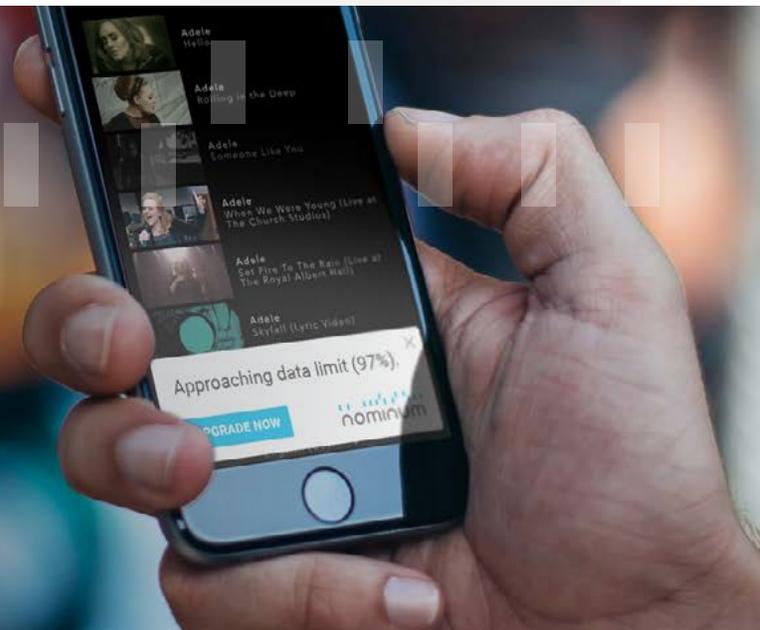nominum

NOMINUM® N2™ REACH

Boost engagement and conversions

Want to drive extraordinary engagement and conversion rates? Searching for new communication tools to reach subscribers in meaningful ways? N2 Reach lets service providers create in-browser messages that typically reach 90 percent of target audiences within the first 24 hours. Multimedia messages—including surveys, videos and web pages—are delivered to subscribers' smartphones, tablets and desktop computers.

Deliver the right message at the right time

Unlike email, which is increasingly ignored by consumers, N2 Reach messages all customers—no email address, phone number or direct mail address is required. N2 Reach has repeatedly delivered conversion rates that are 5-15 times higher than other communication methods.

Pre-built templates help you quickly launch new campaigns

N2 Reach includes a template library where providers can access and tailor message templates that vary by size and type, including video templates. Fonts, images and colors can be incorporated to suit branding needs. The template library is continuously updated to provide a variety of options. Fully customized HTML and JavaScript messages are also supported.

Measure, refine, optimize

Real-time reports on campaign effectiveness measure a variety of metrics including message impression and conversion rates. These reports are utilized to further segment recipient lists or perform A/B testing. Additionally, system logs provide detailed raw data on campaign activities for audit tracking and downloading to external programs.

N2 Reach provides in-browser messaging, a powerful communication channel that boasts far greater engagement and conversion rates than email or direct mail.

KEY HIGHLIGHTS

• 5-15 times better conversion rates than traditional marketing channels

• Provides granular targeting down to the individual subscriber

• Deliver any HTML content including rich media

• Integrates with CRM, other systems for integrated campaign management

• Live metrics make it easy to analyze and optimize

• Easy to deploy
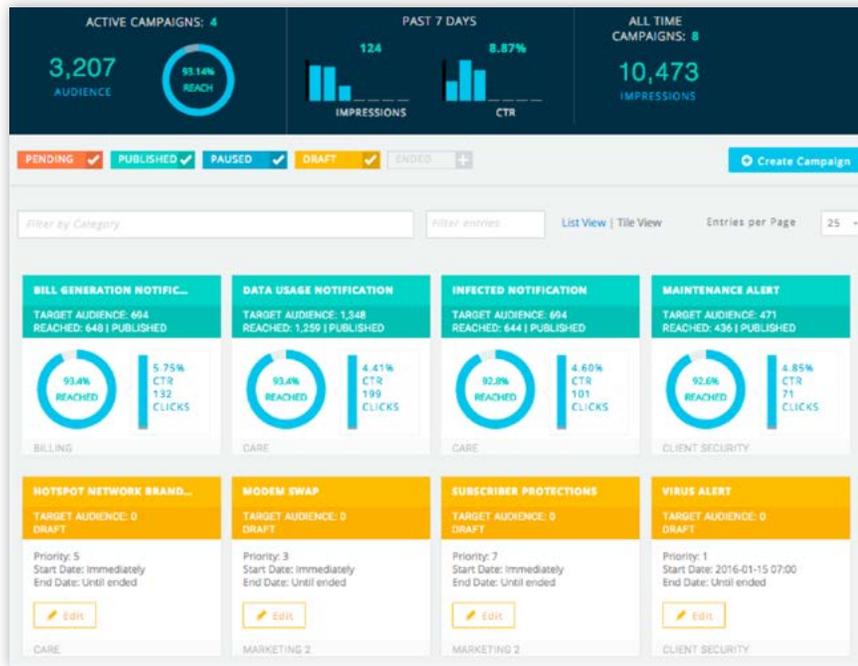
A dashboard provides metrics on all campaigns, impression rates and conversion rates.

Use N2 Reach for a variety of subscriber messaging use cases

Providers across the globe use N2 Reach for a wide variety of purposes—with proven, measurable results. Unlimited, simultaneous campaigns can run at the same time. Sample use cases include:

Bill Payment	Make it easy for subscribers to pay online or schedule automatic payments.
Safety Instructions	Direct infected or at-risk subscribers to safety tools.
Appointment Reminders	Send reminders so subscribers can confirm, cancel or move their appointment.
Cross-sell, Upsell and Bundle	Promote appropriate services that align with subscriber behavior and preferences.
Data Usage Alerts	Alert subscribers when they reach their data limit and help them manage their spend.
Service Plan Upgrades	Improve adoption and increase revenue by offering premium services and data plan upgrades.
Wi-Fi Hotspot Monetization	Generate revenue while satisfying consumer demand for ubiquitous Wi-Fi access.

Personalize the subscriber experience

Create and send messages to specific groups. Target pre-determined web sites to broadcast messages and drive extraordinary results. Leverage APIs to integrate with CRM, B/OSS, social and data analytics platforms so campaigns are automated and seamless.

- **Coordinate your sales, customer service and marketing efforts.** Identify prospects in real-time and reach out at precisely the right time through integration with CRM systems.

- **Finely-tune segmentation**. Target campaign recipients by trigger activities. For example, basic service subscribers who have purchased a pay-per-view sporting event within the past six months in a particular zip code can be offered a premium sports package.

- **"Set and forget" campaign attributes.** Subscribers may be automatically added to a campaign many times or withdrawn at any moment based on certain behaviors such as billing cycles, data limits, premium orders and more. Simply define the criterion and campaigns automatically run.

- **Determine sites where you want your message to be shown.** Nominum keeps a continuously-updated list of over 500,000 popular web sites and evaluates content to ensure messages are not displayed on questionable sites. These site lists can be tailored by providers to reflect their ideal web sites and messages can be targeted to just a handful of websites if desired.

- **Allow opt-in/out of categories**. Providers determine which categories subscribers can opt-out of to ensure only the most relevant messages are being delivered. Customer service representatives are able to access these preferences—in real time—to opt subscribers in and out of campaigns.
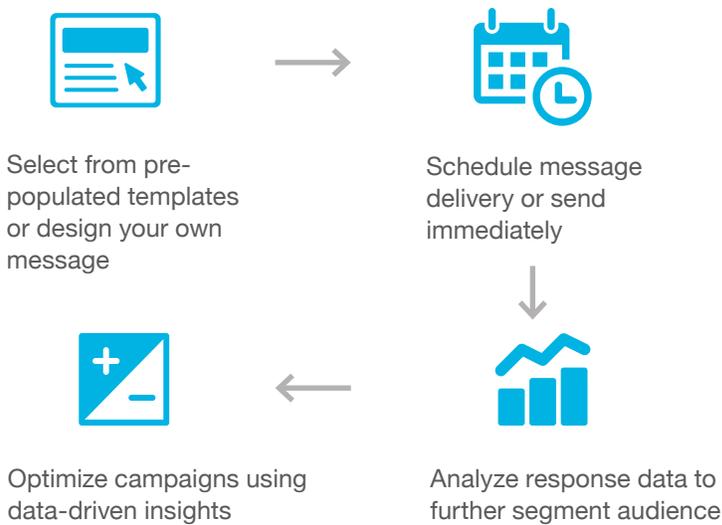

Providers can categorize campaigns and allow subscribers to opt out of non-essential messaging.

Integrated campaign management

N2 Reach makes it easy to create, send and measure campaigns. A 4-step process—designed for continuous optimization—gets your messages delivered quickly. Once created, messages are triggered based upon particular events such as a late bill or meaningful change to a subscriber's behavior or profile.

Select from pre-populated templates or design your own message

Schedule message delivery or send immediately

Optimize campaigns using data-driven insights

Analyze response data to further segment audience

"N2 Reach has been incredibly efficient for us. It saved us $14 million in message delivery and customer call center costs, and also increased revenues from more people opting in to our new service."

– EMEA Broadband Provider

N2 Reach makes it easy to create, send and measure campaigns.

N2 Reach messages typically are seen by 90 percent of receipients within the first 24 hours.
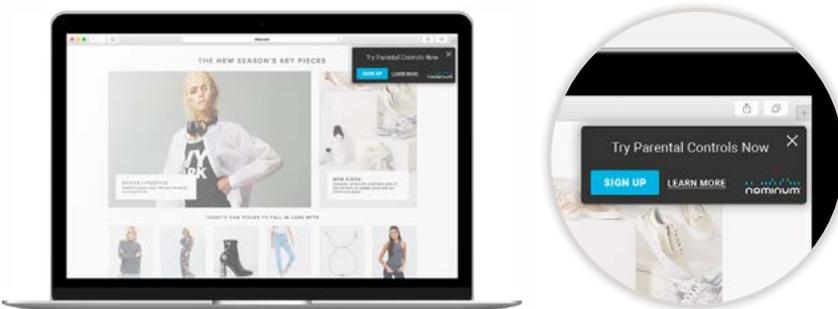
ABOUT NOMINUM

Nominum is the world's DNS innovation leader and the first company to create an integrated suite of DNS-based, subscriber-centric applications that digitally transform service providers while personalizing the online experience for subscribers. More than 100 providers in over 40 countries trust Nominum software to protect their networks and deliver greater value to subscribers.

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