

Brainstorm with AlikeAudience: Smartphone Manufacturers & Telco Carriers

Campaign Goal

To create dynamic campaigns and customise brand messages to targeted audiences, including existing carrier customers and competitors's customers.

Samsung Note series is back with Note 8 released a week ago. Long rival the new Apple iPhone is set to be announced on Sept 12. Not only the manufacturers are desperate to create brand campaigns, but also carriers and electronics stores are excited to ride on the surge of phone replacements.

Strategy

Three Dynamic Creatives & Campaign messages:

- 1. Upsell current device owners**
 - From Apple iPhone 6s to iPhone X
 - From Samsung Note 5 to Samsung Note 8
- 2. Switching Smartphone Brands**
 - Samsung vs Huawei vs LG
- 3. Drive competing carrier users upon contract expiry**
 - Telstra vs Vodafone
 - Smartone vs CSL
 - AT&T vs T-mobile



About Us

AlikeAudience collects anonymous mobile app users' in-app behaviours via an embedded software "SDK". We collect users opt-in information including the device manufacturer, model, and internet connection status (including telco carrier). As a result, AlikeAudience identifies over millions active users' device and telco in used for the past 9-12 months. We may further deduce if an device is upon contract expiry with a specific telco service.

AlikeAudience segments are available on Google DoubleClick, Facebook, TheTradeDesk.

About AlikeAudience

AlikeAudience is a mobile audience intelligence platform. We connect marketers to mobile users with rich location insights, consumer interests, and purchase intent.

Available Countries:

Australia

AlikeAudience - Australia - Device And Telco Services - Apple Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - Apple Device with Carrier Telstra
AlikeAudience - Australia - Device And Telco Services - Apple Device with Carrier Vodafone
AlikeAudience - Australia - Device And Telco Services - HTC Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - HTC Device with Carrier Telstra
AlikeAudience - Australia - Device And Telco Services - HTC Device with Carrier Vodafone
AlikeAudience - Australia - Device And Telco Services - Huawei Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - Huawei Device with Carrier Vodafone
AlikeAudience - Australia - Device And Telco Services - LG Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - LG Device with Carrier Telstra
AlikeAudience - Australia - Device And Telco Services - Oppo Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - Samsung Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - Samsung Device with Carrier Telstra
AlikeAudience - Australia - Device And Telco Services - Samsung Device with Carrier Vodafone
AlikeAudience - Australia - Device And Telco Services - Sony Device with Carrier Optus
AlikeAudience - Australia - Device And Telco Services - Sony Device with Carrier Telstra
AlikeAudience - Australia - Device And Telco Services - Sony Device with Carrier Vodafone

Hong Kong

AlikeAudience: Hong Kong > Device And Telco Services > Apple Device with Carrier China Mobile
AlikeAudience: Hong Kong > Device And Telco Services > Apple Device with Carrier CSL
AlikeAudience: Hong Kong > Device And Telco Services > Apple Device with Carrier Hutchison Telecom
AlikeAudience: Hong Kong > Device And Telco Services > Apple Device with Carrier SmarTone
AlikeAudience: Hong Kong > Device And Telco Services > Samsung Device with Carrier China Mobile
AlikeAudience: Hong Kong > Device And Telco Services > Samsung Device with Carrier CSL
AlikeAudience: Hong Kong > Device And Telco Services > Samsung Device with Carrier Hutchison Telecom
AlikeAudience: Hong Kong > Device And Telco Services > Samsung Device with Carrier SmarTone
AlikeAudience: Hong Kong > Device And Telco Services > LG Device with Carrier China Mobile
AlikeAudience: Hong Kong > Device And Telco Services > LG Device with Carrier CSL
AlikeAudience: Hong Kong > Device And Telco Services > LG Device with Carrier Hutchison Telecom
AlikeAudience: Hong Kong > Device And Telco Services > LG Device with Carrier SmarTone

Taiwan

AlikeAudience: Taiwan > Device And Telco Services > Apple Device with Carrier Asia Pacific 亞太電信
AlikeAudience: Taiwan > Device And Telco Services > Apple Device with Carrier Fareastone 遠傳電信
AlikeAudience: Taiwan > Device And Telco Services > Apple Device with Carrier Taiwan Mobile 台灣大哥大
AlikeAudience: Taiwan > Device And Telco Services > Apple Device with Carrier Chunghwa Telecom 中華電信
AlikeAudience: Taiwan > Device And Telco Services > Apple Device with Carrier T Star 台灣之星
AlikeAudience: Taiwan > Device And Telco Services > Samsung Device with Carrier Asia Pacific 亞太電信
AlikeAudience: Taiwan > Device And Telco Services > Samsung Device with Carrier Fareastone 遠傳電信
AlikeAudience: Taiwan > Device And Telco Services > Samsung Device with Carrier Taiwan Mobile 台灣大哥大
AlikeAudience: Taiwan > Device And Telco Services > Samsung Device with Carrier Chunghwa Telecom 中華電信
AlikeAudience: Taiwan > Device And Telco Services > Samsung Device with Carrier T Star 台灣之星
AlikeAudience: Taiwan > Device And Telco Services > Sony Device with Carrier Asia Pacific 亞太電信
AlikeAudience: Taiwan > Device And Telco Services > Sony Device with Carrier Fareastone 遠傳電信
AlikeAudience: Taiwan > Device And Telco Services > Sony Device with Carrier Taiwan Mobile 台灣大哥大
AlikeAudience: Taiwan > Device And Telco Services > Sony Device with Carrier Chunghwa Telecom 中華電信
AlikeAudience: Taiwan > Device And Telco Services > Sony Device with Carrier T Star 台灣之星
AlikeAudience: Taiwan > Device And Telco Services > ASUS Device with Carrier Asia Pacific 亞太電信
AlikeAudience: Taiwan > Device And Telco Services > ASUS Device with Carrier Fareastone 遠傳電信
AlikeAudience: Taiwan > Device And Telco Services > ASUS Device with Carrier Taiwan Mobile 台灣大哥大
AlikeAudience: Taiwan > Device And Telco Services > ASUS Device with Carrier Chunghwa Telecom 中華電信
AlikeAudience: Taiwan > Device And Telco Services > ASUS Device with Carrier T Star 台灣之星
AlikeAudience: Taiwan > Device And Telco Services > HTC Device with Carrier Asia Pacific 亞太電信
AlikeAudience: Taiwan > Device And Telco Services > HTC Device with Carrier Fareastone 遠傳電信
AlikeAudience: Taiwan > Device And Telco Services > HTC Device with Carrier Taiwan Mobile 台灣大哥大
AlikeAudience: Taiwan > Device And Telco Services > HTC Device with Carrier Chunghwa Telecom 中華電信
AlikeAudience: Taiwan > Device And Telco Services > HTC Device with Carrier T Star 台灣之星

