



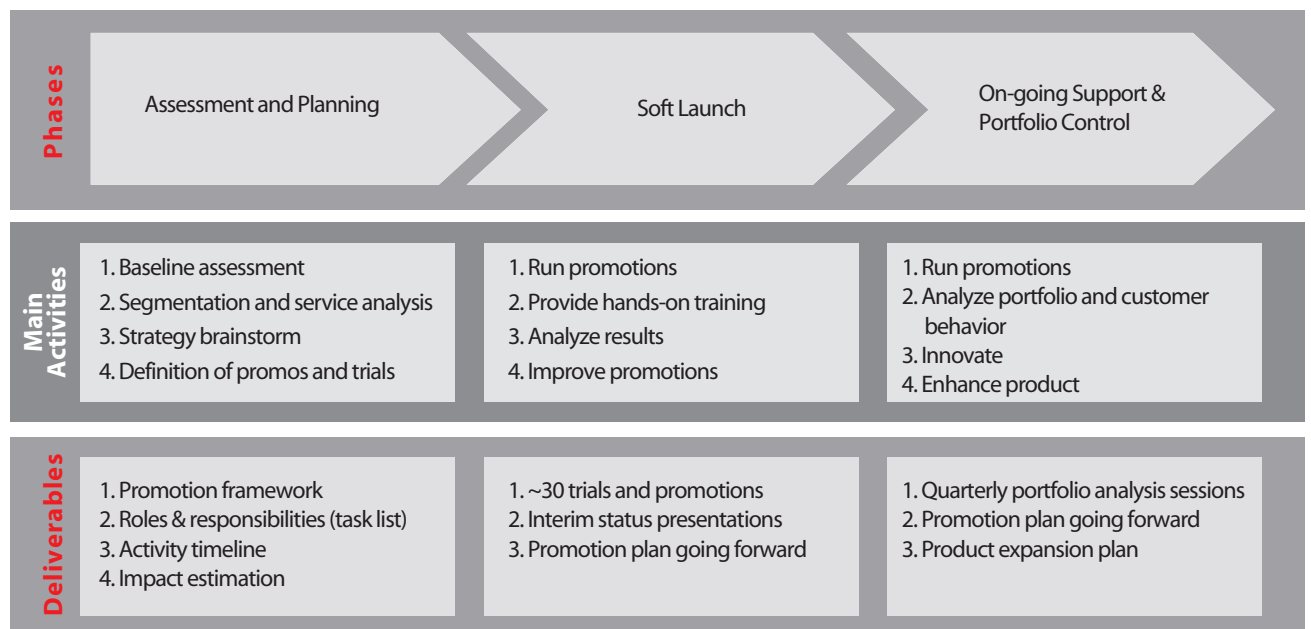
Pontis Marketing Success Program

To help our customers maximize the impact of the Pontis Integrated Marketing System™, we offer the Marketing Success Program. Featuring best practices in planning, execution, and analysis of targeted marketing campaigns for digital services, the Marketing Success Program is designed to share our cumulative experience and help you to achieve your business objectives.

Our team is comprised of subject matter experts (SME) with international experience in marketing, communications, segmentation, data mining, customer relationship management and business performance measurement. They will show you how to use specially-designed tools and methodologies that enable you to get the most of the Pontis system every day.

Three Steps to Success

The Marketing Success Program starts well before system implementation and includes three key phases: Assessment and Planning, Soft Launch and Ongoing Support & Portfolio Control.



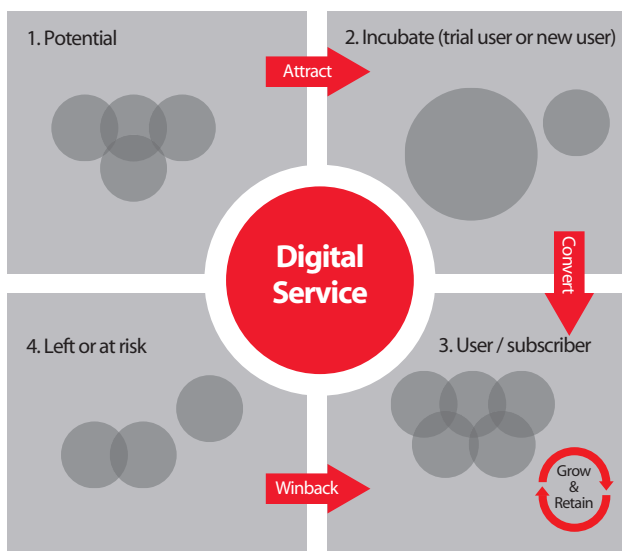
pontis marketing success program

Assessment and Planning

Before system implementation, Pontis SMEs help translate your plans and goals into a tactical deployment plan. Depending on your needs, we select the most effective approach:

- **Segment Driven Planning** starts with the operator's current segments (such as singles and value segments), and based on objectives, defines new operational sub-segments that also include service usage and behavior. Offers are designed to fit the behavioral and usage characteristics of these segments.
- **Service/Product Driven Planning** starts with the operator's service objectives (such as promoting a navigation service or bundling) and maps them to the segments that are likely to increase purchasing (see the Life Cycle map below).

We then create a detailed road map including the definition of a value path strategy: trials, expansion to full promotions, messaging and reminder policy, follow-up offers, fallback offers, and more. The road map defines roles and responsibilities among the stakeholders and translates the set of offers into specific tasks, controls and milestones. We provide in-depth training for marketers on the Pontis system including methodology for offer design and analysis. The planning process also provides important input for system implementation and a baseline for measuring future improvements.



The lifecycle map links relevant segments to customer life cycle and related goals in order to identify the most relevant segments for an offer.

Soft Launch

The objective of this phase is to ensure a smooth transition from planning to deployment. During the first three months, Pontis SMEs accompany you during the execution of marketing activities including planning offers, testing new ideas, defining value paths, monitoring and improving offers vis-a-vis control groups, and analyzing and optimizing performance. In addition to the day-to-day follow up, Pontis conducts periodic reviews of offer effectiveness, business insights, and suggestions for improvement.

The marketing soft launch typically comprises 20-30 offers. Usually we recommend trials to test various parameters in each offer (such as timing, price, marketing message) and launch the most successful variants on a full-scale basis.

Ongoing Support & Portfolio Control

Following successful launch, we continue to accompany your marketing team on a frequency and basis that suits your needs. An important service is the periodic review, in which we help you to draw conclusions from accumulated performance data.

Drawing on our experience, we can help you understand trends and patterns such as:

- Which customers respond to offers?
- Who is the ideal customer for a certain offer?
- What part of the customer base was not touched during the last quarter and what are plausible offers for this segment going forward?
- What is the right frequency for offers – how does behavior change after several promotions?
- Which communication channels are effective? In which scenarios?
- Cannibalization analysis and cross promotion effects.

This phase also addresses long-term activities such as data enrichment, creation of new metrics and reports, assistance in presenting the activities and their results to business owners and identification of evolution paths for the system and its use.