

Revolutionise your telco customer marketing strategy

Reduce the cost and improve the performance of customer retention, acquisition and loyalty
Novatiq enables telcos to use first-party data to truly know their audiences and reach them in real-time, in a privacy-first environment that customers can trust.

Actively target existing customers across new environments using your own customer intelligence, keeping subscribers happy with highly relevant bundles and offers and reducing churn rates.

Engage existing customers wherever they are with campaigns for complementary and higher-end products by truly understanding what they need.



Success story: 50% ROI uplift for this leading telco

A leading mobile operator wanted to target existing female customers aged 18–45 to promote their new smartphone app. Rather than low-impact SMS messaging, they used their own consented customer intelligence, enabled by Novatiq, to engage women in-app and across the open mobile web – powering up their Mother’s Day campaign.

Campaign Result

50% uplift in ROI
82% increase in CTR

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