

# Mobile Marketing at Leading Turkish Cellular Operator

## Business Problem

Client has a *Permission Based Marketing Database* consisting of customers who permitted to receive external advertising messages. Advertisers contact the Client to send an advertising message to this database via cell phones. Client is paid based on the response rate. The goals are to increase the response rates of the campaigns, and to generate enough leads as demanded by the advertisers.

## Business Solution

Currently, the lead list for a campaign is determined by analysts who formulate business rules to target a specific population supposed to respond positively to a message. This method is manual, non-replicable, error prone, and most importantly, do not use the knowledge embedded in the campaign responses accumulated over the years. The proposed solution is a *Predictive Modelling System* that profiles the potential responders to a campaign by statistical analysis of historical campaign communications data. The system was designed to achieve the following:

- Create a targeted lead list when the campaign is defined anew
- Update the lead list of an ongoing campaign by adapting to the fresh response data. Hence, the system is a learning system whereby responses collected from the field are used to refine the target list for an ongoing campaign.

## Business Results

~ 100-300% increase in response rates depending on the types of campaigns. Campaigns allowing adaptive modelling resulted in higher response rates. Analysts no longer define target lead lists for campaigns, but focuses on other creative work. The number of campaigns executed has increased by 40%: Encouraged by the success of the system, Client has been able to execute more campaigns. A significant problem with the rule based targeting was the large overlap between target lists of various campaigns. As statistical models are able to explore a larger characteristics space than an agent's mind, this problem was eradicated.

## Intelligence

Two separate modelling jobs are carried out: **Real-time modelling jobs** are those when an analyst demands a lead list for a newly defined campaign. Campaigns are tagged with

concepts coming from a pre-defined *Concept Ontology*, and target lists are prepared as a mix of formerly-built concept profiles. **Batch modelling jobs** are those refining the lead list with responses to an on-going campaign.

### **Speed**

Real-time modeling/scoring for preparing leads at campaign initiation stage. Batch modeling/scoring for adaptive update of models as responses are collected.

### **Scale**

50-60 modelling jobs per day. The system is scalable to handle thousands of predictive modelling jobs per day.

### **Automation**

Model building, updating, and scoring is fully automated.

### **Adaptivity**

Adaptivity is essential for the system to operate. The lead list for a campaign is updated on a daily basis as the responses keep incoming.