

MobiLytix

Marketing Studio For Telcos

200Mn+
End Customers

12%+
Incremental Revenue

90%+
Model Accuracy

42
Deployments
Across 15 Countries

Gartner
Magic Quadrant

AI in CSP Customer and
Business Operations

Visionary

AI powered real time decisioning & customer engagement platform with digital channel activation and loyalty capabilities to be relevant to your customer at the right time, every time!

MobiLytix Marketing Studio

An integrated suite of specialist MarTech products

MobiLytix Marketing Studio brings together AI-powered real time decisioning & customer engagement, digital channel activation, and loyalty & rewards program management capabilities to provide marketers with a one-stop solution to execute omni-channel high-impact marketing programs.



Increase Top-line Revenue



Deliver real time personalization at scale



Lower Churn



Integrate with speed and agility



Accelerate use of AI



Drive customer lifetime value



Build a unified customer profile



Generate leads and nurture to conversion

Proof Is In The Outcomes

Indonesian CSP

12%+ peak incremental revenue

Partnered with operator to boost incremental revenue & drives ROI in a highly competitive market with MobiLytix™ Real Time Marketing, data science and managed marketing services.



Middle Eastern CSP

7%+ net incremental revenue

Delivered data science-driven CVM campaigns for postpaid mobile, prepaid mobile and fixed line services using MobiLytix™ Real Time Marketing, data science and managed marketing services.



Modular & Integrated Productized Components



MobiLytx Real Time Marketing

An AI-powered real time decisioning & customer engagement platform.
Achieve 12% plus incremental revenue.



MobiLytx Rewards

An end-to-end loyalty & rewards program management solution supporting a wide range of use cases to drive revenue, deliver personalized experiences, build rewarding relationships, and enhance engagement with gamification.



MobiLytx AI*

New generation AI modeling workbench that accelerates model development.
Cut time-to-deploy models by 50% with 90%+ accuracy.



MobiLytx Digital Marketing

A digital activation platform embedded with Gen-AI capabilities for crafting personalized content and customer experience across a brand's digital channels.
Increase engagement by 200%.

Services



Data Science as a Service

Accelerate the use of AI in CVM with **120+ ready-built** and proven models that support engagement across the customer lifecycle.



Growth Marketing Services

Reach your desired marketing objectives sooner than ever with our results-driven team of professional growth marketers who are fully invested in your success. With decades of CVM experience acquired from working in various CSPs across the world, we excel in planning and executing high-impact campaigns and loyalty programs.



End-to-End Capability

A Unified 360 Customer Profile and AI-powered centralized decisioning driving personalized offers and content through email, web, mobile and social channels



Higher Returns

Reference case studies of 12%+ incremental revenue enabled through event-by-event real-time decisioning and capabilities that minimize customer profile latency.



Rapid Integration

Comviva's fast & no code integration middleware rapidly executes new integrations not in weeks but few days, reducing IT and project efforts.



Agile and Flexible

No-code GUI configuration supporting fast implementation of campaign use cases and new channels and CVM ecosystem applications



Complementing Data Science Services

Accelerates the adoption of AI to enrich customer profiles and increase returns from offer decisioning



Scalable & Fit for Purpose

Services based architecture that scales and is designed for high-volume event and transaction processing environments



Complementing Growth Marketing Services

CVM consulting, data analysis, campaign operations and performance reporting

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About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries. They have delivered the benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com

