TELCO

playbook

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TELCO INDUSTRY

In 2019, eMarketer projected that the Telco industry would have a **15% ($15.6B)** year-over-year digital ad spend growth in the US before COVID-19. Like most industries, once the pandemic hit, marketers within the Telco landscape had to adjust their marketing strategies to align with the changing consumer behaviors and purchase priorities.

This playbook will share how the Telco industry has changed over the last several months and what trends will shape the coming months.

POST-COVID TELCO TRENDS

With stay-at-home orders in place, more people are dependent on Wi-Fi data due to work from home and online learning environments. According to new data from Twigby, a nationwide phone service provider, **39%** of survey participants have been relying on their phones more due to social distancing, and **54%** were using more Wi-Fi data. Specifically, video streaming on internet-connected devices saw a 100% increase in average time spent streaming compared to the same time last year.

9to5Google reports that smartphone shipments fell by 272 million units in Q1 2020, down **13%** from Q4 2019. That's not only the most significant drop in the smartphone market as a whole but also the lowest level since 2013. And in Q2 2020 things, the smartphone market plummeted over **20%** compared to the previous year. During uncertain economic times, consumers are no longer spending money on nonessential products such as new phones.

Interestingly, stay-at-home restrictions have increased consumers' reliance on these services to stay connected with loved ones and work from home. Visual Capitalist reports that the Telco industry is still poised to see **4%** growth in ad spend in 2020 as brands put their focus on data and bundle packages.

Moreover, the pandemic has proved to be a turning point for the telecommunications industry, as the importance of faster internet speeds is emphasized, and the potential of 5G is realized.

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CONSUMER PROFILE

According to a recent Deloitte study, to recover from the COVID-19 shock, tech companies need to appeal to older consumers—those who have money to spend but choose not to spend it on tech.

Their research showed that "Boomers are willing to spend now on goods and services that matter to them. Unfortunately for consumer tech companies, new devices are low on the list. For example, although **92%** of Boomers have a smartphone, **43%** haven't upgraded theirs in the last two years—and **58%** of Boomers have no plans to buy or upgrade in the next two years.

❝ Gen Z and Millennials, plugged in to a broader range of technologies, plan to increase their spending on electronics in the coming month. But counting on younger consumers to keep tech companies afloat is a risky strategy: With less wealth and job security—especially at this unsettled time—they're the most concerned about making their payments, and many are putting off large purchases such as pricey new devices.

During the pandemic, consumers of all ages are finding themselves more reliant than ever on tech for connections: to family and friends, to entertainment, even to doctors. Tech companies can make a persuasive case that fitness trackers, smart home speakers, upgraded smartphones, and other devices can help Boomers and Matures be more self-reliant and less isolated. ❞

Before Covid-19, research states the average Telco consumer shops for a new Telco provider or network when they have a life stage change such as graduating college, getting married or starting a family, have experienced poor service or device issues, or are looking for a bargain because of economic changes/instability.

YIELDMO'S SOLUTION

Whether in a pandemic or not, consumers have countless options when it comes to considering and purchasing telco products. Yieldmo is here to help brands break through the clutter to drive awareness of special product features and promotions and drive lower-funnel actions, all while remaining in a premium, brand-safe environment.

Yieldmo provides a full-funnel solution to drive performance across all KPI's. By leveraging our suite of innovative ad formats coupled with AEROS attention analytics and our smart inventory solution, Yieldmo delivers an engaging consumer experience in a brand-safe environment that breaks through the noise and drives results.

UPPER FUNNEL

Our units such as Lookbook and Carousel are great for promoting multiple products and/or features for upper funnel campaigns. These formats help reach KPIs such as CTR, viewability, attention, and other KPIs such as on site activity.

Additionally, we have a diverse video offering which includes instream, outstream, and high impact options, all with efficient CPMs and/or CPCVs. Our Pinhole and Megashopper video formats drive interest, action, and engagement.
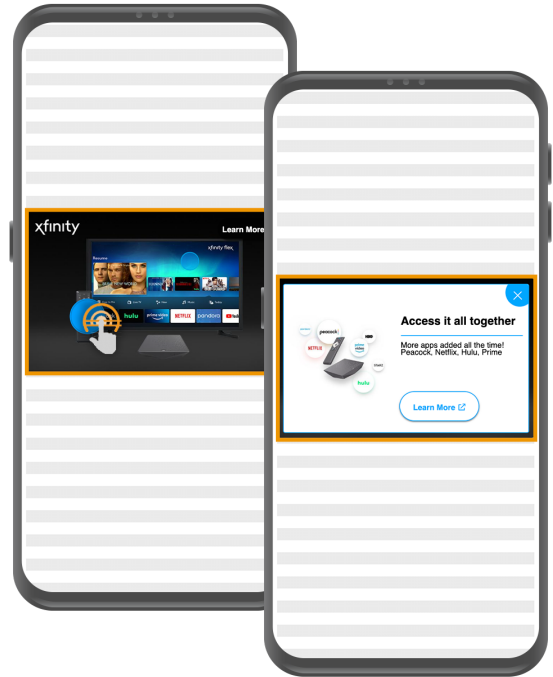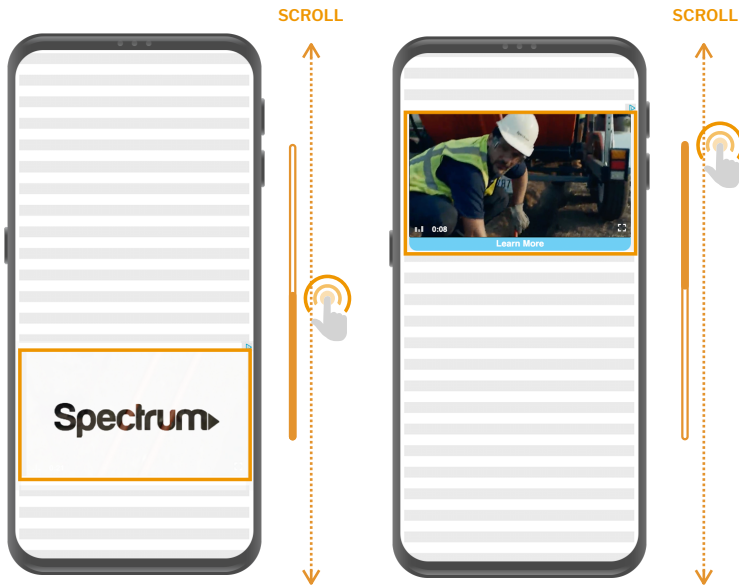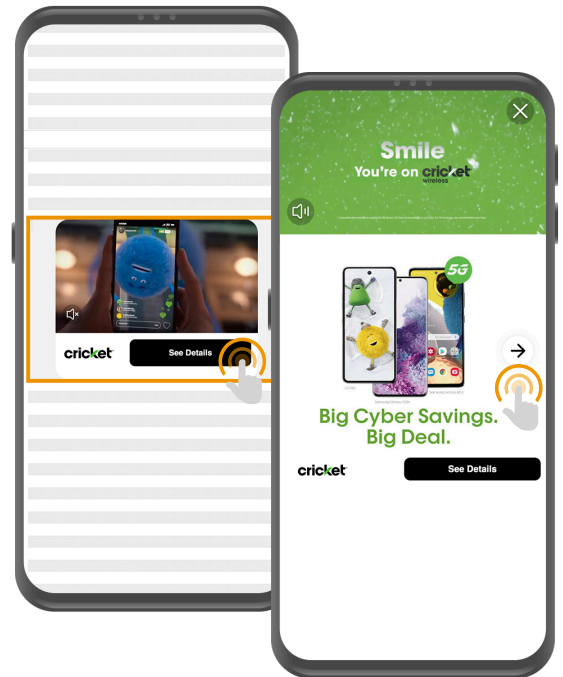
PINHOLE   DEMO LINK

Pinhole layers a cutout of your brand logo (or icon of choice) over your video. The cutout expands into your video as the user scrolls.

LOOKBOOK •   DEMO LINK

Native text+image with a prominent call-to-action.

CAROUSEL •   DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.
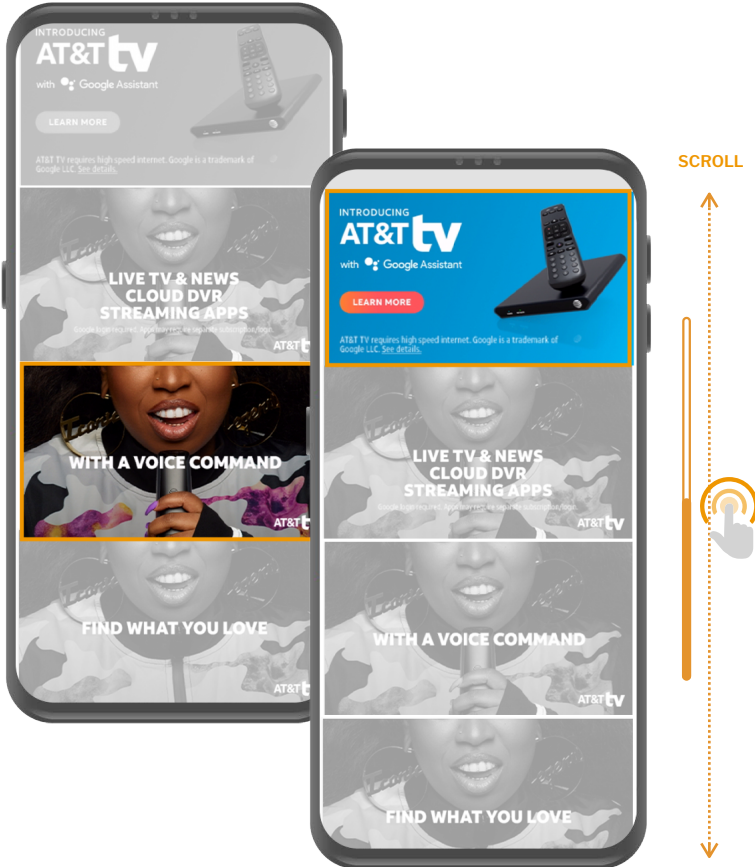
MEGASHOPPER •   DEMO LINK

The immersive shopping experience that features a branded video and cube catalog with products and CTA.

MID FUNNEL

Our high impact units such as Hyperscroller and Window help drive awareness about the products and focus on attention and engagement with the brand through the ad. These attention-grabbing, non-intrusive formats help hit KPIs such as CTR, viewability, attention, and on site activity.
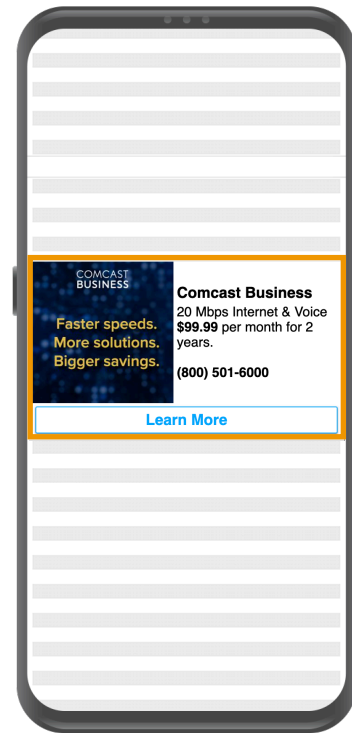
LOWER - FUNNEL

Our Flexcard and Flexbanner units are great for CPA campaigns that have efficient CPMs as well as high CTR. You can leverage our formats and inventory, and analytics while running campaigns via your DSP.

SCROLL

FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.

SCAN ME

HYPERSCROLLER • DEMO LINK

Similar to an animated GIF, the Hyperscroller is a 20 frames animation ad that utilizes user scrolling behavior.

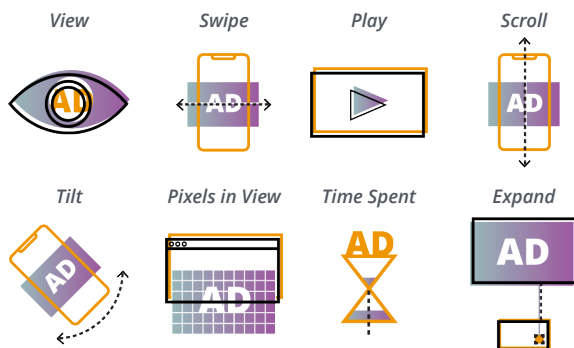SCAN ME

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ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:
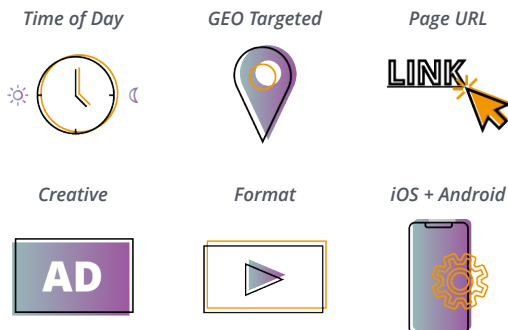
⬆ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

Consumer Attention Signals

View	Swipe	Play	Scroll
👁 AD	AD	▶	AD

Tilt	Pixels in View	Time Spent	Expand
AD	AD	AD	AD

Content and Creative

Time of Day	GEO Targeted	Page URL
☀🕐🌙	📍	LINK

Creative	Format	iOS + Android
AD	▶	⚙

NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native, and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing; they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signals, which give us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer or make a destination look even more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. Smart Inventory understands precisely which impressions will perform better for you, minimizing waste and maximizing VCR, CTR, ROAS. This works with and without cookies as we capture actionable information on page to prevent DSPs from bidding on less desirable media. We then select the best impressions for our buyers' campaigns.

COMCAST   xfinity   AT&T

Spectrum   cricket wireless

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For more information, please reach out to your account manager
or email info@yieldmo.com.

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