

Totogi Auto Plan

Make every subscriber count with hyper-personalization at scale

Totogi Auto Plan makes it possible for telco marketing teams to create hyper-personalized and micro-targeted plans that are customized down to the individual subscriber, achieving pinpoint precision - at scale!

Actionable insights, greater impact

Legacy charging engines are slow and can only handle a limited number of rate plans. Your marketing teams are held hostage, only able to create one-size-fits-all plans with a huge blast radius.

Result? Customers are left demanding more personalization. That's where we come in.

Totogi Auto Plan combines your data with our advanced predictive technology to serve hyper-personalized offers and plans for your subscribers.

Our proprietary machine-learning algorithm generates self-serve campaigns that scale and self-improve with your data. Imagine micro-targeted plans that are tailor-made to match each subscriber's unique needs.

Result? Subscribers get personalized experiences that increase LTV and turn your data into revenue.

Benefits:



Grow ARPU

Leverage Totogi Auto Plan to understand your subscribers' habits and interests, so you can offer products and services that match their needs and wants.



Optimize plan performance

Compare your plans against other offers in the market to stay ahead of your competitors. Totogi scans the globe recording the rate plans from all CSPs to put you ahead of the competition.



Hyper-personalize subscriber plans

Receive accurate information and behavioral analysis for each subscriber's usage so you offer products and services that match their needs.



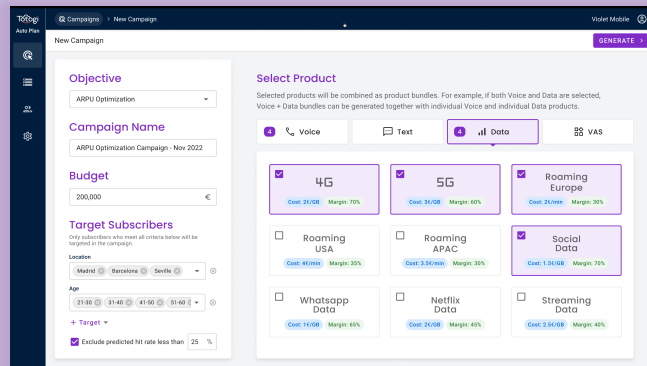
Retain subscribers with auto-generated offers

Totogi Auto Plan analyzes subscriber experiences and patterns to predict churn propensity and protect your revenue proactively.

It's easy to get started, no IT support needed:

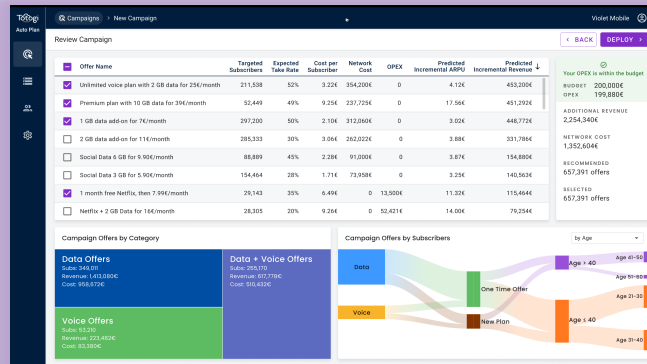
1

Configure your campaign objective (optimize revenue or reduce churn).



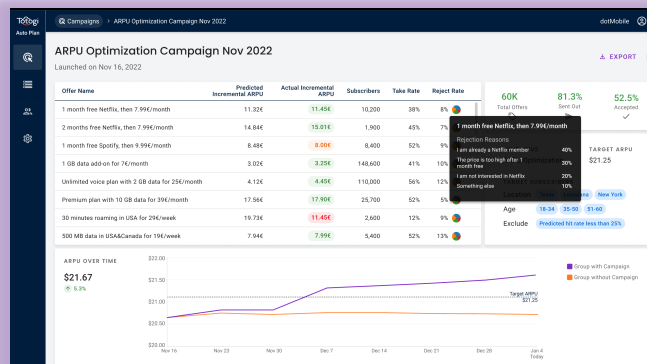
2

Review and approve the set of generated campaigns.



3

Monitor campaign performance versus control group.



Are you ready to use business insights to grow your ARPU with personalized plans?

Contact us to set up a meeting at sales@totogi.com or visit our website to learn more.

