

MobiLytix™ Marketing Studio

POWERING CHAMPION MARKETERS

200+ Mn
DEPLOYED
CUSTOMER BASE

7%+
INCREMENTAL
REVENUE

90%
MODEL
ACCURACY

Champion marketers are on a quest to build customer engagement, drive brand loyalty and deliver world-class returns. The challenges are many. Price and margin pressure, shifting revenue sources, complex ecosystems and the high expectations of digital-savvy customers. Meeting these challenges requires solutions that harness the power of AI and real-time technology to deliver personalised, contextual digital experiences in real-time and at scale.

MobiLytix™ Marketing Studio

An integrated suite of specialist MarTech products for Telcos

MobiLytix Marketing Studio brings together AI-powered real-time decisioning, digital marketing and reward and loyalty platform capabilities to provide marketers with a one-stop solution to execute omni-channel high-impact marketing programs.



Increase Top-line Revenue



Lower churn



Accelerate use of AI



Create a unified customer profile



Enable real time personalization at scale



Generate leads and nurture to conversion



Drive customer lifetime value



Integrate with speed and agility



Stand-Alone Products or an Integrated Solution

MobiLytix™ Marketing Studio products can be used stand alone or in pre-integrated combinations to seamlessly execute marketing programs through all channels.

MobiLytix™ Marketing Studio

PRODUCTS

MobiLytix™

REAL TIME MARKETING

An AI-powered real-time interaction management and multi-channel marketing automation platform.

Achieve up to **7%** incremental revenue from CVM

MobiLytix™

DIGITAL MARKETING

A customer engagement automation platform for crafting personalized journeys and content across a brand's digital channels.

Consolidate digital marketing applications into one **200%**

MobiLytix™

REWARDS

An end-to-end marketing solution for delivering engaging loyalty and rewards programs to consumers, enterprises and employees.

Reduce High-Value Customer churn by up to **50%**

MobiLytix AI^x

AI PLATFORM

New generation AI modeling workbench that accelerates model development.

Cut time-to-deploy models by **50%**

SERVICES

Data Science

AS-A-SERVICE

Accelerate the use of AI in CVM with 70+ ready-built and proven models that support engagement across the customer lifecycle.

Managed

MARKETING SERVICES

Leverage our specialists in CVM consulting, analysis, campaign operations and performance evaluation. Reduce time to market and improve returns.



Proof is in the outcome



Indonesian CSP
NET INCREMENTAL REVENUE **7%**

Partnered with Operator to Boost Incremental Revenue & Drives ROI in a Highly Competitive Market with MobilLytx™ Real Time Marketing, Data Science and Managed Marketing Services



Middle East CSP

5% NET INCREMENTAL REVENUE

Deliver Data Science-Driven CVM Campaigns for Postpaid Mobile, Prepaid Mobile and Fixed Line Services using MobilLytx™ Real Time Marketing, Data Science and Managed Marketing Services

End-to-End Capability

A Unified Customer Profile and AI-powered centralised decisioning driving personalised offers and content through email, web, mobile and social channels

Agile and Flexible

No-code GUI configuration supporting fast implementation of campaign use cases and new channels and CVM ecosystem applications

Scalable & Fit for Purpose

Services based architecture that scales and is designed for high-volume event and transaction processing environments

Higher Returns

Reference case studies of 7%+ incremental revenue enabled through event-by-event real-time decisioning and capabilities that minimise customer profile latency.

Rapid Integration

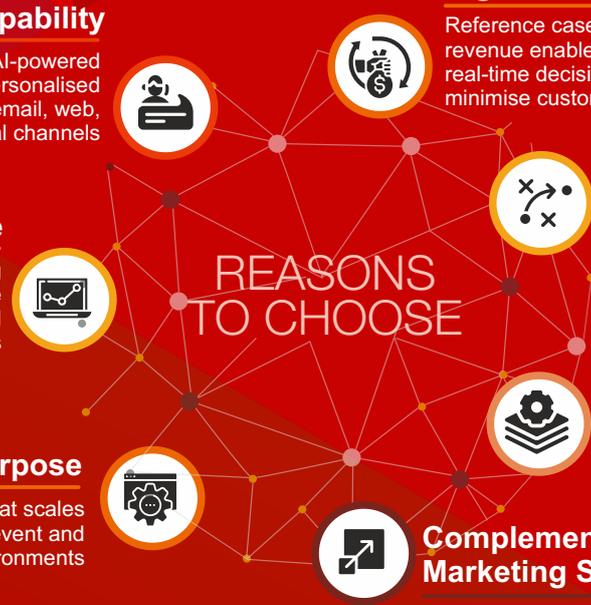
Configurable Integration Gateway rapidly integrates with source applications and systems reducing IT and project efforts

Complementing Data Science Services

Accelerates the adoption of AI to enrich customer profiles and increase returns from offer decisioning

Complementing Managed Marketing Services

CVM consulting, data analysis, campaign operations and performance reporting



About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com