



Mobile Market Development

Sustaining ARPU Through Bundle Innovation

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction Operators strive to meet ARPU and service revenue targets across their mobile and converged businesses through tariff innovation that stimulates data usage and monetises data demand - adding innovative services on top of connectivity such as security, cloud and OTT video, while introducing wider adjacent sector initiatives. Handset ownership schemes have proven to be effective at driving consumption alongside insurance and screen cover. Personalised offers, goodies and reward programmes have also proven effective in stimulating usage while limiting churn. Three i3