

Ribbon Analytics' Publisher Insight

Ribbon Analytics' Publisher Insight enables operators to monetize publisher analytics reporting as a service with 3rd parties by offering in-depth analysis into the mobile usage across both web and mobile application properties of a publisher. This contextual insight empowers brands to understand the composition of their current mobile web and applications presence, benchmark against peer brands and fine-tune their programs, campaigns and product development strategies.

The Publisher Insight web user interface enables viewing of detailed metrics for aggregate mobile usage covering each Publisher's respective brands with breakdowns across a range of analytics dimensions.

Engagement Profiling



Help Publishers understand how their customers engage with them via the mobile channel

Capabilities

- A publisher-centric web user interface spanning all web and mobile application specific usage across a range of metrics, analytics dimensions and time granularities with private labeling options by operators.
- A summary publisher Dashboard with report breakdowns by content, devices, audience demographics and locations
- Peer brand benchmarking by brand categories over time across metrics.
- Native Privacy Dial™ settings to apply operator privacy controls managing opt-out or opt-in subscriber lists.
- Support of HTTP clickstream usage and optionally HTTPS and other IP Flow traffic from network DPI data sources to obtain a complete view into usage.
- Integration with operator CRM feeds to layer in reporting by Age, Gender, Income, Service Plan Info, Consumer Segments.
- MS Excel export of reporting data.

Benefits

- Turnkey solution that may be branded by an operator and rolled out quickly to engage brands via numerous monetization strategies.
- Use as a discovery platform with publishers to identify other operator advertising, campaign or revenue sharing opportunities.
- Operator privacy policies required for 3rd party sharing are administered within the platform.
- Ability to enable brands to track performance and trends by demographics, device types, regions and different engagement metrics.
- Ability to enable 3rd parties to compare consumer engagement across different brands and benchmark competitor performance and demographics in the same categories.
- Dynamic Learning is a self-maintaining solution which discovers new, emerging publisher web and application brands and categorizes them across a rich taxonomy.
- Able to track additional HTTP traffic and brand trends towards secure HTTPS usage




Platform Details

The Ribbon Analytics platform brings you out of the box applications specifically designed for mobile operators. Ribbon Analytics solution collects, enriches and analyzes mobile usage and operationalizes a range of business improvement and new revenue opportunities across operator marketing / product, 3rd party data monetization, customer care and network organizations.

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| Visualization UI | HTML5-based web user interface with role-based access controls |
| Catalog Taxonomy | Rich catalog of web destinations, applications, brands, devices and content categorization with Dynamic Learning |
| Privacy Controls | <ul style="list-style-type: none"> Native Privacy Dial™ settings for processing All, Not Opted-Out and Opt-In Subscribers Obfuscation of subscriber info via configurable hashing Content filtering of extracts per operator privacy policy |
| Data Sources | Usage Logs – HTTP and IP Flow DPI logs support from a broad set of vendors/Operator CRM - Age, Gender, Income, 3rd party User Segmentation (e.g. Acxiom, Nielsen), Throttling/Tethering Limits, Service Plans |
| Architecture | Massively scalable 3 layer architecture with redundant node configurations: <ul style="list-style-type: none"> Reporting, Extracts and Visualization UI Big Data Aggregation & Modeling (both aggregates and subscriber profiles) Capture, Lossless Aggregation, Data Processing & Enrichment (centralized or distributed deployment options) |

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.

Contact Us  Contact us to learn more about Ribbon solutions.