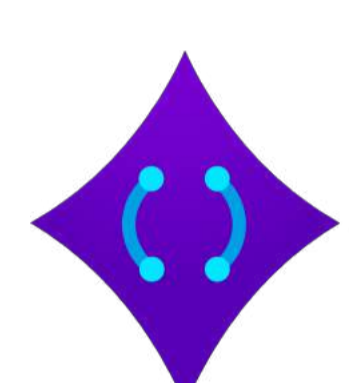


Optimise your telco marketing strategy with NovatIQ's dual ID solution

Working seamlessly together, our two IDs help telcos activate more of their own first-party customer intelligence in their marketing campaigns—for real results.

A patented platform of two IDs



Zenith ID
for audience verification

Consistently recognises telco customers (and non-customers) across all sites and devices, making it easy to reach them outside of telco online environments.



Hyper ID
for audience activation

Securely activates telco consented customer information in real-time to power internal marketing campaigns for loyalty and retention, and ensure acquisition spend is not wasted on existing customers.

Precision messaging = measurable results



Cost efficiency
Saves ~20% on media spend by reducing reliance on third-party data



Safer buys
Potential 15%+ budget saving from less fraudulent inventory



Improved ROI
25% potential increase from precise one-to-one media buys



Targeting accuracy
Stops budget wastage by identifying existing customers not to be targeted with acquisition campaigns

Telco success stories:



Internal marketing
50% ROI uplift



Increased conversion
30% increase in CPM rate