

# RBT Key Success Factors

## Vendor Perspective



## Fun Dial Marketing Support Process

### Sources

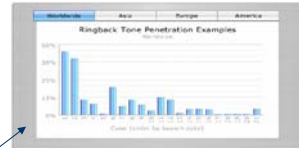
- Interviews with Operators →
- Usage data →
- End user research →
- Consultants →
- Workshops →
- Trials →
- Market research →
- Analysts' reports →
- Internet →

### Analysis

- Penetration data analysis
- Usage data analysis
- Success & failure Case Studies
- Best Practices Analysis
- Consumption LifeCycle Analysis
- Benchmark vs. Other Services
- Campaign benchmarks
- Segmentation analysis
- Use Case analysis
- User Experience Analysis
- Usability Tests
- Consumer Research
- ...

### Outputs

**Increase Usage Kit (Case studies, Best practices, Usage analysis...)**



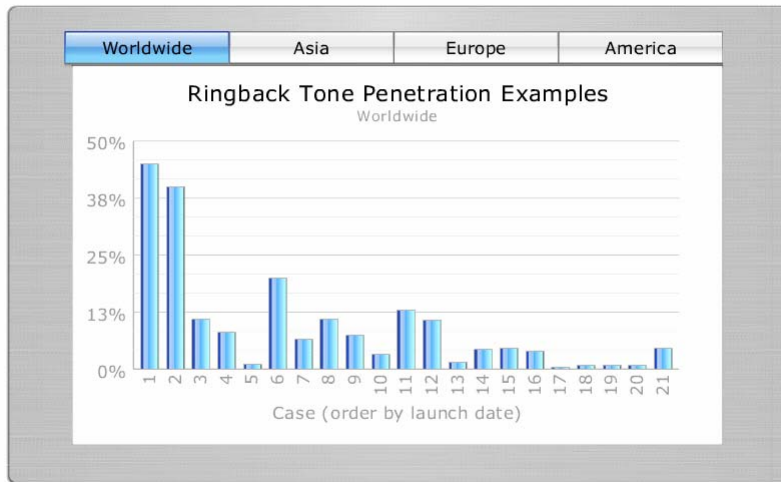
**Marketing Support (workshops, customized plans, research support, Advisory board...)**

Action	Schedule	Impact
1. ....	.....	.....
2. ....	.....	.....
3. ....	.....	.....
4. ....	.....	.....
5. ....	.....	.....



# Penetration

## Worldwide RBT Penetration Rates examples



- Large variations in penetration – worldwide & regional levels
- Example Averages: WW = 9%, Asia = 20%, Eur = 4%, US = 2%

3



# RBT Key Success Factors

## Lessons Learned

### Increasing RBT's penetration & usage requires:

- **Segmenting** your subscribers' base
  - Identifying target audiences with stronger RBT related needs than the average
- **Building the Awareness** to the service
  - In house – First things first!
  - In the market place
- **Continuously Educating and Promoting**
- **Low "cost" provisioning**
  - First time enrollment
    - Auto Activation
    - Free trials
  - On going usage
    - Impulse purchase

The real KSF is to grant focus to ALL those areas

4



## Segmentation

- RBT is not a 'Must-have' service
- However High potential segments can be identified
  - E.g. Youth, Corporate, Ethnic Groups, [Fan Clubs](#), Ringtones users, Music lovers, etc
- **Communities** should be evaluated
  - Some are specific to each country ([College students](#), ethnic groups)
  - Some exist across the board (music/sport fan clubs)
- **Country specific analysis** should be done in order to identify high potential segments

5



## Building Awareness

### • In-house

- Leverage employee install base to support building initial awareness and exposure
- Default company song plus enable employees to easily change song
- Make your employees "ambassadors"



### • In the market

- ATL supports the creation of **critical mass** which then enables growth via BTL activities
- However, alternative media can be used to **create a buzz** in the market:
  - [Web demos](#) in your/your partners' sites
  - Use PR & viral marketing tools – e.g. users generated tools, blogs, [social n](#)
  - Targeted SMS/MMS campaigns
  - Leverage [existing user behaviors](#)
  - Promote features in your User interfaces

6

- **Quickly reach a critical mass of users - including "opinion leaders"**
- **Constantly promote via BTL activities**



## Educating and Promoting Promotions - Identified Themes

- **Campaigns linked to music events**
  - [Orange France – Johnny Halliday new Single Launch](#)
- **Campaigns linked to special events (holidays...)**
  - [Orange IL – Purim holiday](#)
- **Using celebrities**
  - [Cingular - "Say may name"- Star Treatment](#)
- **Content based campaigns**
  - [Amena – Crazy frog](#)
- **Contest campaigns**
  - [Bouygues Telecom](#)
- **Short codes lists in magazines / news papers/ cards**
  - [Amena – magazines & cards](#)

7



## Low “cost” provisioning

- “Cost” is both the **price** a user will pay for the service and the **amount of efforts** he needs to do in order to enroll to it (new users) or to provision content (existing users)
- In order to acquire new users you can:
  - Reduce Price to zero – [Free Trial](#) (free download + X months for free)
  - Reduce the effort to zero – [Automatic Activation](#)
  - Best option: combine both!
- Case studies show: after promotional period ~50% continue
  - Even with introduction of monthly fee
- Auto activation increases exposure of service to all the subscriber base

8



## Summary

- Worldwide service review suggests **opportunities** to increase Usage & Penetration of Ringback tone service
- Analysis of successful case studies provides a **set of Key Success Factors** and ideas for marketing activities for increasing usage and penetration
- There is no 'one solution fits all'... Each operator has it's unique characteristics, customers, challenges and goals
- **Where and how will evolve the RBT market?** Is Video RBT the next "thing"? Will the off-deck players be interested in promoting RBT?

9



## Thank You



Total Communication  
comes to life

10

