Soon, publishers and marketers will need to shift to a first-party data strategy – which means leveraging customer intelligence gathered from direct interactions with customers.

With Novatiq’s patented ID solutions, telcos have a unique opportunity to develop a one-stop hub for standardised first-party data, creating a revenue opportunity while increasing campaign performance with the richest audience cohorts in the market.

1. Create a one-stop solution for first-party audiences
   Become the leading provider of the richest audiences in the market. Telcos are in a prime position to develop the best all-in-one solution combining consented deterministic and first-party data from publishers and brands.

2. Provide standardised market access
   Enable access to standardised and harmonised first-party data for audience activation, enriching the value of intelligence available to the market.

3. Ensure safe activation
   Ensure that first-party data, including telco own customer intelligence, can be safely activated in the open web using Novatiq’s patented privacy-first transient Hyper ID.

What’s the benefit?
Creation of a one-stop first-party data solution with standardised access to first-party data and safe activation powered by Novatiq creates a substantial market opportunity whatever the size of the telco.

Marketer success story:
150% uplift in conversion rates for HSBC
HSBC wanted to drive audience uptake of their premier accounts by targeting a niche custom audience. Leveraging customer data intelligence enabled by Novatiq, the bank drastically improved their conversion rate and exchanged passive clicks for meaningful visitors.

Campaign result
50% uplift in conversion rates
10% increase in form submissions
15% decrease in bounce rates

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