextual offerings and marketing upsell with specific campaigns.

The business process is to use the analytics to understand your customers and how they use the system, gain customer insights about the use of your products and services, time when and where they use them and which products they like and then build micro segmented target groups for pro-active marketing campaigns. We use push messaging which is context aware so that instead of irritating sales messages, end users are offered products and services which are relevant and valuable to them, such as a roaming voucher when they arrive at the airport.

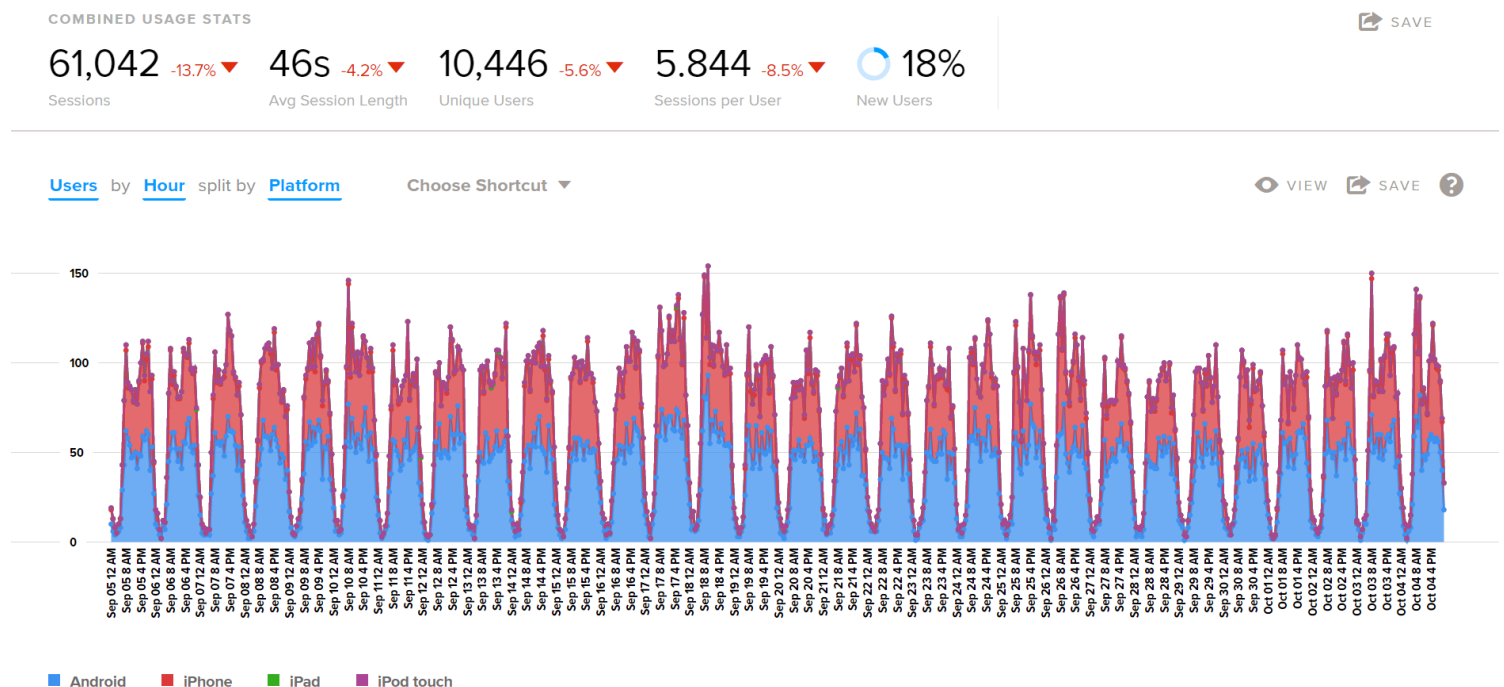
The system is structured in 3 main capability areas.

- Analytics
- User Insights
- Marketing

ANALYTICS

Having the best data is the key to breaking through the noise. Understand who your users are and how they're using your app.

Usage: see how end users are using the Apps and digital channels, dashboards and flexible graphs allow you to see exactly the usage profile through time for both Android and Apple devices. The Usage report is a great place to get a top-level understanding of how you are engaging with your customers.



COMBINED USAGE STATS

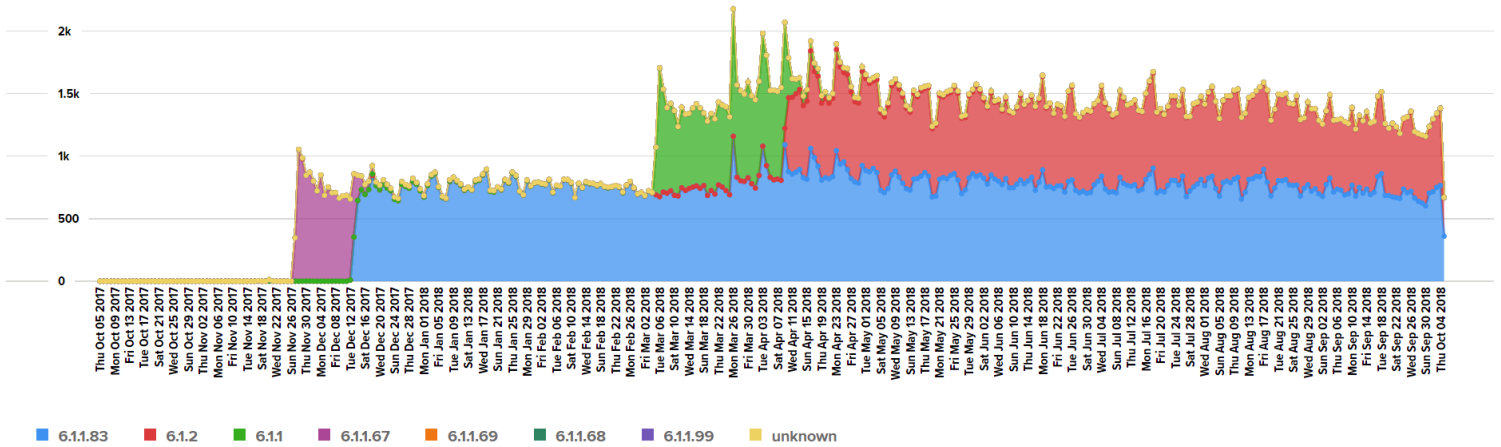
623,489 0.0% ▲ 48s 0.0% ▲ 33,664 0.0% ▲ 18.521 ∞ ▲ 100% ○ SAVE

Sessions Avg Session Length Unique Users Sessions per User New Users

Users by Day split by App Version

Choose Shortcut ▼

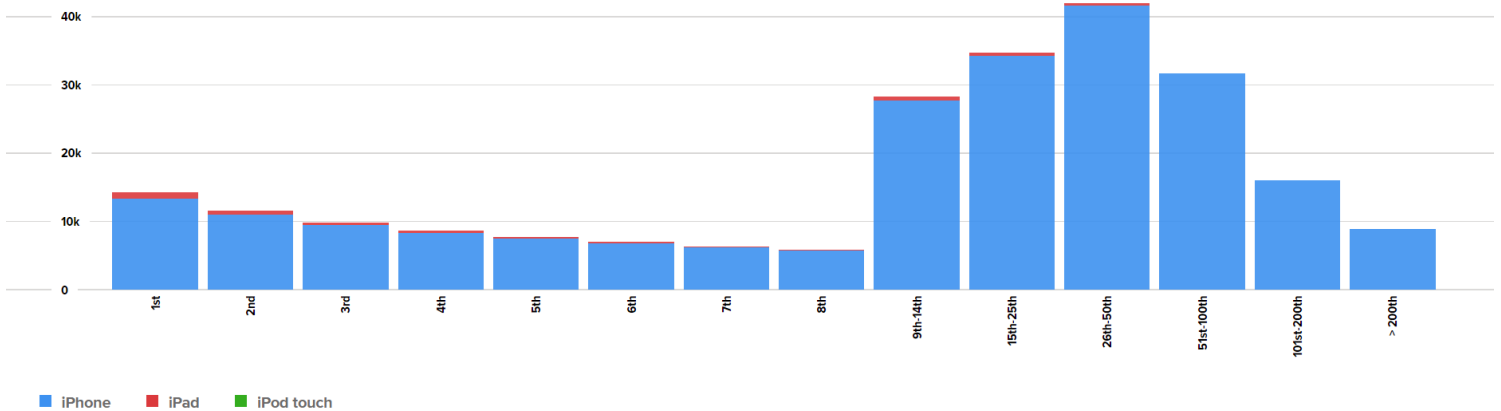
VIEW SAVE ?



Engagement: lets you see how much time users are spending in your app and how frequently they are returning. This is important as you need to understand Top-Up behavior, Bill payment and purchase of products and services thru the digital channels.

Sessions by Loyalty split by Platform

Choose Shortcut ▼



SUMMARY

50s

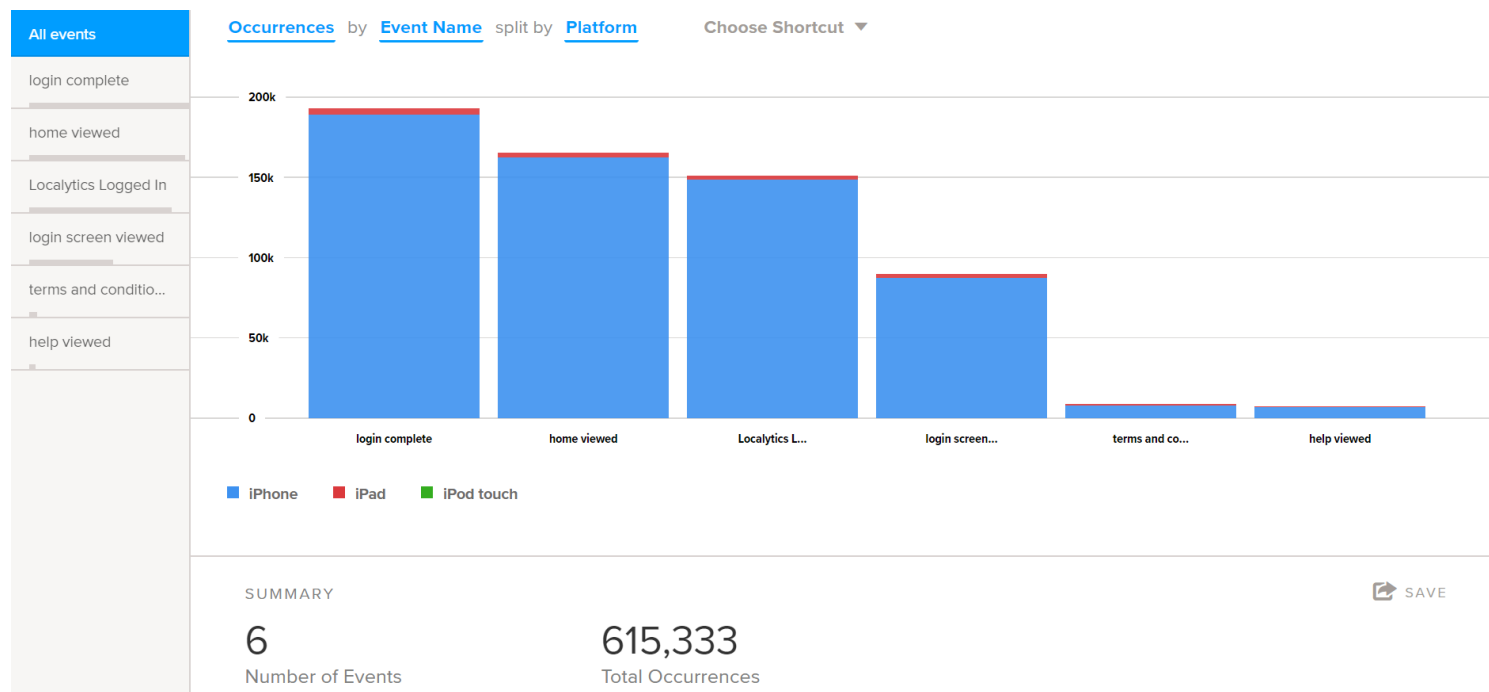
Average Session Length

22s

Median Session Length

SAVE

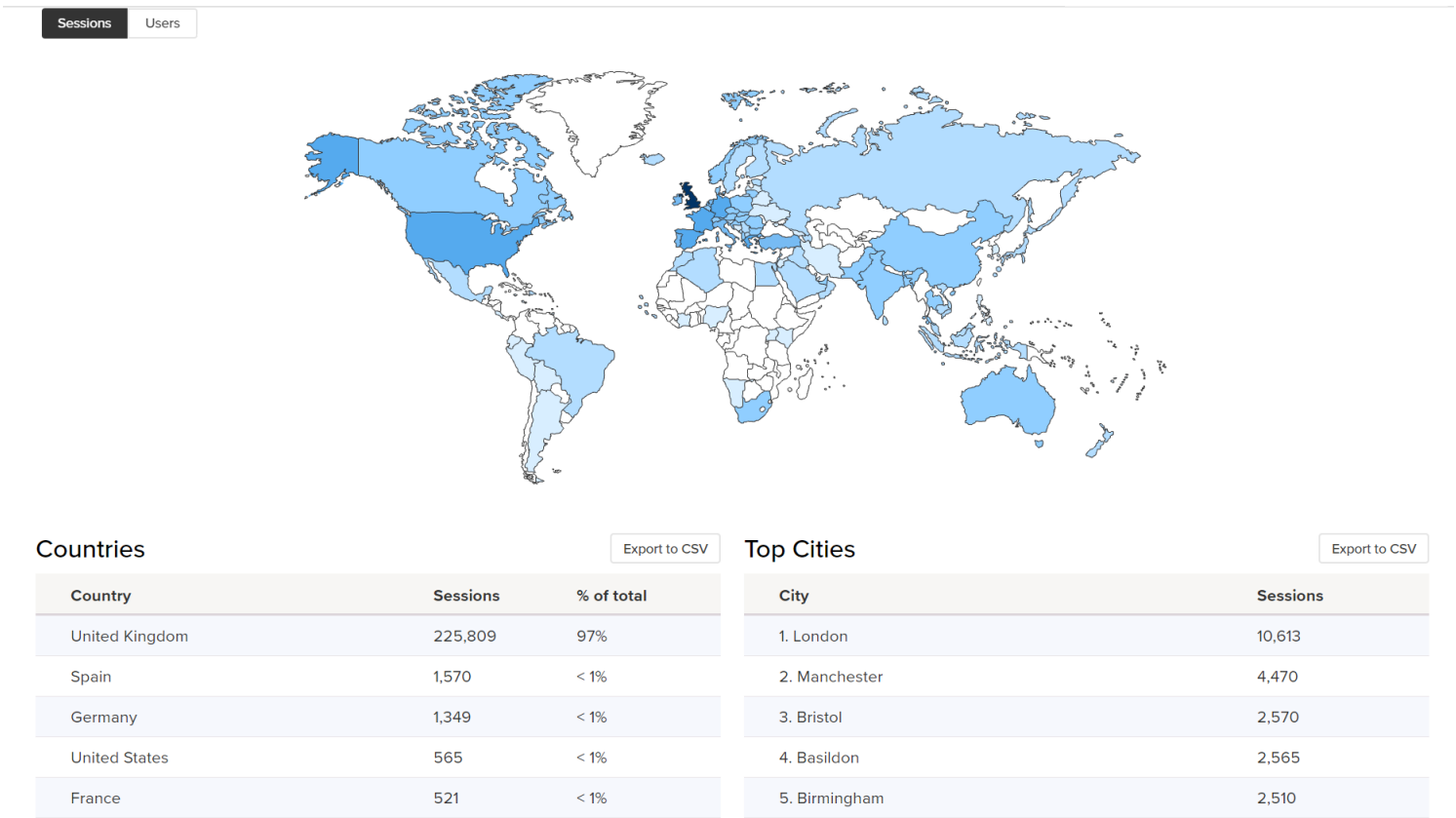
Events: allows you to quickly see rich details and trends related to the behaviors you are tracking in your app through the event tags which awareX has pre-configured.



Flows: allows you to visualize how users navigate through screens in your app. You can see the most popular screens and functions as well as those that your end users do not visit often. This is used to optimize the App layouts, content and updated versions to ensure an optimized customer experience.



Location: report gives you visibility into where your app is most popular. View the countries, general areas, and cities where users access your app.

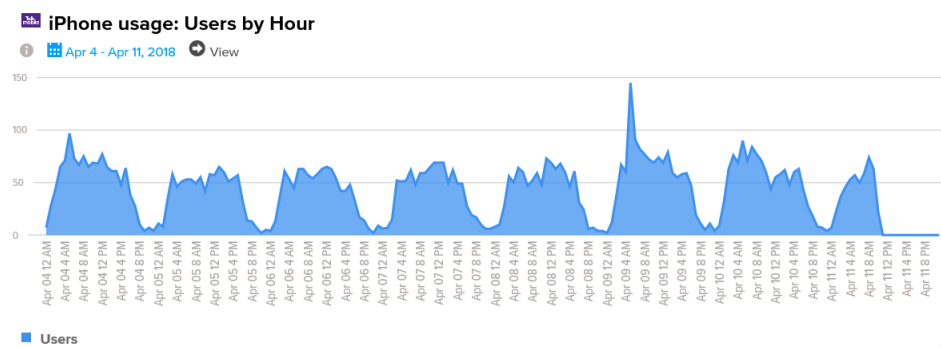
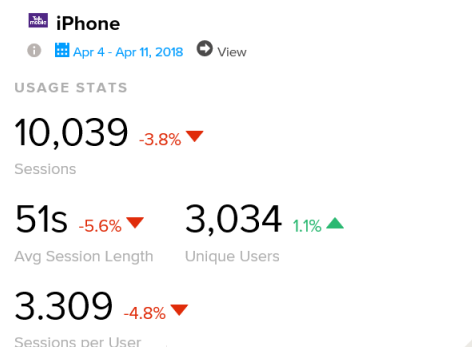
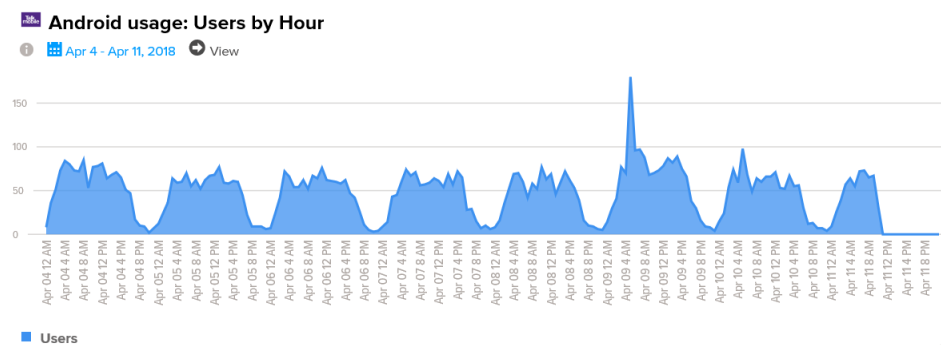
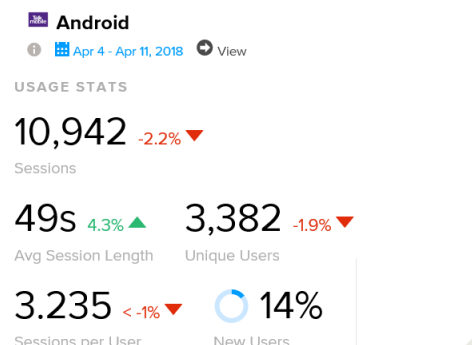


Custom dashboards: You can simply build and save dashboards that provide a view all your most important analytics reports on one screen. You can even apply specific filters to specific charts and tables, saving you time when it comes to analyzing the data.

Last 7 Days

Created by you, last updated Mar 23, 2018

SAVE ACTIONS ?



USER INSIGHTS

Delivering a great customer experience comes from a designed and purposeful customer engagement, to enable this awareX allows you to understand your end customer behavior when using the digital channels for self service or product upsell. You can understand where drop-off points are, reveal predictive insights, and understand your users' profile composition. You are then in an empowered position to help guide optimization changes to your app and your app engagement strategy.

Predictions: allow you to forecast how likely app users are to churn or perform conversion events like purchasing a new product or service. You can leverage these predicted likelihoods to proactively communicate with the right users to reduce churn and increase conversions directly through the digital channels.

Profiles: This is where you can upload and export user Profile data and visualize the data that has been uploaded to date.

Segments: lets you group users based on observed activity. You can use Segments to filter or split other User Insights and Analytics reports. This allows you to evaluate traits and behaviors that make a certain group unique.

Funnels: every sale within your app has a starting point and a finish line, often with multiple steps in between. Funnels help you surface the behaviors that drive sales conversions or abandonment, empowering you to measure and optimize user experience.

Retention: allows you to see how sticky your app is with users. Use the Retention report to gauge user loyalty, see which behaviors drive repeat engagement, and compare retention among cohorts of users.

Lifetime Value (LTV): provides insights on the value your users generate through the digital channels through the payment of bills, purchase of Top-Ups and new plans, products and services. You can see the volume and value of transactions that occur over time and which types of users generate the highest LTV.

MARKETING

In the awareX system having analyzed your customer base, gained insights into their usage and preferences and set up segments, Geofences and target groups you can then enable a context aware sales and marketing engagement through the digital channels for upsell of new revenues. AwareX allows you to send richer, more compelling automated messages that improve the customer experience. See what's working, what's not, and make adjustments to squeeze every bit of ROI out of your app. The customer click through rates, experience and value for money are vastly superior to traditional advertising approaches (check out the link for details).

<https://www.awarex.com/blog/mobile-advertising-customer-service-how-to-expose-the-value>

The Messaging screen: gives you a snapshot of current message activity, upcoming messaging campaigns, and a list of all created campaigns. Visit this page to create and edit campaigns as well as evaluate their performance.

Audiences screen: to group users based on who they are and what actions they've performed inside your app. You can use Audiences to specify which users should receive a messaging campaign.

Places: allows you to build geofences that can be used to view highly detailed location-specific data and send real-time push notifications to users based on their physical location. Places geofences work even if a user doesn't have your app open.

Edit Geofence

LOCATION
Click on the map to choose a point, or enter longitude and latitude manually.

Longitude

Latitude

Radius 500 meters

INFO

Identifier

Description

Labels (comma-separated)

ANALYTICS
You can track events when users enter or exit a geofence, or both. This does not impact your ability to trigger campaigns at all.








☒ Track on enter ☒ Track on exit

Event attributes for this geofence ([configure](#)):











Attribution: shows you how users found out about your app (e.g. which ad campaign they clicked on before downloading). It also shows downstream usage data, so you can see which acquisition sources are delivering the most valuable users.

Remarketing: helps you manage digital display ads shown on Facebook. Use Remarketing to drive re-engagements and conversions among existing users or use “lookalike” audiences to acquire new users who look like your best customers.

MARKETING

-  Attribution
-  Audiences
-  Messaging
-  Places
-  Profiles
-  Remarketing
-  Workflows

ANALYTICS

-  Engagement
-  Events
-  Flows
-  Funnels
-  Location
-  Predictions
-  Retention
-  Revenue
-  Segments
-  Usage