N2 Reach

DNS Powered Communications
A New Approach for Service Providers

N2 Reach is an innovative communication channels purpose-built for service providers to communicate with their subscribers via browser-based messages. With N2 Reach, service providers can deliver the most appropriate promotional or customer care message to each subscriber at the most relevant moment.

Challenges

Existing communications methods – such as email, direct mail and telemarketing – are outdated, ineffective and expensive. Limitations include the following:

- Low impression and conversion rates
    - Inability to personalize messages to individual subscribers
    - Lack of timeliness in message delivery
- High cost with unpredictable results
- Inability to optimize communications with closed-loop programmatic campaigns

Solution

With N2 Reach browser-based messaging, service providers provide subscribers with personalized information required to improve their Internet service experience. The benefits of N2 Reach include the following:

Personalize: Providers can deliver the right message to the right subscribers at the right time.
Reach: Communicate with every subscriber that uses a browser with personalized messages.
Convert: Browser-based, personalized messages are more effective at reaching and converting subscribers than traditional communication channels such as email, direct mail and tele-marketing.
Measure: Closed loop campaign management to optimize campaign effectiveness and ensure superior results compared to traditional communications channels.

Closed Loop Campaigns for Digital Marketing & Communications

Collect
- Precisely identify campaign subscribers via dynamic recipient management
- RESTful API integration with existing CRM, billing and OSS systems

Create
- Optimize campaign design with intuitive campaign editor
- Flexible, browser-based messaging including interstitial, banner, floating and captive portal messaging
- Utilize pre-defined message templates or service provider's own brand and art work to deliver personalized messages and time-based, multi-stage campaigns
- Integration of service provider resources into message – such as embedded link to a customer portal – to enable bi-directional communication and support message's call-to-action

Execute
- Message delivery and execution via campaign scheduling and administrative oversight functionality, subscriber user experience safeguards and message triggers

- Highly scalable solution deployed and utilized in messaging campaigns with major service providers messaging millions of subscribers

Report & Segment
- Publish reports on campaign effectiveness measuring a wide variety of metrics including message impression and message conversion metrics. Additionally, these reports can be utilize to further segment recipient lists

Optimize & Analyze
- Segmented recipient lists can be utilized to build optimized programmatic campaigns, essentially publishing multiple messages in a single campaign with message optimization based on analyzed metrics such as message impression and conversion. The product's segment and optimization features can also be used to support effective A/B testing to ensure the publication of the most effective messaging campaigns.

Campaign Lifecycle — Collect, Create, Execute, Report, Segment, Optimize, Analyze

Left: Campaign process made easy with N2 Reach

Impactful & Cost-Effective Communications Channel
- Network-based solution eliminates the need for device-level installation, configuration and maintenance by subscribers
  - Device and operating system independent
- Integration of any content or technology/tool that can be served on a webpage into a browser message
  - Service provider customer portal integration shifts communications from telephone to web-based channels
  - Instant message/chat tool integration enables bi-directional communication with subscribers
  - Security tools integration such as dual-factor authentication, challenge key authentication or mobile-text verification processes grants subscribers ability to verify message
- Nominum-developed "safe-to-message" domain list
  - Provides brand protection by ensuring messages are not displayed on inappropriate sites

Sample Use Cases

Customer Support:
- Late Bill Pay Notification
- Service Appointment Notification
- Maintenance Alert
- Modem Swap Notification
- Excessive User Connection Alert
- Reduce Churn

Legal:
- Copyright Infringement Notification
- Terms of Service Change Notification
- Opt-In/Opt-Out Service Notification
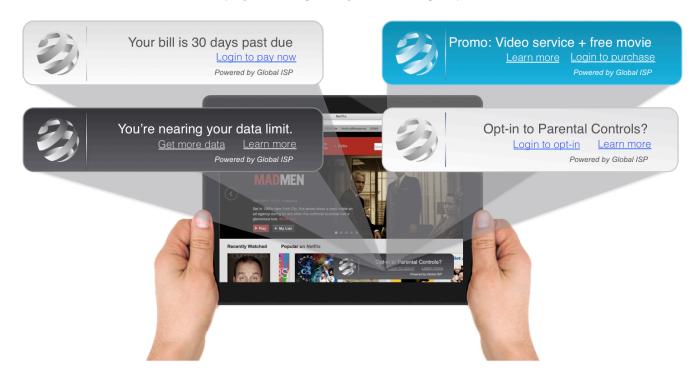- Data Breach Notifications

Marketing & Cross-Sell/Upsell:
- Cross-sell/Upsell Value Added Services Messaging
- Net Promoter Score Survey
- New Subscriber Onboarding
- New Service Announcements
- Customer Loyalty Offers

Security:
- Infected Subscriber Alert
- Malware Site Alert

Below: In-Browser Notifications display wide range of styles & message topics

N2: Integrated Service Delivery Platform
- Carrier-grade, software-only solution reduces cost and ensures solution flexibility
- End-to-end integration with Nominum N2 platform solutions: Vantio DNS Policy Management, ThreatAvert & N2 Engage Applications (Subscriber Safety and Personal Internet/Parental Controls)
- Cost and risk mitigation via the elimination of service provider developed/maintained middleware
- Bi-directional data integration with CRM, B/OSS, social and data analytics platforms to ensure access to data-driven, complete subscriber profiles