



# Super-Charged Broadband Marketing with AI-Driven Analytics

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## SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

### Why marketing analytics?

**1**

Better understand customer needs and behaviors

**2**

Track and analyze the success of your marketing efforts

**3**

Course correct and develop future campaigns

**4**

Set informed benchmarks and goals with relevant metrics



**Analytics transform your campaigns from noise to relevant solutions**

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## SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

## Why marketing analytics?



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## SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

## Why marketing analytics?

Consumers receive between 300-3,000 marketing messages a day

## But only listen to 3

if you are not serving personalized content at the most relevant, receptive moment, you're wasting resources and opportunity



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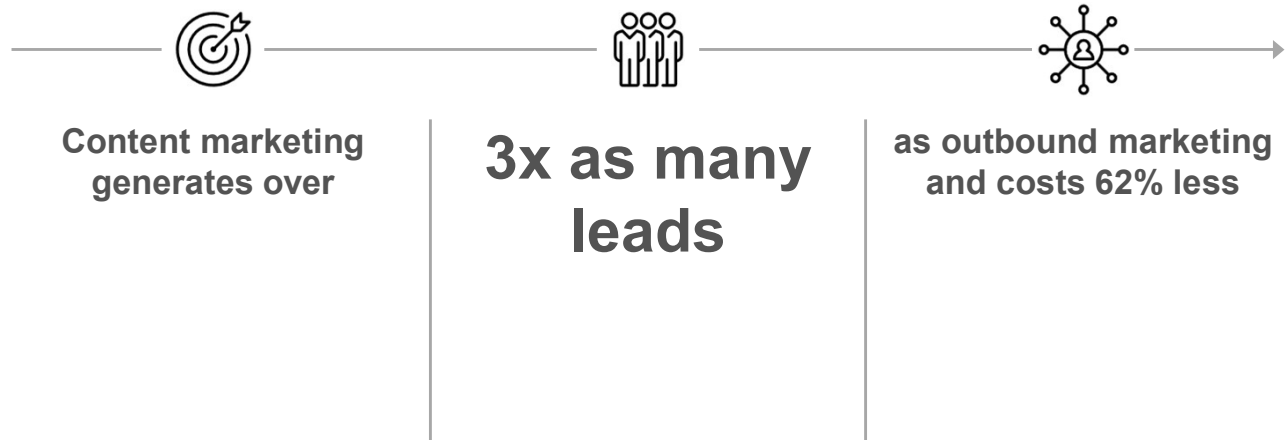
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## SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

## Why marketing analytics?



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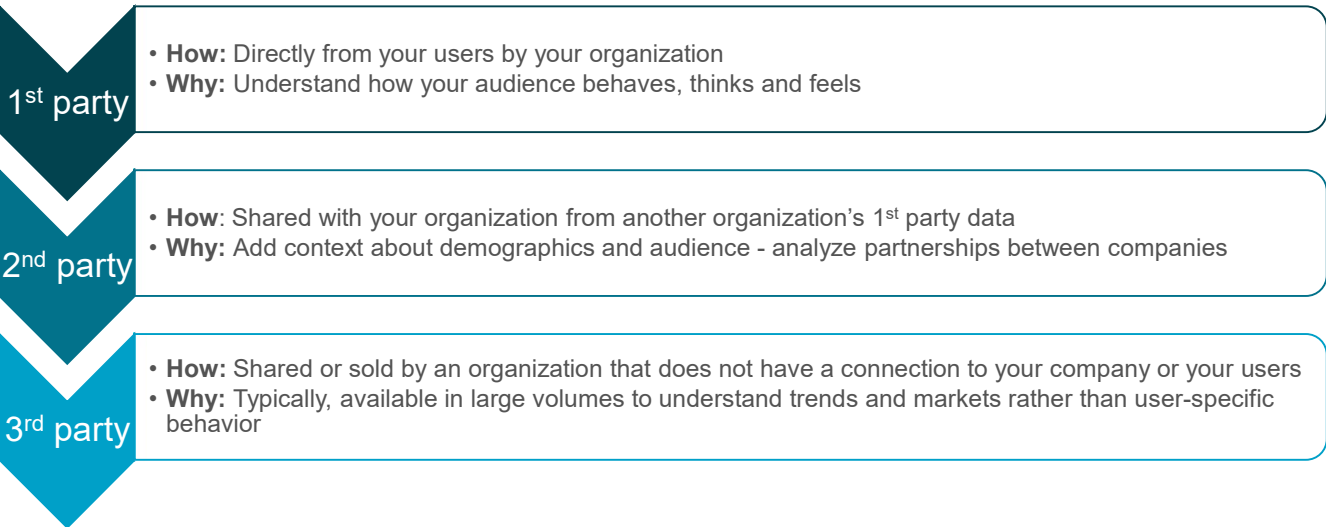
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**Diversified data come from diversified marketing efforts**

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## Understanding data sources



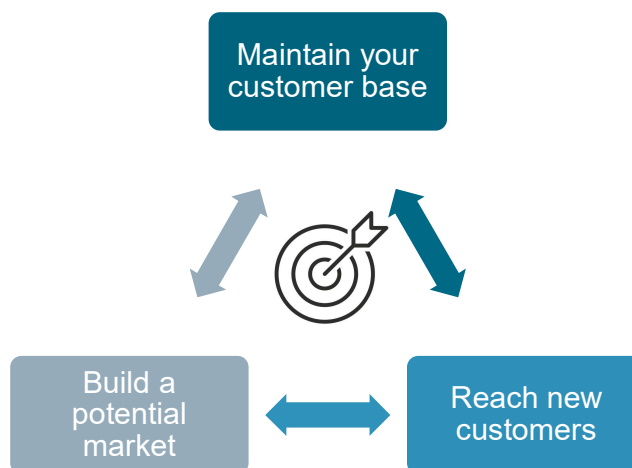
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## Target your marketing efforts



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## Distributing marketing efforts

Organic digital efforts	Paid efforts	In-person efforts
Social media	Digital advertising	Events
Email	Print	Onsite crews
Website	Traditional	Sales



**Don't forget content marketing efforts**

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**The right data for the  
right audience**

## Understand audience behavior

Customer	Needs	Relevant data points
EXISTING	<ul style="list-style-type: none"> <li>• Upgrade and cross-sell promotions</li> <li>• Satisfaction surveys</li> <li>• Check-ins</li> </ul>	<ul style="list-style-type: none"> <li>• Customer retention rates</li> <li>• Attachment rates</li> <li>• Net promoter scores</li> <li>• Verbal/written feedback</li> </ul>
NEW	<ul style="list-style-type: none"> <li>• Promotions</li> <li>• Advertising</li> <li>• Traditional outreach</li> <li>• Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Engagement</li> <li>• Acquisition</li> </ul>

## Analytics in action: Douglas Fast Net

## ANALYTICS IN ACTION

## Understanding a customer base

### Market Situation:

Roseburg, Oregon needed:

- Reliable, quality fiber internet
- Local company that understood the community and its unique needs
- Offerings that rivaled nearby major cities
- Features and controls that customers wanted



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Source: <https://www.warewoodruff.com/blog/bets/targeting-pet-owner-audience-psychographic-segmentation/>

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## DOUGLAS FAST NET



#### Service Worth Talking About

We keep our customers connected to the world and each other, from the coast to the Cascades.



#### 100% Local

DFN is local, bringing jobs, opportunities, and high-speed internet to local homes and businesses.



#### Built for the Future

DFN is keeping pace, continually offering speeds and reliability once reserved for those in the big city.



#### Our Customers Say it Best

Ask around. DFN customers love our service, support, online speeds, and business options.



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## Time for change

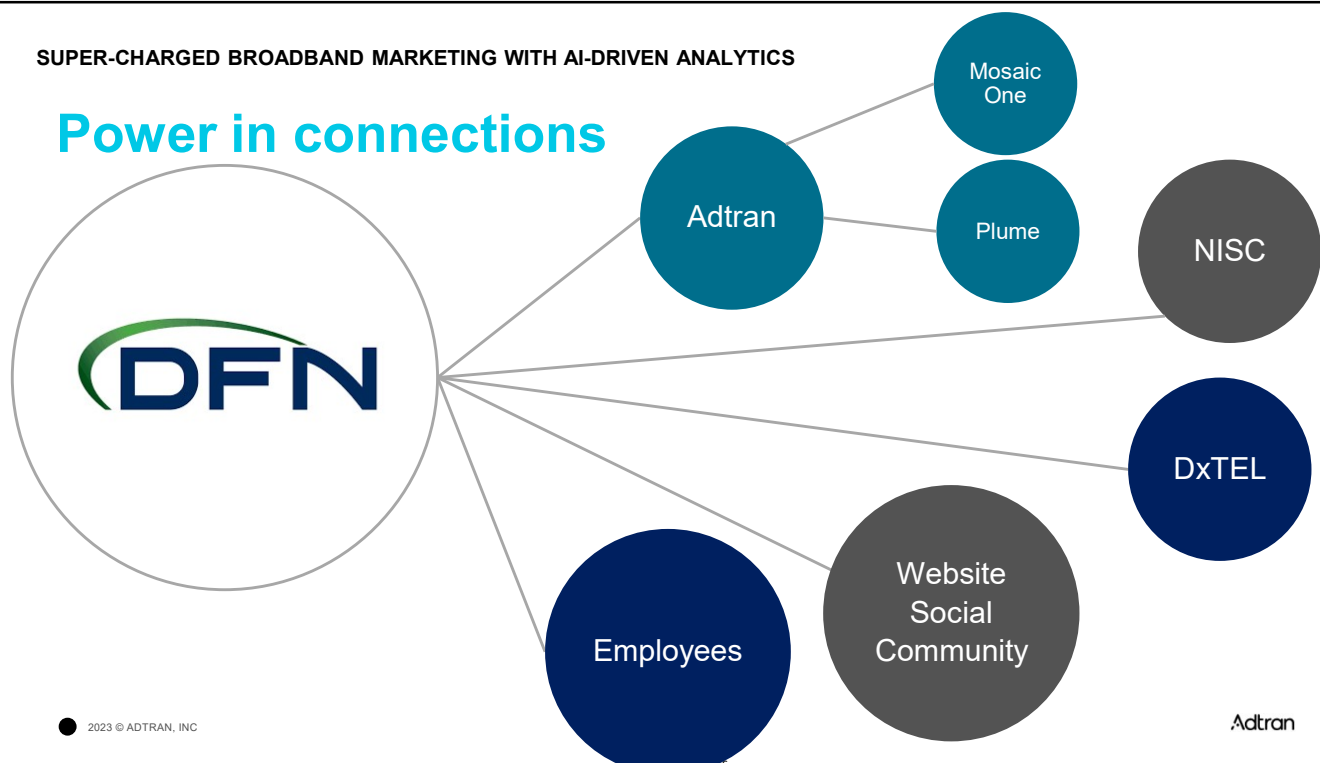


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## Power in connections

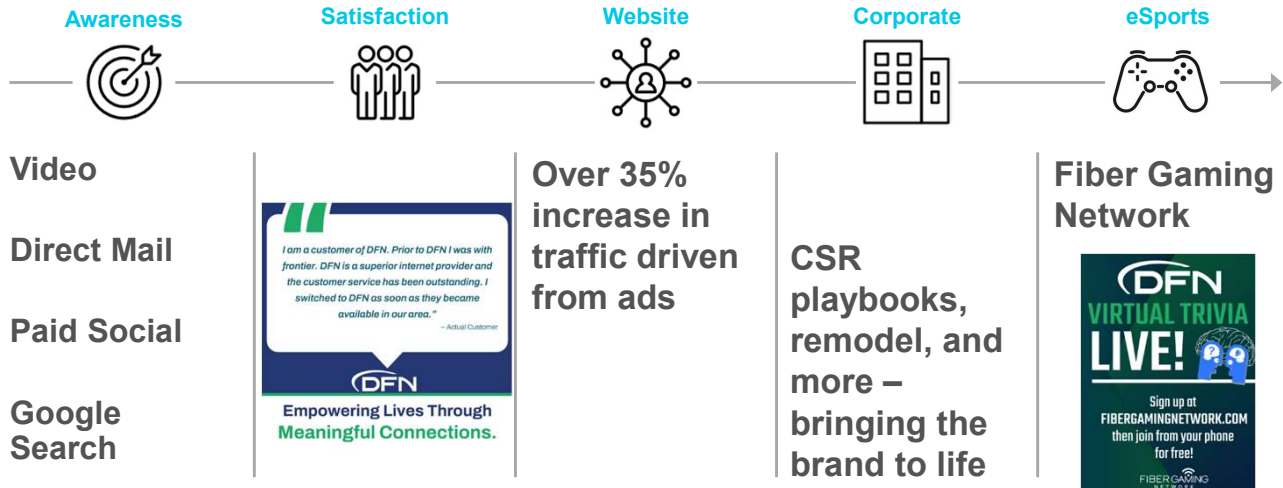


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## SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

### Focus areas



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### Marketing examples

**FIBER HOMES**

Vacationers want **fiber internet**.

Let them know your home has it!

*"Very reliable internet service and the one time we needed customer service, they were so helpful and patient with us (we're old and not tech savvy:)."*

— Actual Customer

**DFN**

**Empowering Lives Through Meaningful Connections.**

*"This area is very sparsely populated. A lot of service providers didn't expect to see a return on their investment, so they didn't put any capacity for the people to use."*

Asthika Welikala,  
Chief Information Officer  
of Douglas ESD

**DFN**

**We'll Be There When You Call**

(541) 673-4242 2350 NW Aviation Dr

**Douglas Fast Net**  
April 17 - 18

So much fun at the Lookingglass Apartments this weekend! Thanks Wailani Shave Ice for being there & serving up the yummiest shave ice! Are you interested in service? Call us at 541.673.4242 or sign up online at <https://dfn.net/>!

**Speed Up Stay Local.**

**DFN**

2530 NW Aviation Dr, Roseburg OR  
(541) 643-4242

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## SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

### Driving change with data

Reduced trouble tickets,  
increased response time by  
over 17%

Reduced marketing  
costs by 30%

Increased 1 Gig  
subscribers by 300%

Google Search CTR boosted  
to 11% (benchmark 2-5%)

Video pre-roll with over  
55K impressions

Partnership with  
Douglas Electric

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### Key takeaways

Leverage the power of marketing analytics

Diversify your marketing distribution  
channels

Reflect on performance based on  
appropriate metrics

Develop strategies and make decisions  
based on data

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**Questions?**