FROST & SULLIVAN

PELATRO
Be Relevant

2022
COMPANY OF THE YEAR

Asia-Pacific
Contextual Marketing Solutions
for Telecommunications Industry

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Pelatro excels in many of the criteria in the contextual marketing solutions for telecommunications space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Meaningful Marketing through Optimized Data

Frost & Sullivan's independent research reveals that companies struggling to optimize Big Data are the top beneficiaries of contextual marketing as a tool. Businesses have evidence that growth opportunities rely heavily on this capability in the digital age. In 2026, the contextual marketing global industry is projected to reach $335.1 billion.[1] While the uptake of artificial intelligence and Big Data is increasing, anomalies of businesses are insufficiently extracting results through data.[2] Pelatro, a pioneer in customer engagement, started offering contextual marketing solution quite early. After starting operations in April 2013, Pelatro expanded rapidly to 230 employees currently working from offices across six countries, helping customers increase revenue and retain end-users through intelligent marketing solutions. In 2017, the company went public on the London Stock Exchange.

Pelatro's mViva platform offers end-to-end customer value management through contextual campaign management, loyalty management and data monetization solutions to telecom operators. Currently the mViva platform is active at 22 telecom operators and is helping them plan and execute contextual, relevant, and personalized campaigns and streaming analytics for real-time decisioning and action.

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[1] "What Is Contextual Advertising in 2021? The Ultimate Guide for a Cookie-Less Landscape." CodeFuel, October 19, 2021. https://www.codefuel.com/blog/contextual-advertising/.

[2] *Harvard Business Review*. 2019. "Companies Are Failing in Their Efforts to Become Data-Driven," February 5, 2019. https://hbr.org/2019/02/companies-are-failing-in-their-efforts-to-become-data-driven.

Frost & Sullivan notes that as the market is getting saturated, telcos are finding it difficult to differentiate from the competition. By enabling telcos with the right tools and strategies to retain and engage their customers and increase the revenue, Pelatro's relevance in the digital transformation economy continues to grow.

Customers demand an integrated experience across digital and physical touchpoints, but communicating with independent retailers and managing them is a challenge for telecom operators. Pelatro's mViva platform enables seamless communication between operators and retailers through virtual store campaigns and helps telcos expand the revenue streams through existing customers in pre-paid dominant markets. Pelatro is shifting the conversations about customer value management by providing solutions through a comprehensive and hierarchical approach of consumers, retailers and enterprises. Pelatro offers a one-stop-solution for businesses that demand optimized solutions to help their customers.

Pelatro's contextual marketing solutions use AI/ML and advanced analytics to profile customers and create micro-segments to execute highly personalized and targeted real-time campaigns to increase the value for telco subscribers.

Pelatro tries to follow a guideline that Analytics' integration in mViva mesh well and unobtrusively with the client's business-oriented perspective – these include the ability to design campaign experiments by creating different configurations of target groups, methods to sample out control groups, various statistical KPIs, preferred channel identification etc.

In addition to the above, the mViva platform is also capable of ingesting certain types of models that can then be used to make predictions. The model output can then be used in campaigning like any other KPI.

mViva also includes other modules that are more obviously AI/ML. These include a Next Best Offer module that is able to choose the offer that will best align to a stated and configurable business strategy; a Customer Lifetime Value model that can be used for targeting subscribers appropriately; an Analytics Workbench that has been designed to help citizen data scientists build and deploy their own models; additional segmentation methods such as RFM analysis and Segment Shattering which permit users to automatically break down and describe larger segments so that they can be targeted differently.

A Key Focus on Outcomes

Vodafone Idea is one of Pelatro's biggest customers with over 400 million subscribers. The mViva platform is processing data for over a billion subscribers collectively across its multiple installations. Pelatro's comprehensive offering and ease of use have delivered immediate and tangible benefits to its customers. Buttressed by significant investment in technological and business innovation, Pelatro's mViva platform removes the need for multiple systems by offering telecom operators an end-to-end solution that combines extensive analytics, artificial intelligence, machine learning, targeting, workflow capabilities and reporting. mViva helps telecom operators increase their business velocity while shortening the campaign lifecycle from a traditional three to four-week timespan to less than a day.

Pelatro demonstrates a specialized focus on outcomes, a key innovation in its business strategy. Pelatro's consulting arm brings in decades of experience to forge strong partnerships with its customers. Pelatro follows a holistic engagement strategy with its customers by acting as equal partners in the business growth for their customers. Pelatro has a highly transparent and trustworthy relationship with its customers, and this is evident from the fact that the solution has never been replaced so far at any of its customers.

Pelatro also transitioned from a license-fee-based model into an annual recurring revenue model during the financial year 2020. Today, 80% of Pelatro's revenue comes from a recurring model, a change that immensely benefits Pelatro's growing customer base by lowering the CAPEX. Pelatro handles more than one million events per second in its largest contextual marketing installation and helps Telcos realize tangible benefits of real-time-interaction-management where subscribers may be reached before the moments are lost. With several patents under its belt, Innovation is part of Pelatro's DNA, combined with next-generation technology implementation and a loyal customer base.

Conclusion

Pelatro thrives by offering products that empower its customer base and by increasing its client's business velocity. Pelatro is a thought leader in the customer value management industry and the results are evident in the form of marquee customers who derive significant business benefits. Pelatro's unique innovations and products empower the marketers to excel in their retention and revenue growth activities. With its strong overall performance, Pelatro earns Frost & Sullivan's 2022 Asia-Pacific Company of the Year Award in the contextual marketing solutions for the telecommunications industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline**: *Continuous Flow of Growth Opportunities*
- **Growth Strategies**: *Proven Best Practices*
- **Innovation Culture**: *Optimized Customer Experience*
- **ROI & Margin**: *Implementation Excellence*
- **Transformational Growth**: *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)