

Smarter Targeting with Claritas Digital – Telco Subscribers

Find telecommunication customers who are ready to switch and stay loyal to their carriers

Claritas Telco Subscriber segments are designed to help you identify and target your key telecommunication audiences online through Claritas' vast Digital Partner Network.

Sell smarter and reach your targets more effectively. Activate against your segments based on their propensity to switch or stay with their wireless or landline provider. These segments will help you engage consumers based on their telecom behaviors with their current carrier. We'll help you choose the right digital audiences to use based on your campaign needs.

IDENTIFY YOUR TARGET



Select your audience based on your target's affinity for telco products and services, or based upon their propensity to switch to a different provider.

ACTIVATE OMNICHANNEL



Place your media buy via your chosen platform – selecting from hundreds in the Claritas Digital Partner Network.

How does it work?

Claritas is everywhere you're marketing!



Plus hundreds of additional media platforms.

All accessible via  LiveRamp
an axxiom company

Ready to meet your next customer?

Contact us at ClaritasDigital@claritas.com for help selecting the right audience to help you win bigger.



Available tech-based data includes:

- **Wireless Switchers**
Switch from AT&T, Switch from Sprint, Switch to Verizon, Switch to MetroPCS, and 14 others.
- **Carrier to Carrier Wireless Switching**
Switch from AT&T to Sprint, Switch from Sprint to AT&T, etc.
- **Landline Switchers**
Switch from AT&T, Switch from Frontier, Switch to Windstream.
- **Retention/Loyalists**
Longtime subscriber to AT&T, Verizon, Comcast or Charter

Data uses:

- **Reach** consumers based on their wireless or landline switching behaviors.
- **Activate** your core wireless and landline customers across your chosen digital platform.
- **Engage** consumers with the appropriate message to attract the right audience for your business.
- **Place your media buy** on your chosen platform via the Claritas Digital Network or through your DMP.



TELECOM SUBSCRIBER ROSTER

Choose from a variety of telecommunications behaviors...

- Wireless Switcher > Predicted to switch from AT&T
- Wireless Switcher > Predicted to switch from Boost
- Wireless Switcher > Predicted to switch from Cricket
- Wireless Switcher > Predicted to switch from MetroPCS
- Wireless Switcher > Predicted to switch from Sprint
- Wireless Switcher > Predicted to switch from T-Mobile
- Wireless Switcher > Predicted to switch from US Cellular
- Wireless Switcher > Predicted to switch from Verizon
- Wireless Switcher > Predicted to switch to AT&T
- Wireless Switcher > Predicted to switch to Boost
- Wireless Switcher > Predicted to switch to Cricket
- Wireless Switcher > Predicted to switch to MetroPCS
- Wireless Switcher > Predicted to switch to Sprint
- Wireless Switcher > Predicted to switch to T-Mobile
- Wireless Switcher > Predicted to switch to US Cellular
- Wireless Switcher > Predicted to switch to Verizon
- Wireless Switcher > Predicted to switch from AT&T to Sprint
- Wireless Switcher > Predicted to switch from AT&T to T-Mobile
- Wireless Switcher > Predicted to switch from AT&T to US Cellular
- Wireless Switcher > Predicted to switch from AT&T to Verizon
- Wireless Switcher > Predicted to switch from Sprint to AT&T
- Wireless Switcher > Predicted to switch from Sprint to T-Mobile
- Wireless Switcher > Predicted to switch from Sprint to Verizon
- Wireless Switcher > Predicted to switch from T-Mobile to AT&T
- Wireless Switcher > Predicted to switch from T-Mobile to Sprint
- Wireless Switcher > Predicted to switch from T-Mobile to Verizon
- Wireless Switcher > Predicted to switch from US Cellular to AT&T
- Wireless Switcher > Predicted to switch from US Cellular to Verizon
- Wireless Switcher > Predicted to switch from Verizon to AT&T
- Wireless Switcher > Predicted to switch from Verizon to Sprint
- Wireless Switcher > Predicted to switch from Verizon to T-Mobile
- Wireless Switcher > Predicted to switch from Verizon to US Cellular
- Wireless Loyalist > Longtime subscriber with AT&T
- Wireless Loyalist > Longtime subscriber with Sprint
- Wireless Loyalist > Longtime subscriber with T-Mobile
- Wireless Loyalist > Longtime subscriber with US Cellular
- Wireless Loyalist > Longtime subscriber with Verizon
- Wireless Switcher > Predicted to switch from Postpaid to Prepaid plan
- Wireless Switcher > Predicted to switch from Prepaid to Postpaid plan
- Wireless Switcher > Switchers carriers often
- Wireless Loyalist > Longtime subscriber with current provider
- Wireless > Postpaid plan subscriber
- Wireless > Prepaid plan subscriber
- Landline Switcher > Predicted to switch from AT&T
- Landline Switcher > Predicted to switch from Charter
- Landline Switcher > Predicted to switch from Comcast
- Landline Switcher > Predicted to switch from Cox
- Landline Switcher > Predicted to switch from Frontier
- Landline Switcher > Predicted to switch from Verizon
- Landline Switcher > Predicted to switch from Windstream
- Landline Switcher > Predicted to switch to AT&T
- Landline Switcher > Predicted to switch to Charter
- Landline Switcher > Predicted to switch to Comcast
- Landline Switcher > Predicted to switch to Cox
- Landline Switcher > Predicted to switch to Frontier
- Landline Switcher > Predicted to switch to Verizon
- Landline Switcher > Predicted to switch to Windstream
- Landline Loyalists > Longtime subscriber with AT&T
- Landline Loyalists > Longtime subscriber with Charter
- Landline Loyalists > Longtime subscriber with Comcast
- Landline Loyalists > Longtime subscriber with Cox
- Landline Loyalists > Longtime subscriber with Frontier
- Landline Loyalists > Longtime subscriber with Verizon
- Landline Loyalists > Longtime subscriber with Windstream



Privacy Safe Solution

We use opt-in proprietary research and trusted third party 3rd data to capture behaviors that drive our audiences. We do not deliver PII with our audiences.



Coast-To-Coast Coverage

Mitigate scale-loss with a solution that segments the entire U.S. population into 68 mutually exclusive groups, giving you the ability to personalize at scale.



Single & Multi Behavior Audiences

Target based on over 2000+ single behavior audiences or personalize engagement with multi-behavior audiences that give you a holistic view of the consumer.