

MobiLytix™ Marketing Studio

The flip that Growth Needs

8%+

PEAK INCREMENTAL
REVENUE

70+

PRE-BUILT AI
MODELS FOR CVM

220+

MN DEPLOYED
CUSTOMER BASE

Comviva powers marketers
to deliver world-class results



The challenges for CSP marketers are many. Price and margin pressure, complex and ever-changing ecosystems, dispersed customer data, multiplication of digital engagement channels and growing customer expectations.

Comviva's MobiLytix Marketing Studio is a suite of specialist MarTech products supporting the seamless execution of marketing programs across the customer life-cycle from acquisition to retention through legacy and digital channels.

Next Generation Marketing Solutions

The flip that Growth needs

PERFORMANCE

Industry best CVM program results



FLEXIBLE

Richly configurable interfaces, unique use case framework & auto-AI workbench

INTEGRATED

Specialist integrated MarTech products that deliver results

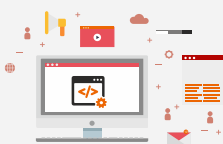
LAUNCH READY

Agile deployment within weeks

MobiLytix Marketing Studio can be used stand alone or as a pre-integrated solution. Fast implementation is supported with Comviva's proprietary integration gateway. Market-proven data science and managed marketing services augment client teams to drive business growth.

Products

MobiLytix™ REAL TIME MARKETING



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

Achieve up to **8%** incremental revenue from CVM programs

MobiLytix™ AI^x



Our next generation AI modelling workbench for data scientists that halves the time for model deployment.

MobiLytix™ DIGITAL MARKETING



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

Reduce the number of applications used and increase engagement by **200%**

MobiLytix™ REWARDS



An end-to-end marketing solution for delivering engaging reward-based promotions and loyalty programs to consumers, enterprises and employees

Reduce High-Value Customer churn by up to **75%**

Services

DATA SCIENCE-AS -A-SERVICE

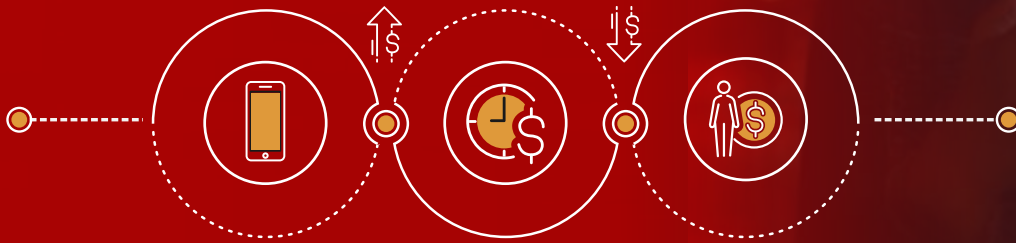
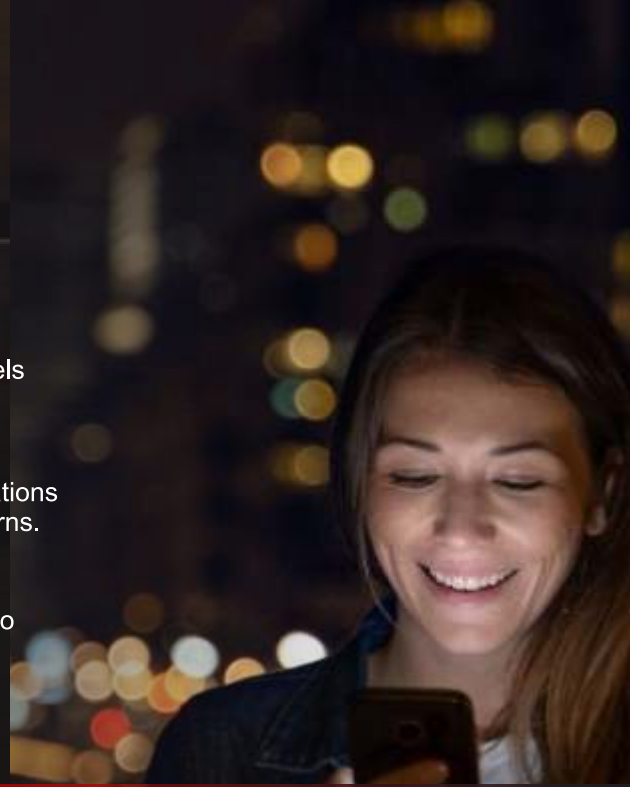
Accelerate the use of AI in CVM with 70+ ready-built and proven models that support engagement across the customer lifecycle.

MANAGED MARKETING SERVICES

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

REWARD AGGREGATION SERVICES

We partner with some of the worlds most trusted reward aggregators to deliver enriched and compelling coalition loyalty programs.



Business & Technology Market Proven



Drive Incremental Revenue with a proven partner



Accelerate application of AI



Drive digital channel adoption



Grow loyalty with multi-partner loyalty programs



Technology Rich



About Comviva

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company's offerings are broadly divided into three categories- Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

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

