Ribbon Analytics – Internet Categorization Insights
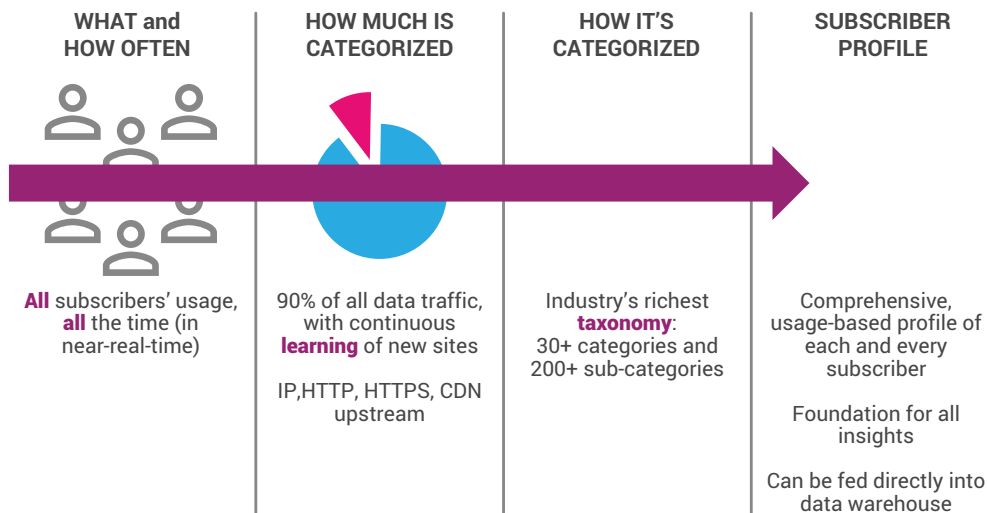
Transforming Raw Subscriber Metadata into Revenue Opportunities

Understanding and Monetizing Subscriber Activity

Ribbon Analytics Internet Categorization Insights provides detailed visibility into subscriber behavior, helping communications service providers, mobile network operators, internet service providers and other providers increase business insights; improve marketing, sales, and advertising initiatives; and generate new revenue streams. The solution ingests data from proxies, service gateways or other network elements that support deep packet inspection (DPI) functionality, transforming raw subscriber metadata into meaningful and monetizable information.

With Internet Categorization Insights, you can determine which specific websites and services subscribers visit, how frequently they visit them, and for how long. The solution intelligently categorizes traffic using industry-standard Internet Advertising Bureau (IAB) taxonomy, providing insights into individual subscriber preferences, tendencies, and implied demographics. You can use the information to profile subscribers and to carry out targeted advertising, marketing, and sales programs.


WHAT and HOW OFTEN	HOW MUCH IS CATEGORIZED	HOW IT'S CATEGORIZED	SUBSCRIBER PROFILE
All subscribers' usage, **all** the time (in near-real-time)	90% of all data traffic, with continuous **learning** of new sites IP,HTTP, HTTPS, CDN upstream	Industry's richest **taxonomy**: 30+ categories and 200+ sub-categories	Comprehensive, usage-based profile of each and every subscriber Foundation for all insights Can be fed directly into data warehouse

Internet Categorization Insights Transforms Raw Metadata into Monetizable Information

With Internet Categorization Insights you can avoid guesswork and develop new product bundles and service tiers based on quantitative subscriber data. The solution can help you improve upsell opportunities, increase ARPUs, and make well-informed business decisions. Better still, you can sell intelligence data to third-parties like advertising organizations, audience measurement firms, and content publishers to move up the value chain, create new revenue streams, and better monetize investments.

Solution Brief

Quantifying and Categorizing Subscriber Behavior

An integral component of the Ribbon Analytics Monetization portfolio, Internet Categorization Insights is a software-based solution that can be deployed on physical or virtual machines for ultimate agility, flexibility, and economics. The solution gathers and aggregates subscriber metadata from HTTP/HTTPS sessions and Content Delivery Network (CDN) or cloud feeds, using artificial intelligence (AI) and machine learning (ML) to analyze and automatically classify traffic by IAB category (e.g., Arts & Entertainment, Business, Sports), sub-category (e.g., Books & Literature, Celebrity Fan/Gossip, Humor), and publisher name.

The Ribbon solution provides the industry's most extensive data insights, supporting 30+ IAB categories and 200+ IAB sub-categories. You can feed Internet Categorization Insight data to external data lakes or data warehouses for long-term retention, additional analysis, or integration with upstream applications and third-party organizations. The solution provides blacklisting and whitelisting functionality to support subscriber opt-out and opt-in preferences, protect data privacy, and enable regulatory compliance.
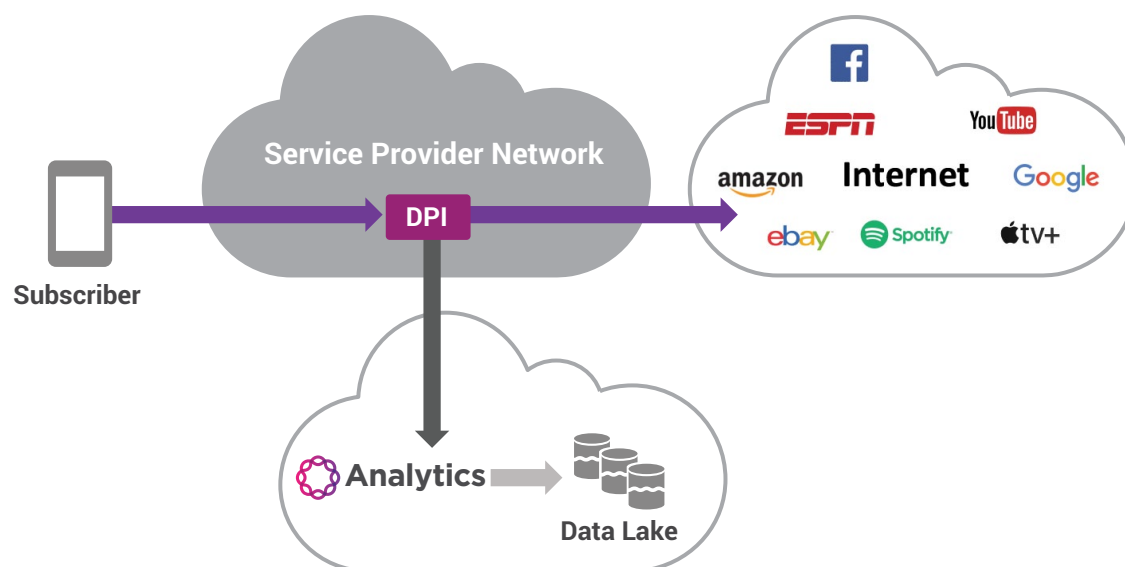
Analyze and Categorize Traffic, and Profile Subscribers

Internet Categorization Insights uses Ribbon's patented "Dynamic Learning" technology to continuously identify, categorize, and catalog new websites, applications, and services. Ribbon issues catalog updates on a regular basis to help customers keep pace with change.

Summary and Next Steps

Internet Categorization Insights can help service providers:

- **Boost ARPUs and business results** by launching new services driven by empirical subscriber data.
- **Monetize assets and improve ROI** by selling intelligence data to third-party advertising firms, content providers, and ranking sites.
- **Improve sales, marketing, and advertising campaigns** by using behavioral analysis to precisely target subscribers.
- **Increase business insights and improve decision-making** by gaining detailed visibility into subscriber preferences and activities.

To learn how Ribbon Analytics Internet Categorization Insights can help your organization increase insights and improve business performance contact Ribbon today.

About Ribbon

Ribbon Communications (Nasdaq: RBBN) delivers communications software, IP and optical networking solutions to service providers, enterprises and critical infrastructure sectors globally. We engage deeply with our customers, helping them modernize their networks for improved competitive positioning and business outcomes in today's smart, always-on and data-hungry world. Our innovative, end-to-end solutions portfolio delivers unparalleled scale, performance, and agility, including core to edge software-centric solutions, cloud-native offers, leading-edge security and analytics tools, along with IP and optical networking solutions for 5G. We maintain a keen focus on our commitments to Environmental, Social and Governance (ESG) matters, offering an annual Sustainability Report to our stakeholders. To learn more about Ribbon visit rbbn.com.

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Contact Us Contact us to learn more about Ribbon solutions.