

((BANDWIDTH)) COMMANDER

Marketing Insights

Marketing Analytics for Broadband Providers

Bandwidth Commander's Marketing Insights is a comprehensive solution that combines real-time analytics, cloud-based accessibility, and targeted decision support to drive revenue and enhance network performance. From easy-to-use dashboards you have access to a wealth of information on network usage trends and subscriber behavior, giving you the data needed to boost revenue, increase operational efficiency, and improve the subscriber experience.

With Marketing Insights you can identify and target subscribers who are exceeding their package speed and could benefit from an upgrade. You can also see subscriber segmentation based on application traffic and compare metrics across geographic markets, zip codes, and more.

Key Features and Benefits

- Analyze service plan performance to inform marketing strategies
- Right-size subscriptions based on subscriber usage
- Enhance subscriber Quality of Experience (QoE)
- Reduce subscriber calls to customer care
- Reduce unnecessary truck rolls
- Drive incremental revenue



Overview

See an overview of usage trends across the network, speed adoption, as well as the volume of upgrade candidates.



Speed vs. Usage

Quickly see subscriber upgrade opportunities based on package speed and usage profiles.



Speed Clipping

Identify subscribers exceeding their service plan speed and potentially mis-provisioned devices.



Contact Us

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