Calix **Marketing** CalixCloud®

How to Unlock Data-Driven Insights to
# Improve Acquisition, Strengthen Subscriber Loyalty, and Grow Your Business

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INTRODUCTION: MAKE MARKETING YOUR COMPETITIVE DIFFERENTIATOR

Our lives today are dramatically different than just a few years ago. Workers log in remotely. Students learn over Zoom. Entertainment and shopping are just a click away. People don't just want fast and easy connectivity; they expect it. Broadband service providers (BSPs) are also facing a changed landscape. It's no longer about providing straightforward broadband services. Service providers must meet the complex and diverse needs of different types of subscribers, from entrepreneurs building their home-based businesses to parents who want to protect their kids from online dangers—and everything in between.

At the same time, competition is ramping up. Fueled by over $100 billion in unprecedented federal, state, and local funding for broadband projects, business is booming. Everyone wants a piece of the action, and they're coming for your subscribers and the audiences you're pursuing. This includes not just Tier 1 service providers, wireless operators, and cable companies but also satellite and fiber. Even more importantly, big-box stores and consumer giants are also in play—and are working hard to take over that coveted position in your subscribers' homes.

So how can marketing teams help BSPs differentiate their brand and grow value? The answer is data-driven insights and innovative marketing strategies. Data lets you gain deep insights into user needs and helps you stay ahead of the competition. Understanding what subscribers and prospects want and need is the first step in developing effective marketing campaigns that position your organization to improve acquisition and expand into new markets while building brand loyalty and satisfaction.
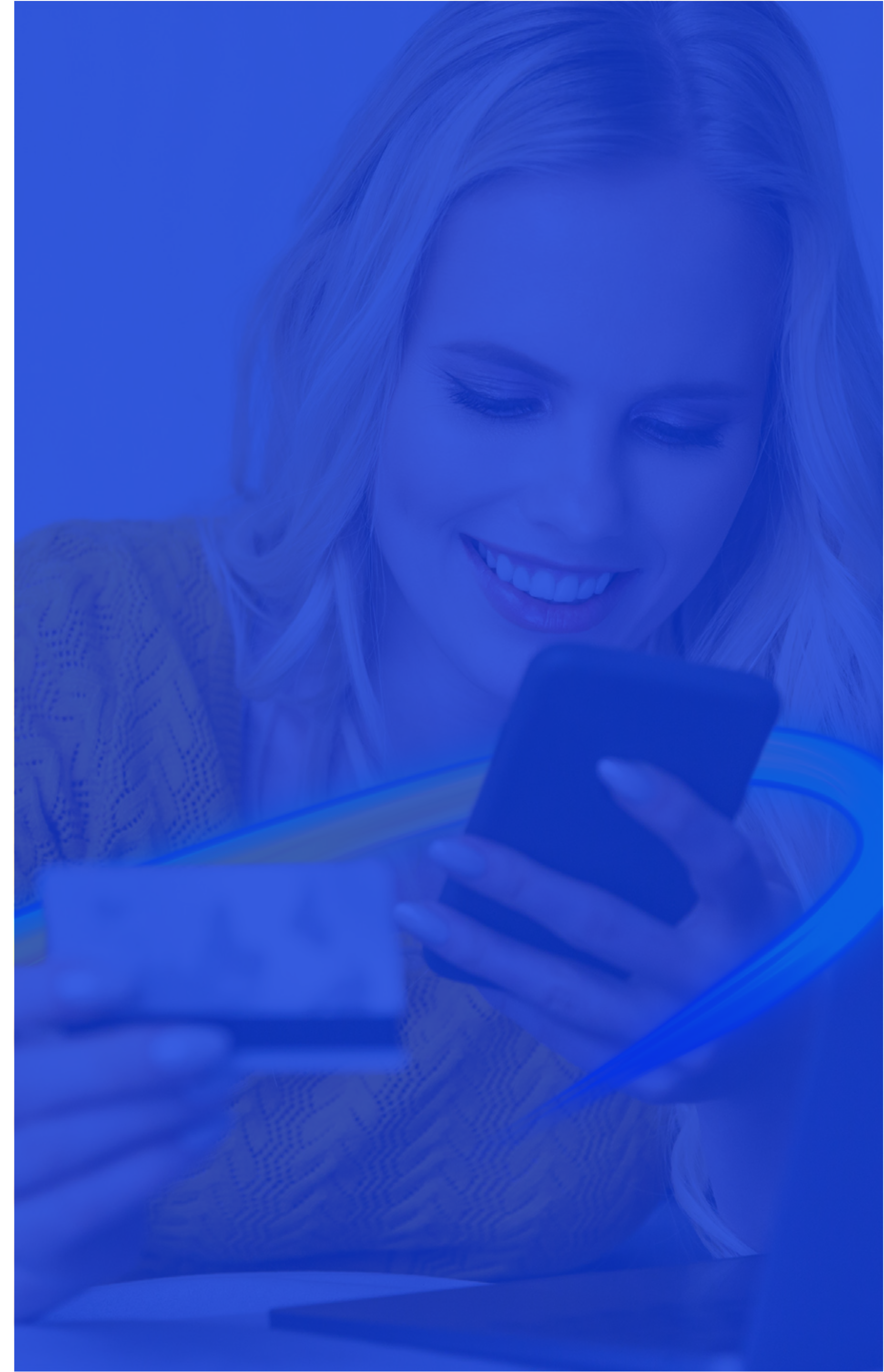
Giving Marketers the Data and Insights They Need To Grow Their Businesses

When it comes to leveraging the power of data analytics and metrics, marketers are uniquely positioned to lead. You are responsible for the user experience and oversee every step of the subscriber journey. Data gives you a deep understanding of your subscribers and communities. Data will let you tap into new acquisition opportunities—giving you insights into what will prompt prospective subscribers to sign on to your service. While this may sound cut and dried, using data-driven insights is a bit like peeling an onion, with each success revealing even more opportunities.

Whether you're an experienced marketer or just starting out, using data analytics can be overwhelming. How do you wrangle all that information into an effective marketing strategy? And how do you measure your results and plan your next move?

In this eBook, you will learn how to unlock the AI-driven data and insights that will transform your business. You'll see that—with the right platforms, resources, and support—even the smallest BSP marketing team can:

- Grow their business by acquiring new subscribers, expanding into new markets, and strategically planning new fiber builds.

- Increase average revenue per user (ARPU) by delivering the curated managed services that subscribers want and value.

- Take proactive steps to strengthen subscriber satisfaction (as measured by Net Promoter Score) and reduce subscriber churn.

- Boost subscriber engagement and maximize marketing return on investment (ROI) with high-impact campaigns.

By analyzing data to create actionable recommendations, BSP marketers can help their organizations thrive in a new world where speed and cost are nothing more than table stakes. Stand out by speaking directly to your existing subscribers as well as the prospects you're trying to win over. How do you do that? By unlocking data and insights to transform your business.

UNLOCK DATA AND INSIGHTS TO TRANSFORM YOUR BUSINESS

Imagine if you could leverage a pre-loaded list of your work-from-home subscribers to send them details about a new Wi-Fi package that might appeal to them. Or if you could identify prospects in your existing service area that are technology innovators likely to sign up for new broadband service. You can do just that by using powerful subscriber experience insights along with demographic, psychographic, and geographic data.

Experience insights show how subscribers are using your network and adopting your service offers. This can reveal use cases and patterns that are invaluable to marketers, including:

- Extreme gaming habits

- Heavy use of remote work applications (video conferencing, collaboration)

- Device-rich households with more than 20 connected devices

- Churn risk

What if you could take what you know about your subscribers and find lookalike audiences in homes passed in your existing service area? How about executing a campaign that speaks directly to specific prospects? Two types of data in particular offer powerful insights into your community, and how specific audiences will use your network. **Demographic data** provides statistical socio-economic information about populations or groups within populations. **Psychographic data** offers information about a particular population's lifestyle, technology habits, and propensity to adopt new services.

According to a recent Heavy Reading/Calix study, 92 percent of C-level executives at BSPs in the U.S. and Canada believe that subscriber data is either "critical" or "important" for driving new revenue growth.[i] Service providers have a wealth of subscriber data in their networks—it's the most valuable growth asset they own. But BSP marketers need the right tools to unlock this data, augment it, and provide actionable insights that will help them transform their business. Once you can tap into the power of this data, you and your marketing team can leverage that information to create targeted marketing campaigns that speak directly to your subscribers and prospects. The result? Increased engagement and loyalty and new opportunities for acquisition and revenue growth.

Demographic data is key for marketing success, but it's just one piece of the marketing puzzle. When paired with contextual subscriber experience data that only Calix provides, BSPs can capture a completely new view of subscriber buying patterns that is unique in the industry. Marketers can now achieve the holy grail of marketing: an audience automation engine that drives simple, yet powerful execution. The ability to segment at this level will ensure the right marketing campaigns reach the right subscribers. Broadband marketing teams of any size can secure impressive ROI from their campaign investments and successfully beat the consumer-direct giants to win subscribers' hearts and minds."

Matt Collins, Executive Vice President of Commercial Operations and Chief Marketing Officer at Calix

Calix Marketing Cloud®: Easy Access to the Data You Need

Calix Marketing Cloud enables you to take subscriber experience data a step further by using automated flow data to provide pre-built segments for your heaviest data users. Within a few simple clicks, you can see a snapshot summary of prospects in your existing service area as well as in new service areas you are considering. Demographic, psychographic, and geographic insights in Calix Marketing Cloud will tell you how many unserved households are in the area, the number of adults, the average household income, and more. Demographic insights allow you to filter subscribers and prospects by household income, the number of children, homeownership, etc. Psychographic filters let you drill down to uncover specific types of users on your network, like technical innovators, work-from-home households, families, gamers, and much more.

With intuitive, easy-to-use dashboards, Calix Marketing Cloud lets you connect all the data to provide a comprehensive picture of subscribers and prospects. For instance, what if you could identify subscribers working from home who are also high-income earners and target them for one of your high-value service offers? This is just one of the many ways Calix Marketing Cloud gives you quick and easy access to demographic and psychographic data. It also gives you a summarized view of subscriber ARPU, churn trends, campaign performance, and more.

The result? Powerful marketing campaigns that will excite your subscribers, expand your acquisition opportunities, and set up your organization for continued growth.

GROW YOUR BUSINESS: ACQUIRE NEW SUBSCRIBERS, EXPAND INTO NEW MARKETS, AND PRIORITIZE NEW BUILDS

For nearly two-thirds of BSP executives, growth priorities include increasing their market share in existing service areas or expanding into new regions.[ii] In fact, fiber broadband network expansion ranks as the top investment priority for 47 percent of service provider C-levels.[iii] However, to maximize limited budgets, BSPs need to approach these opportunities strategically. They can't go with their gut instinct when determining which new territories to move into. And when it comes to subscriber acquisition, "spray and pray" tactics prove to be both ineffective and costly.

Data is the key to reducing risk and increasing success as you expand your business. Here are three ways taking a data-driven approach will help you achieve your strategic growth initiatives.

1. **Identify and acquire new subscribers**. Acquisition for broadband marketers has always been challenging and, with competition at an all-time high, it's imperative for BSPs of all sizes to find the right subscribers to grow the business.

2. **Expand into new markets.** Move into new territories with greater confidence by using data on the number of homes in untapped service areas and insights about the percentage of prospects likely to sign up for new broadband service.

3. **Create strategic network build-out plans that drive ROI.** Marketers can contribute to the build-out planning process by identifying the neighborhoods—down to the street address—with the highest concentrations of subscribers with propensity to buy services. This enables BSPs to better manage new build expenses while prioritizing the installs that will yield the highest and fastest ROI. Once the install is complete, marketers can focus acquisition campaigns on the subscribers who most closely match their existing high-value customer profiles.
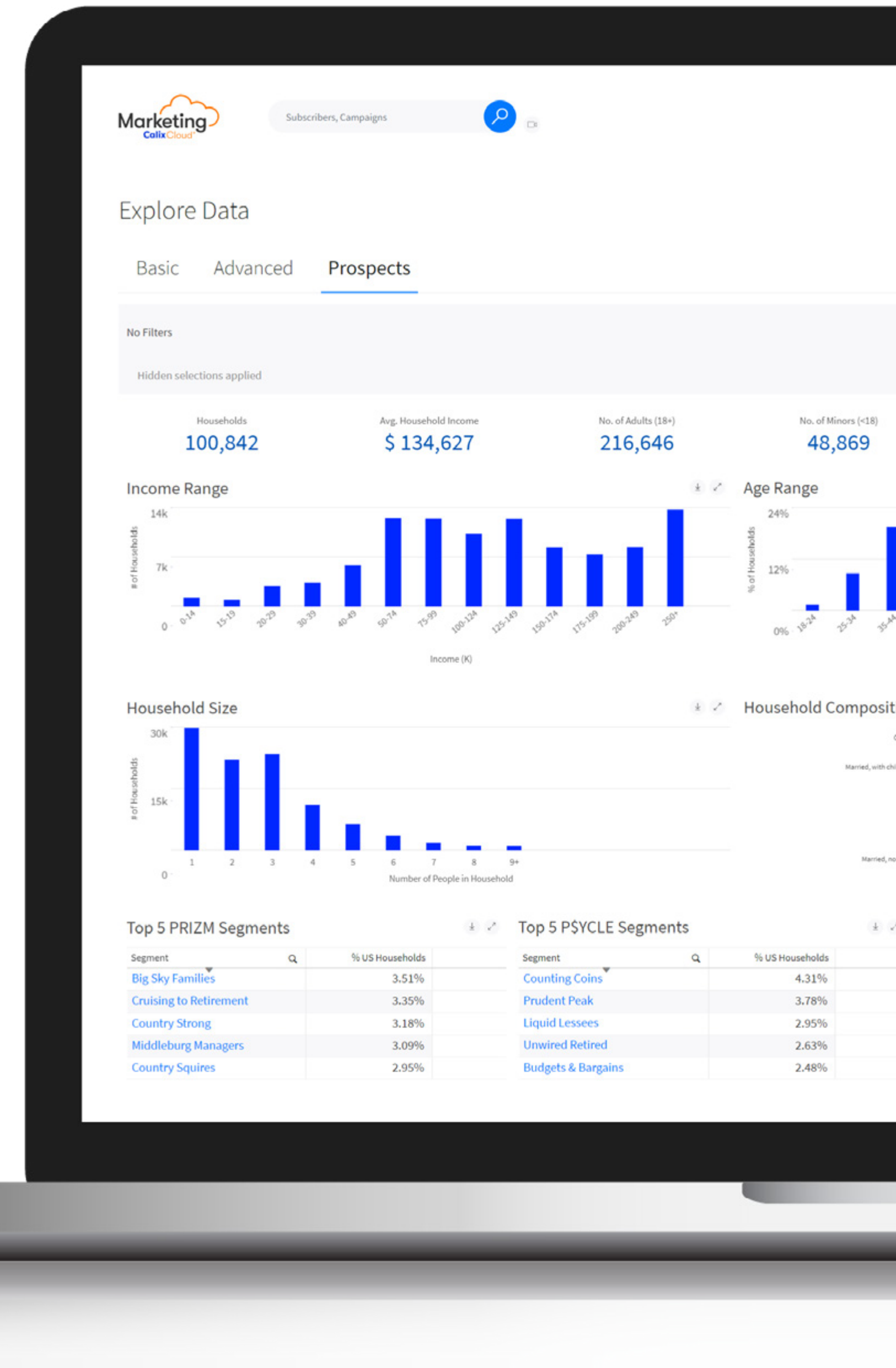
How Calix Marketing Cloud Harnesses the Power of Data To Grow Your Business

1 By enriching subscriber experience insights with demographic, psychographic, and geographic data, Calix Marketing Cloud helps BSPs locate and profile markets and acquire net new subscribers. You can then carry out strategic acquisition campaigns that maximize spend and yield the highest return.

2 Calix Marketing Cloud enables BSPs to grow specific segments of subscribers. For example, BSPs may want to expand beyond their traditional residential subscribers to service businesses. You can use Calix Marketing Cloud to identify business customers and reach them with targeted messages and offers that meet their specific needs.

3 With Calix Marketing Cloud, BSP marketers can upload ZIP/ZIP+4 code list files to view household and demographic insights about subscribers and prospects within specified geographic areas. Additionally, marketers can leverage access to permissioned attribute details to execute marketing outreach campaigns.

4 When you're looking to sell value-added managed services, Calix Marketing Cloud is your starting point. With demographic data, you can identify households with children that might benefit from advanced parental controls. Psychographic data helps you find technology innovators that would be likely to adopt a connected camera solution.

Broadband service providers are evolving to become "experience" providers, going beyond delivering basic connectivity and speed to become an integral part of their subscribers' everyday lives. From home network security and social media monitoring to connected camera-based security and device protection, your subscribers want and need these critical services. As a BSP, your organization shares a responsibility to protect subscribers, their families, and the community. One way to do this is to tap into the power of a managed services package, which combines various products and tools to give your subscribers a curated—and powerful—experience.

But how do you know which subscribers will benefit most from specific services? How can you identify current subscribers—and prospects—with the highest propensity to purchase? You need to tap into rich targeting capabilities using data about your current and potential subscribers. With this information, your organization can begin to build a portfolio of managed services subscribers will love and value.

Helping To Close The Digital Divide

Rural BSPs have long been committed to connecting communities with services that will enrich and improve their lives. The Affordable Connectivity Program (ACP) makes it easier for low-income households to enjoy the benefits of broadband. Service providers can drive enrollment in the ACP by identifying households that meet the eligibility criteria for receiving discounted broadband service. By using Calix Marketing Cloud filters for household income and size, along with an ACP-recommended segment, marketers can identify and proactively reach out to eligible households to connect them to cost-effective, life-enhancing broadband services.

For marketing teams, data not only lets you see what managed services make sense, but it also allows you to build targeted marketing campaigns that speak directly to your individual subscribers' pain points and desires. For example, your message to a middle-class family with young children should be vastly different from what you present to college-aged gamers or thirty-somethings working remotely. When you fine-tune your messaging to show that your organization knows how subscribers are using their service and how that behavior will change and grow, you demonstrate that subscriber experience is a priority. And providing an exceptional experience is what opens the door to higher satisfaction and loyalty, increased ARPU, and phenomenal customer lifetime value (CLV).

Managed Services: Target Subscribers With Pinpoint Precision

Calix Marketing Cloud enables you to enrich your subscriber experience insights with demographic, psychographic, and geographic data. By leveraging this data, you can match subscribers and prospects with basic or premium offers aligned to their level of technology sophistication, behaviors, and lifestyle. Recommended segments, advanced filters, and lenses allow BSP marketers to pinpoint the right subscribers for specific managed services. With the combination of Calix Revenue EDGE™ Managed Services and Calix Marketing Cloud, BSPs of any size can create unique Wi-Fi experiences tailored to the specific needs of their subscribers. That's how you'll win their hearts, minds—and wallets.

jade

Jade Leverages Calix Marketing Cloud To Launch Arlo Secure and Increase ARPU By 92 Percent

Years after standardizing on the Revenue EDGE platform, Jade Communications launched Arlo Secure—branded as Jade Security—in November 2021.[iv] Using Calix Marketing Cloud, they identified subscribers who would have the greatest interest in the new service. They implemented a multichannel marketing campaign that included email, push notifications in their mobile app, and direct mail. With that strategy, they achieved a 32 percent email open rate and a 5 percent click-through rate, and started receiving orders within the first 10 minutes of going live.

In the first two months of offering Jade Security, Jade upsold 3 percent of their targeted subscriber base to their premium connected camera service. Less than a year later, Jade Security subscribers show a phenomenal 92 percent increase in ARPU. Further, a recent NPS survey shows that 100 percent of Jade subscribers are likely to recommend it to friends and family. With Jade Security—along with other Revenue EDGE Managed Services, including Protect**IQ**® (home network security) and Experience**IQ**®—Jade is increasing revenue, building durable subscriber loyalty, and winning in highly competitive Colorado markets.

INCREASE SUBSCRIBER SATISFACTION AND REDUCE CHURN

Introduced in 2003, the Net Promoter Score (NPS) was developed to measure how well companies create customer loyalty. Today, NPS is used by organizations around the world to understand and improve customer relationships. Revolutionary yet simple, NPS boils down to this: Do your customers love your service enough to recommend it to others?

Net Promoter Score is a valuable metric for marketers to track. Unlike revenue—which reflects past performance—satisfaction (as measured by NPS) is a leading indicator of the future health of your business. As a marketer, you can contribute to higher subscriber satisfaction, higher NPS, and lower churn by creating highly tailored marketing campaigns that speak directly to your subscribers. Service providers who've followed this framework have achieved phenomenal results, including NPS well above the industry average, with some scoring in the 70s, 80s, and even 90s.

Access to data and insights about your subscribers lets marketers move the needle on satisfaction and NPS. Data-driven insights provide the intelligence that helps inform and drive the subscriber journey. They enable you to understand subscriber preferences, create audience segments, personalize messaging, and utilize the right channels to reach subscribers. You can develop propositions that truly resonate with your subscribers—resulting in stronger engagement levels, higher take rates for your products and services, higher satisfaction, and, ultimately, increased revenue.

How do you know if your subscribers love you? NPS is the secret weapon many marketers use to not only gauge the health of current subscriber relationships, but to create more effective marketing campaigns. It all starts with the ability to conduct NPS and customer satisfaction (CSAT) surveys. Additionally, combining NPS history with past churn lets you work on proactively preventing future defections. By gauging and improving subscriber satisfaction at every step of the subscriber journey and addressing issues before they lead to subscriber churn, you can create lasting subscriber loyalty and generate higher customer lifetime value.

Calix Marketing Cloud Empowers Marketers With Tools To Battle Churn and Improve Subscriber Satisfaction

Calix continues to enhance Calix Marketing Cloud to make it easier for marketers to engage with subscribers and communicate your value at every step of the subscriber journey. Today you can automate workflows from Calix Marketing Cloud to some of the leading digital platforms, like Mailchimp and HubSpot, to streamline communication with subscribers about service upgrades, upsell/cross-sell opportunities, churn offers, and more. You can leverage churn risk data—for instance, subscribers who repeatedly visit competitor websites—to implement outbound call campaigns with customer support and optimize the campaigns by using the campaign performance dashboard.

Future developments in the platform will enable you to send more automated messaging for new subscriber onboarding, sign-on anniversary dates, and other subscriber-related milestones. Calix Marketing Cloud will let you conduct NPS surveys directly from your dashboard—giving you an additional way to identify and monitor at-risk subscribers so you can develop strategies and deploy the most compelling retention offers and services. And you will be able to send real-time SMS messages to stay in constant contact with subscribers and keep your brand front and center as their trusted BSP.

OTTC Leads With Managed Services To Achieve NPS of 76 and Cut Churn by 5 Percent, While Boosting Annual Revenue by 25 Percent

For Ontario & Trumansburg Telephone Companies (OTTC), delivering a world-class subscriber experience has always been the top priority.[v] That's why every managed Wi-Fi package they sell includes Protect**IQ** home network security and Experience**IQ** advanced parental controls. They're adding on Arlo Secure connected cameras to give subscribers—including seasonal residents who previously might disconnect service in the off-season—year-round peace of mind. And they're evaluating other managed services, including Bark and Servify Care.

OTTC leverages the rich behavioral and demographic data in Calix Marketing Cloud to identify subscribers who might benefit from specific services such as Arlo Secure. They can then create and execute targeted, multichannel marketing campaigns to build awareness and drive uptake. By differentiating themselves with innovative managed services, OTTC has been able to increase annual revenue by 25 percent, achieve an NPS of 76, and reduce churn by 5 percent. With their exceptional subscriber experience—backed by Calix Marketing Cloud—OTTC is perfectly placed to lead in their markets for generations to come.

YOUR SUPERPOWER IS DATA; YOUR SECRET IS CALIX MARKETING CLOUD PLUS

Part of the comprehensive Calix Revenue EDGE solution—alongside the GigaSpire® BLAST Wi-Fi 6 family of systems, Revenue EDGE Managed Services, and the Command**IQ**® mobile app—Calix Marketing Cloud is the only marketing platform that is purpose-built for the BSP industry with rich subscriber experience data that allows BSPs to generate insights about their subscribers in ways they couldn't before.

The Calix Marketing Cloud Plus edition enriches subscriber experience insights in Calix Marketing Cloud with powerful demographic, psychographic, and geographic data. It stands alone as the only broadband industry solution that allows BSPs to leverage the totality of these rich data sources to accelerate subscriber acquisition.

Calix Marketing Cloud sets the standard for the broadband industry by integrating 10 major lifestyle groups and 53 syndicated audience personas—built from more than 10,000 demographic and subscriber experience attributes—to create a real-time, 360-degree view of current and potential subscribers. Calix Marketing Cloud provides out-of-the-box

recommended segments, persona-driven audiences, and advanced filters and lenses. This allows BSP marketers to target audiences with precision—increasing engagement and ROI.

With Calix Marketing Cloud, small BSP marketing teams can do more than they ever thought possible—from taking advantage of sophisticated data analytics to creating custom audiences, developing targeted messaging, and deploying multiple omnichannel campaigns. It enables you to easily develop email, social, and direct mail campaigns, as well as monitor progress and evaluate results—all within a single, succinct dashboard.

In just a few clicks, you can define the parameters of your campaign, select the marketing channel(s) you want to use, schedule your campaign, and deploy it. The platform provides end-to-end, real-time visibility into key metrics such as open rates, click-throughs, unsubscribes, and bounce rates, as well as performance reporting for in-app mobile notifications, allowing you to quickly assess the performance of each discrete channel. You can track revenue and subscribers over time to determine the overall performance of the campaign and measure the impact and ROI of your marketing spend.
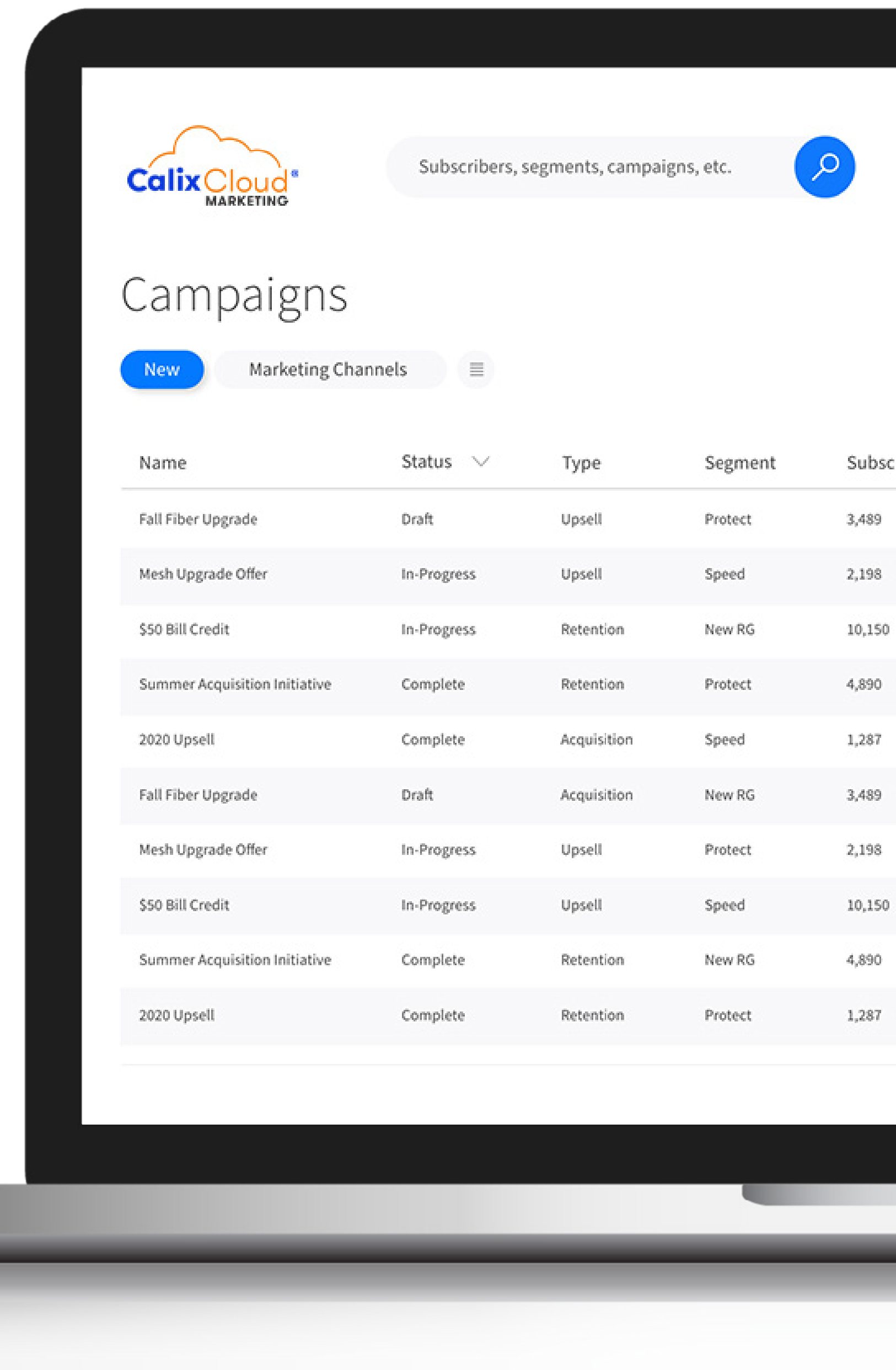
Data and insights are shared across all Calix Cloud platforms—Calix Marketing Cloud, Calix Support Cloud, and Calix Operations Cloud—so you have access to all relevant subscriber information within one system, with no siloes. This linkage gives BSP marketers unprecedented visibility into subscribers' experience and helps you strengthen engagement at every step of the subscriber journey to increase satisfaction, reduce support costs, and reduce churn. For example, you can see if subscribers are regularly hitting service limits, leading to a sub-par experience. You can then proactively reach out to these subscribers to offer an upgrade or provide tips that will help them optimize their network use.

In addition to providing subscriber self-service capabilities, the fully customizable Command**IQ** mobile app gives marketers a powerful channel to communicate directly with subscribers. The mobile notification feature in Calix Marketing Cloud enables you to segment subscribers and send a push notification directly to the Command**IQ** app in your subscriber's hand. For instance, you can easily target households with children with a promotion on social media monitoring, or your message might provide a summary of the viruses, malware, and other threats that Protect**IQ** blocked from subscribers' homes. Command**IQ** helps you establish a powerful, one-on-one communication channel with your subscribers, and push notifications and in-app messaging through Calix Marketing Cloud allow you to optimize that channel.

The Calix Marketing Cloud platform is integrated with best-in-class digital platforms such as Constant Contact, Facebook, HubSpot, and Mailchimp, with many others planned. For example, third-party data from your respective Constant Contact, Mailchimp, and Facebook instances is available directly in Calix Marketing Cloud, so you won't ever have to manually export, copy, and paste audience data again. And with audience modeling and targeting capabilities from Facebook, you can easily create lookalike audiences for use in subscriber acquisition campaigns.
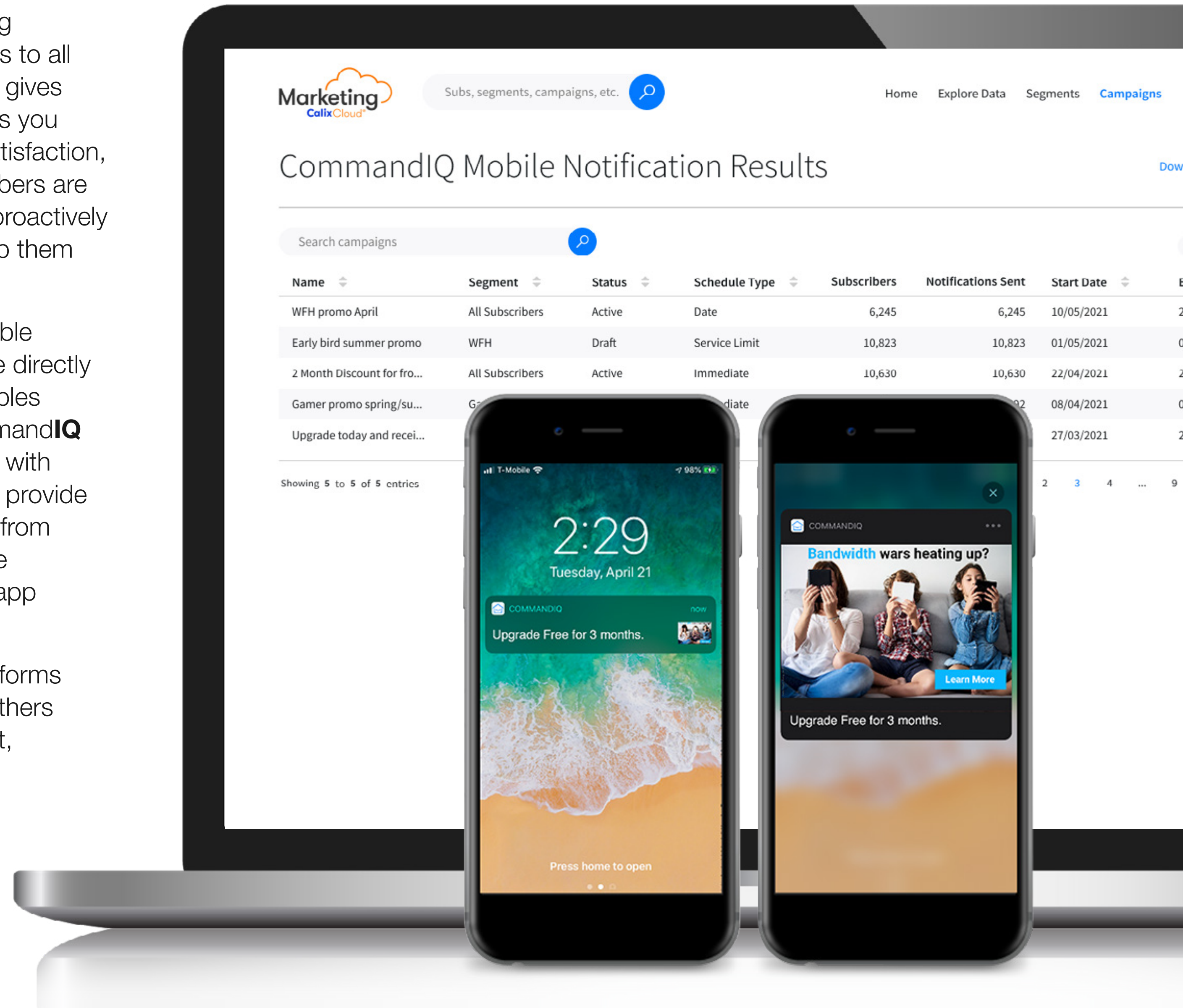
Constant Contact

Streamline email marketing processes and increase team productivity. Calix Marketing Cloud integration with Constant Contact makes it easier to segment targeted audiences and execute email campaigns in a few simple clicks.

facebook

Share your Calix Marketing Cloud audience segments directly with Facebook to create lookalike audience models that will help you attract, acquire, and excite new subscribers at a fraction of the cost.

HubSpot

With the integration to HubSpot, you can seamlessly deliver targeted omnichannel campaigns to increase engagement and maximize ROI. Leverage valuable subscriber engagement tools like landing pages, email, social, and digital ads, and nurture data directly from Calix Marketing Cloud.

mailchimp

Build audience segments in Calix Marketing Cloud and share directly with the Mailchimp platform—eliminating the need for cumbersome, manual spreadsheet exports and automating highly targeted, audience-based email campaigns.

Here's how two BSPs achieved amazing results by using Calix Marketing Cloud integrations:

Nex-Tech Decreases Cost Per Click by 66 Percent in Successful Facebook Acquisition Campaign

Kansas-based Nex-Tech undertook an eight-week acquisition campaign that used Facebook's lookalike audiences to reach potential subscribers with profiles that matched current high-value subscribers.[vi] The cooperative achieved a 375 percent higher click-through rate on their ads, while decreasing cost per click by 66 percent compared to previous location-based campaigns using Calix Marketing Cloud. Best of all—the focused campaign contributed to a 1 percent increase in subscribers in just two months.

CityWest Leverages Mailchimp and Calix Marketing Cloud To Drive Phenomenal 54 Percent Email Open Rate

British Columbia BSP CityWest took advantage of the tight integration between Calix Marketing Cloud and Mailchimp to transform their marketing execution— creating highly targeted, relevant, and engaging email campaigns.[vii] The result? CityWest boosted open rates to 54 percent, 262 percent above the industry average of 21 percent.

FIND SUCCESS BY USING DATA TO ADVANCE SUBSCRIBER ACQUISITION AND DELIVER THE ULTIMATE EXPERIENCE

Subscribers are the lifeblood of every broadband business. Accordingly, every action BSP marketers take is focused on subscribers: how to identify, attract, acquire, excite, satisfy, and retain them. And in today's increasingly competitive environment, it's more important than ever to take a strategic, data-driven approach to subscriber marketing.

Without the right data about current and potential subscribers, you're flying blind. If you don't understand their needs and lifestyles, how can you develop services they will love? If you don't have the right insights on new markets, how can you plan your company's next fiber build or drive acquisition campaigns?

Calix Marketing Cloud enables you to generate the intelligence and insights you need to grow your business by expanding into new territories, acquiring new subscribers, and rolling out new services to thrill subscribers. You can go beyond basic connectivity to create an exceptional subscriber experience that will increase satisfaction and loyalty. And by communicating your value at every step of the subscriber journey, you'll reinforce your integral role in subscribers' everyday lives and in their communities.

Demographic, psychographic and geographic features and capabilities is only available in the Calix Marketing Cloud Plus edition.

Learn how Calix Marketing Cloud can become the growth driver for your broadband business. Download our solution brief or contact us to schedule a free marketing consult.

CONTACT US NOW
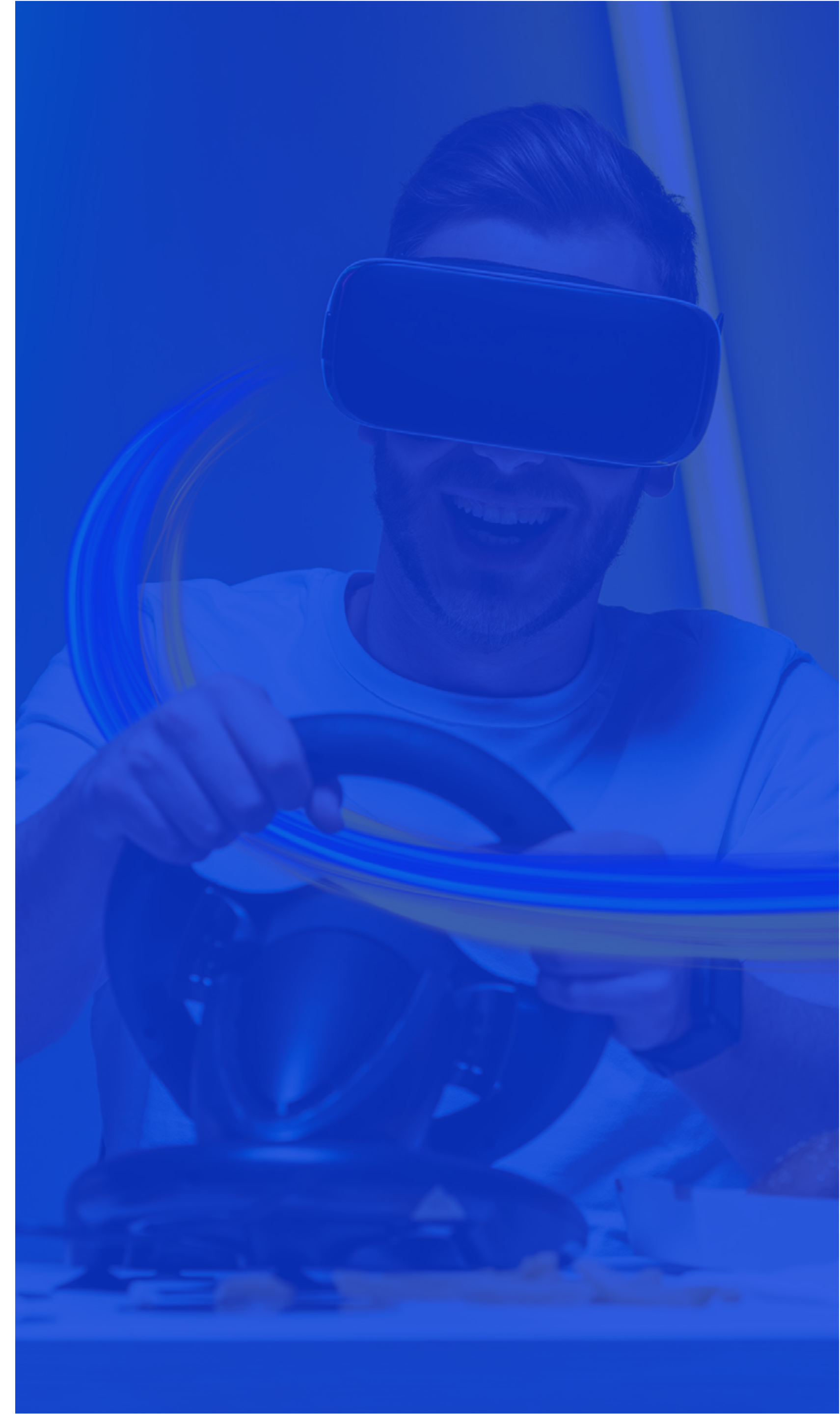
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