

## Monetization solutions for CSPs

### Monetization

Mobile operators are under intense pressure to meet capacity demand while launching innovative, revenue generating services. Mavenir's portfolio of Monetization Solutions is focused on enabling CSPs to rejuvenate the Prepaid market and monetize their messaging and data services, which will lead to new revenue streams, increased ARPU, and increased subscriber engagement and loyalty.

### SPONSORED DATA

Enables operators to unlock new mobile data monetization opportunities by offering 3rd-party sponsors the ability to pay, either directly or indirectly, for specific traffic on behalf of the subscriber with Sponsored Data (users engaging with content free of charge) or reward subscribers with mobile Data Rewards in exchange for consuming specific content or engaging with the sponsor.

### COLLECT SMS/MMS/DATA

Enables operators to monetize untapped P2P messaging traffic by allowing prepaid subscribers to send messages during 'no credit' periods to a receiver who is willing to pay for the message. This service is easily extendable to other services such as Collect MMS and Collect Data.

Monetizing untapped SMS/MMS/Data traffic

Prepaid subscribers typically exhaust their account credits before they top up leaving them with zero balance while still needing to communicate. The duration that prepaid subscribers are with zero balance is significant resulting in a huge potential revenue loss as millions of messages are not delivered or sent due to lack of credit.

For operators, every user that spends any time without credit is a potential revenue opportunity, as their desire to send messages will remain strong whatever their level of credit. Fortunately, subscribers can still send messages during 'no credit' periods using Collect SMS/MMS/Data, where the receiver pays for the message. This enables mobile operators to generate additional revenue and ARPU from their prepaid subscribers and the service is available on a revenue share or capex basis, and delivered in the Mavenir or operator's cloud or network.

Operator Benefits

- Grow messaging revenues by monetizing untapped P2P SMS traffic
- Automatically offered in the case of no credit
- Powerful reporting on uptake and service success rate
- Innovative SMS / MMS / Data charging options
- Prefix activated or automatic (initiated by the network) so there is no subscriber activation required
- Flexible commercial models