



Super-Charged Broadband Marketing with AI-Driven Analytics

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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**

Why marketing 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



Why marketing analytics?



Content marketing generates over

3x as many leads

as outbound marketing and costs 62% less

Diversified data come from diversified marketing efforts

Understanding data sources

1st party

- **How:** Directly from your users by your organization
- **Why:** Understand how your audience behaves, thinks and feels

2nd party

- **How:** Shared with your organization from another organization's 1st party data
- **Why:** Add context about demographics and audience - analyze partnerships between companies

3rd party

- **How:** Shared or sold by an organization that does not have a connection to your company or your users
- **Why:** Typically, available in large volumes to understand trends and markets rather than user-specific behavior

Target your marketing efforts



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

**The right data for the
right audience**

Understand audience behavior

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

Analytics in action: Douglas Fast Net

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



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

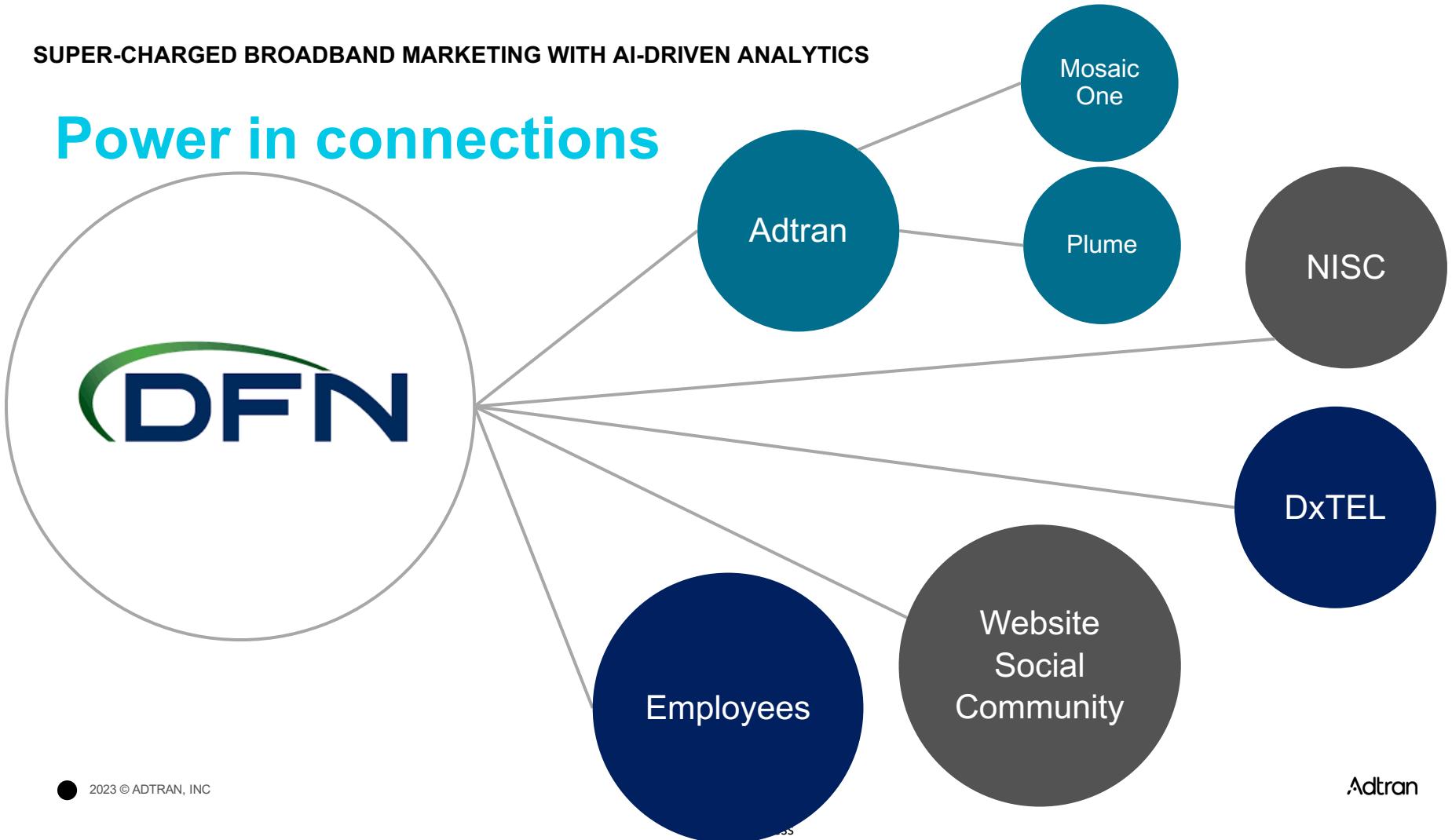
Ask around. DFN customers love our service, support, online speeds, and business options.



Time for change

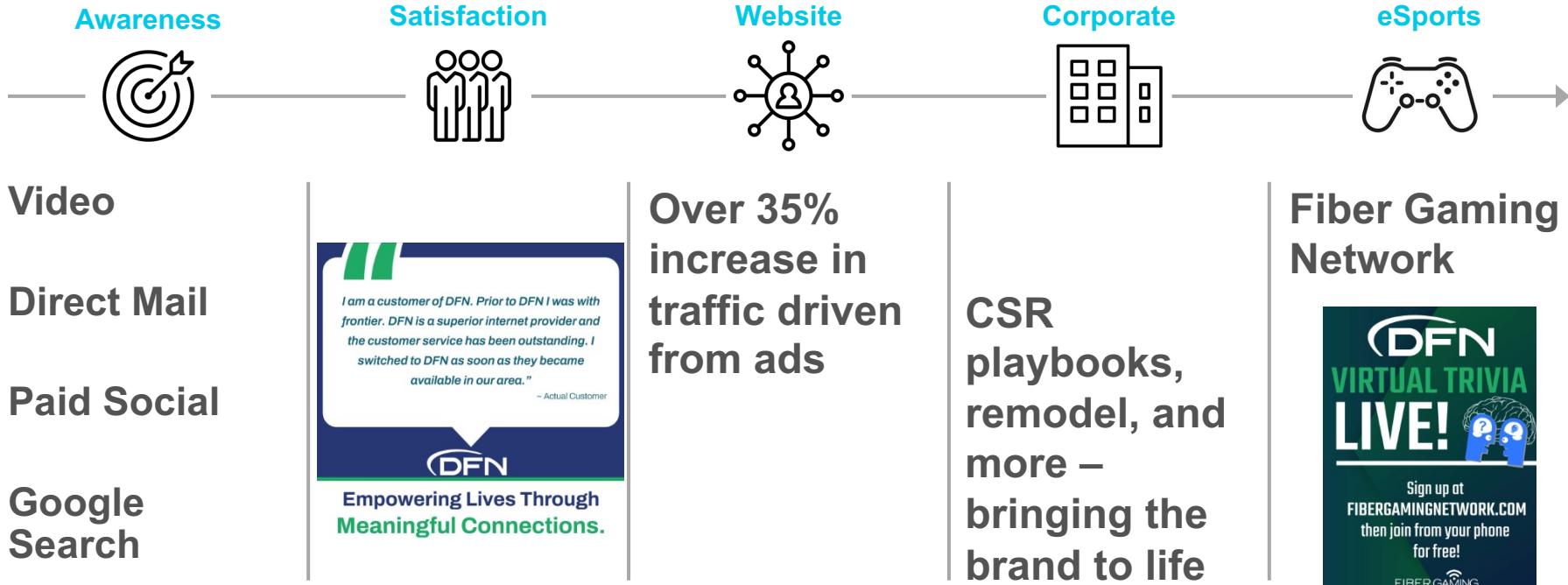


Power in connections



SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

Focus areas



SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

Marketing examples



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



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



General Business



Douglas Fast Net
April 17 · 8

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.



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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

Reflection: do's and don'ts

- ✓ Be sure to measure your success against the intended matching goal
- ✓ Be sure to understand varying metric definitions
- ✓ Leverage this information in decision making and planning

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

Questions?