

SPS Reach

Boost engagement and conversions through in-browser messaging



Want to drive extraordinary engagement and conversion rates? Searching for new communication tools to reach subscribers in meaningful ways? SPS Reach lets service providers create in-browser messages that can reach 90% 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.

Precision campaign targeting to subscriber accounts

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

Pre-built templates help you quickly launch new campaigns

Akamai Reach includes a template library where providers can access and tailor message templates that vary by device and content type, including video and rich media. Fonts, images, and colors can be modified to suit branding needs. The template library is continuously updated to provide a variety of options. Fully customized HTML and JavaScript messages can also be imported to be used as templates for future campaigns.

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 systems such as third-party campaign management tools.

Use Reach for a variety of subscriber messaging use cases

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

Personalize the subscriber experience

Create and send messages to specific groups. Target pre-determined websites 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.

KEY HIGHLIGHTS

- Conversion rates 5 to 15 times better than traditional marketing channels
- Provides granular targeting down to the individual subscriber
- Deliver any HTML content including rich media
- Integrates with CRM and other systems for integrated campaign management
- Live metrics make it easy to analyze and optimize
- Easy to deploy

SAMPLE USE CASES

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.

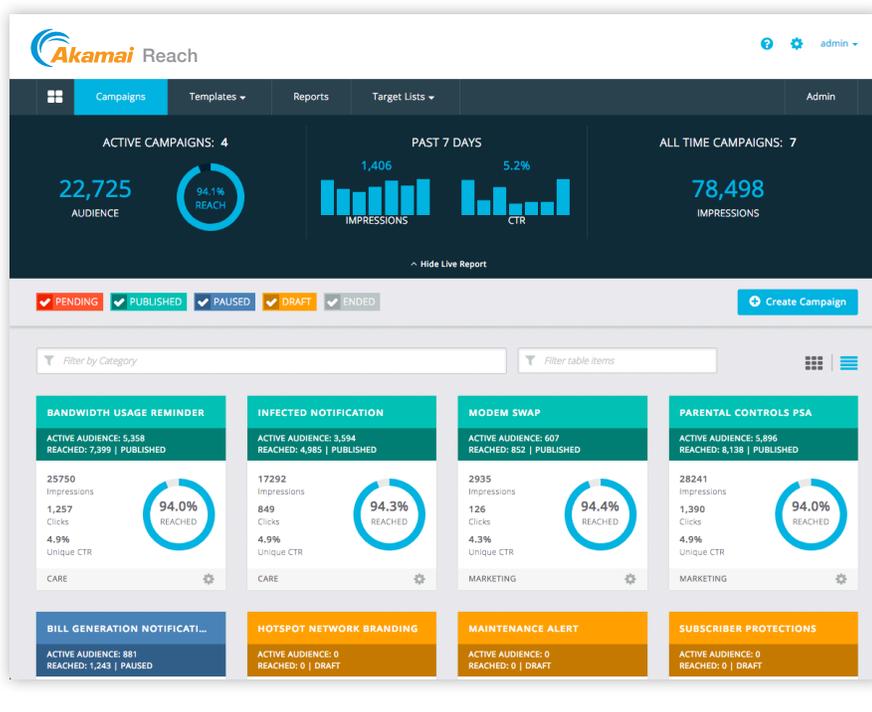
Akamai Reach

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

Integrated campaign management

Akamai Reach makes it easy to create, send, and measure campaigns. A four-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.



A dashboard provides metrics on all campaigns, impression rates and conversion rates



Reach security message displayed on a smartphone

A Typical Campaign Lifecycle

-  Select from pre-populated templates or design your own message
-  Schedule message delivery or send immediately
-  Analyze response data to further segment audience
-  Optimize campaigns using data-driven insights



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with more than 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media and entertainment providers, and government organizations trust Akamai, please visit www.akamai.com, blogs.akamai.com, or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at www.akamai.com/locations, or call 877-425-2624. Published 03/18.