



A tradicionális targetálás **halott**

Személyre szabott tömegkommunikáció

InterInternet Hungary - 2014

péter • szántó

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KEEP
CALM

AND

THANK YOU

FOR STAYING AND LISTENING TO ME

Egyszer-egyszer egy forradalmi termék
újraírja a szabályokat



A márkák fogyasztókkal való kapcsolata megváltozott.

A fogyasztók igénye megváltozott.

Újra kell értelmezni a kommunikációt.

Adatok

Demográfia
Kor
Nem
Lakhely
Kereset

Demográfia	Pszichográfia
Kor	Személyiség
Nem	Érdeklődés
Lakhely	Értékek
Kereset	Életstílus

Demográfia	Pszichográfia
Kor	Személyiség
Nem	Érdeklődés
Lakhely	Értékek
Kereset	Életstílus



Felhasználói adatlap



Jane
Doe

Kapcsolat

E-mail: jane@doe.io

Adatok

Kor: **24**

Státusz: **B**

Nem: **nő**

Jövedelem: **?**

Foglalkozás: **hallgató**

Lakhely: **Győr**

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Felhasználói adatlap



Jane
Doe

Le Lorem Ipsum est simplement du faux
texte employé dans la composition et la
mise en page avant impression.

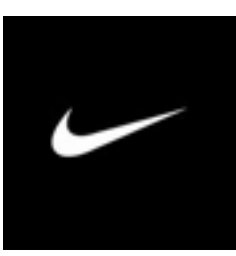
Kapcsolat

E-mail: jane@doe.io
Telefon: +36 30 432 14321
Facebook: facebook.com/janedoe
LinkedIn: linkedin.com/in/doejane

Demográfia

Kor: 24
Nem: nő
Foglalkozás: hallgató
Státusz: B
Jövedelem: ?
Lakhely: Győr

Érdeklődés



Esettanulmány



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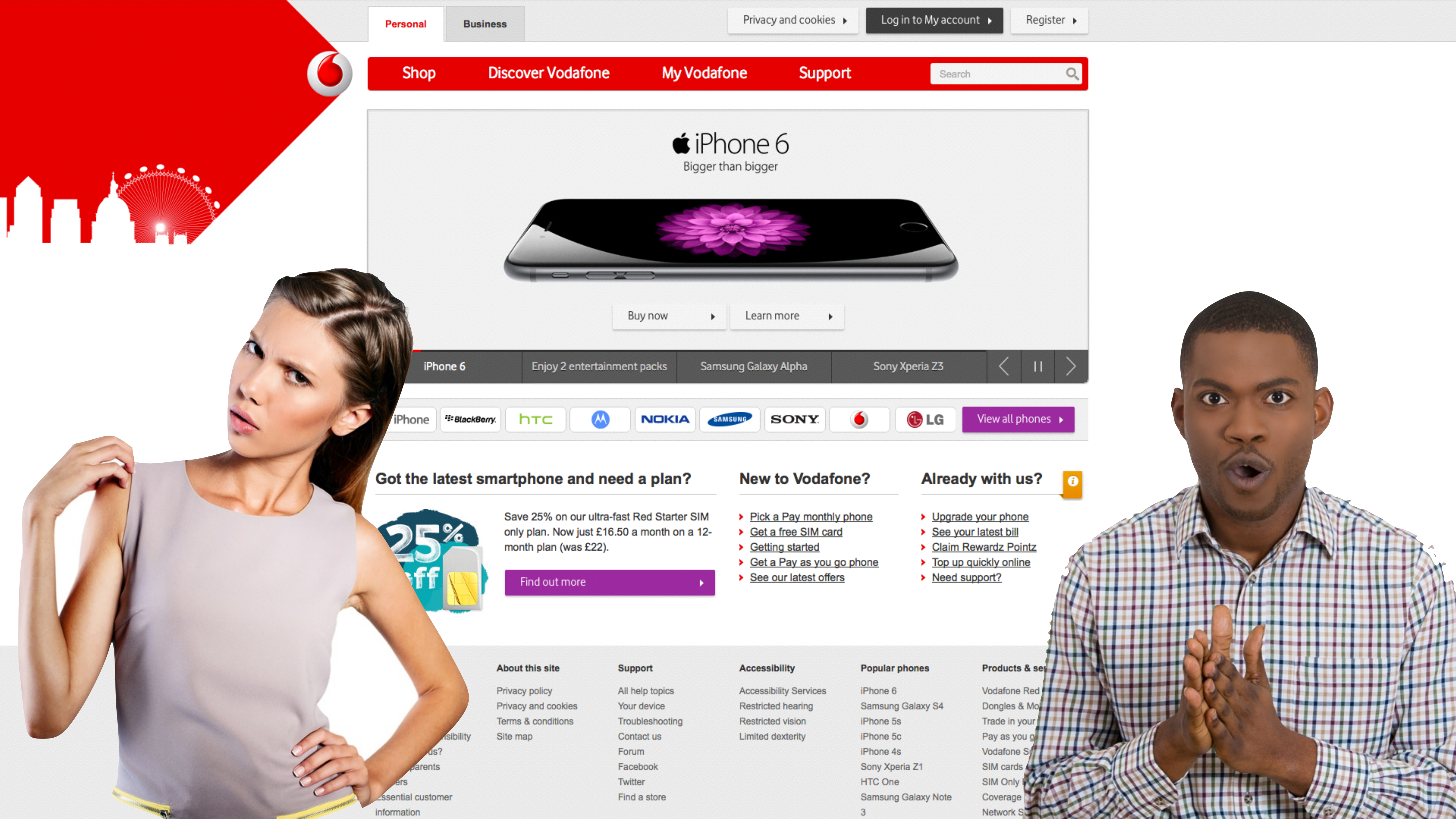
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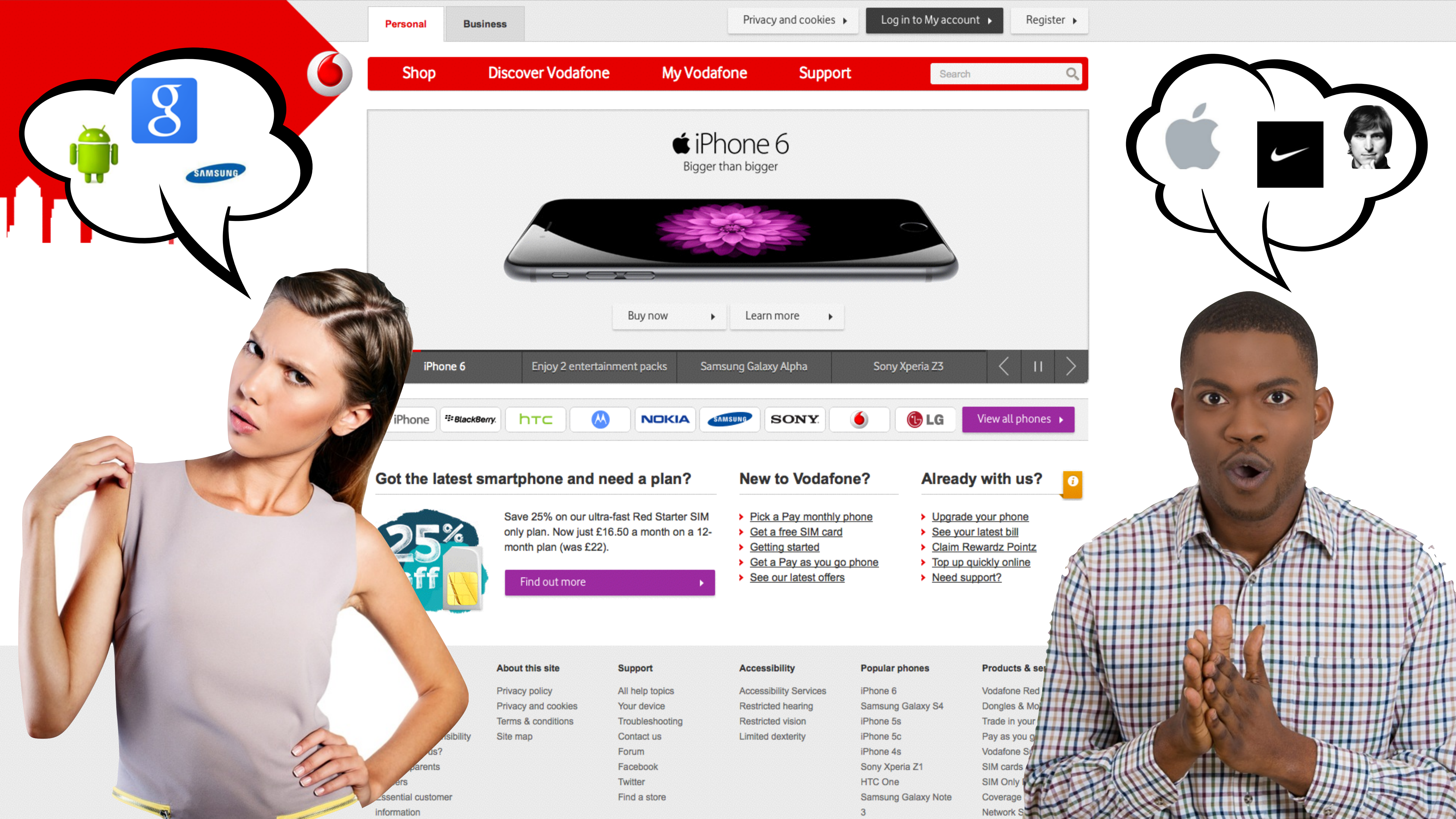
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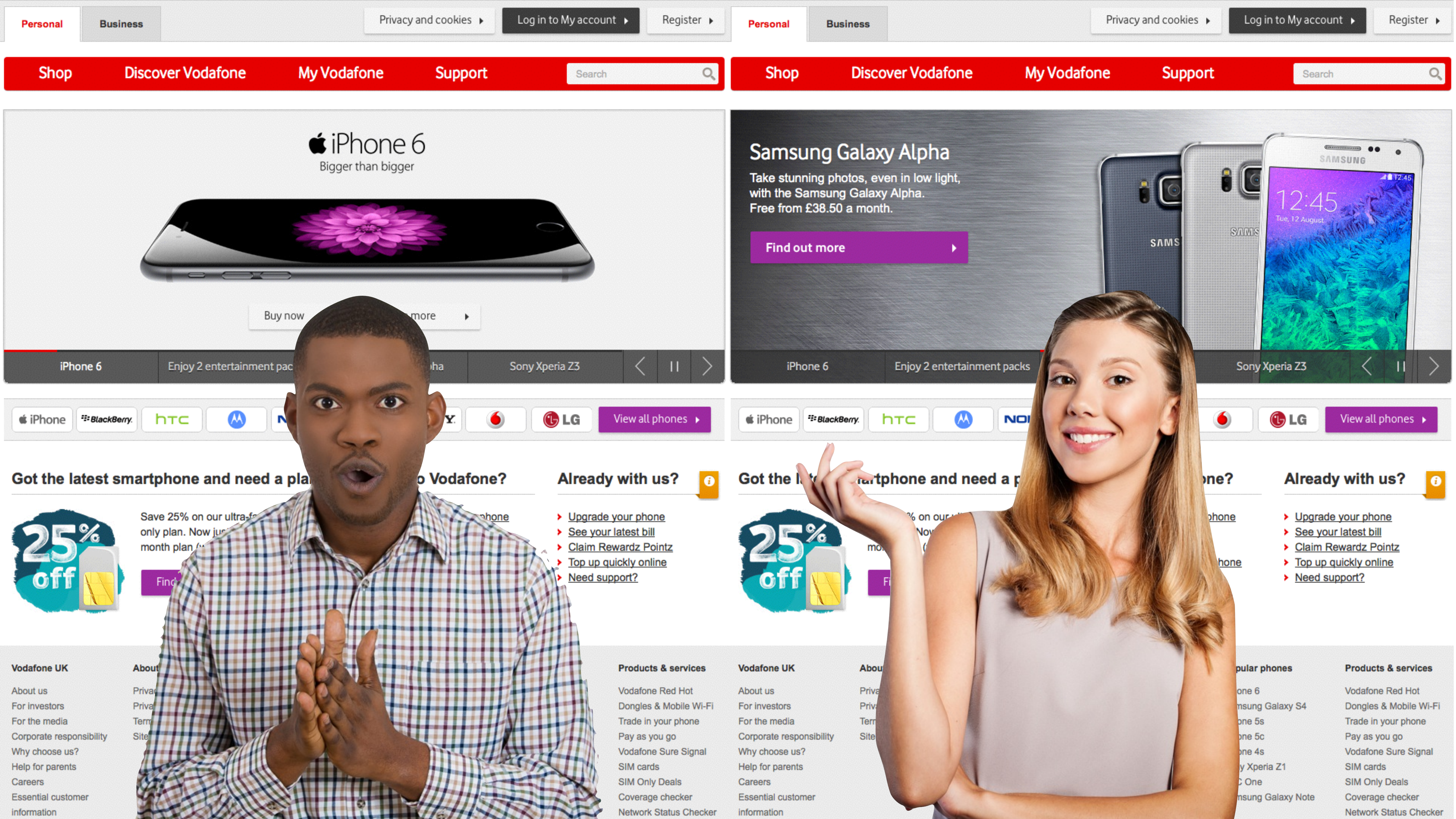
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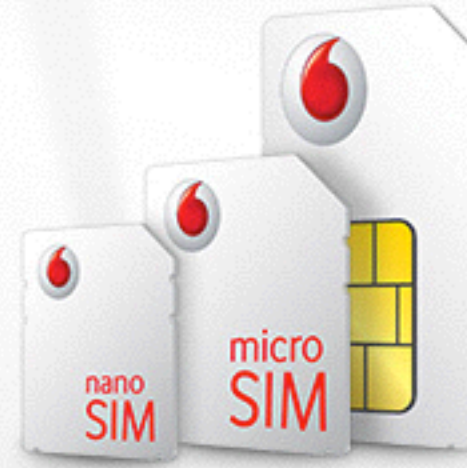


Adatszűrés
Automatizáció
Személyre szabott tartalom



Free SIM cards on Pay as you go

Choose your perfect
Vodafone Freebee



Enjoy the freedom of 4G and loads of UK data, on Pay as you go

➤ Send my free SIM



Freedom Freebee



Unlimited UK texts, 150 UK minutes and 500MB of UK data for £10

➤ **Freedom Freebee SIM card**

Freebee Minutes



150 free UK minutes on top of your credit when you top up £10

➤ **Freebee Minutes SIM card**

Freebee Texts



1000 free UK texts on top of your credit when you top up £10

➤ **Freebee Texts SIM card**

Freebee Data



500MB of free UK data on top of your credit when you top up £10

➤ **Freebee Data SIM card**

Freebee International Minutes



60 free international minutes to landlines and mobiles
on top of your credit when you top up £10

➤ **International SIM card**

iPad or tablet SIM



Free SIM for your iPad or tablet

➤ iPad or tablet SIM card


How to use your free SIM

- 1 Put your SIM card into your phone
- 2 Call **17298** for free from your Vodafone mobile

Keep your number

- 1 Call your current network provider and ask for your PAC code
- 2 [Fill in your details here](#) and

Unlock your phone

-  Simply call your current network provider to get your phone unlocked

Top up your new SIM card

- 1 Call 2345 for free from your Vodafone mobile
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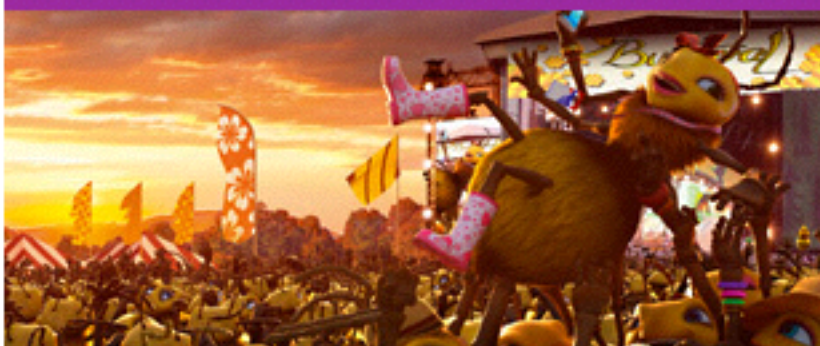
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Exclusive Offers

Topping up



Freedom Freebee



Unlimited UK texts, 150 UK minutes and 500MB of UK data for £10

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Freebee Minutes



150 free UK minutes on top of your credit when you top up £10

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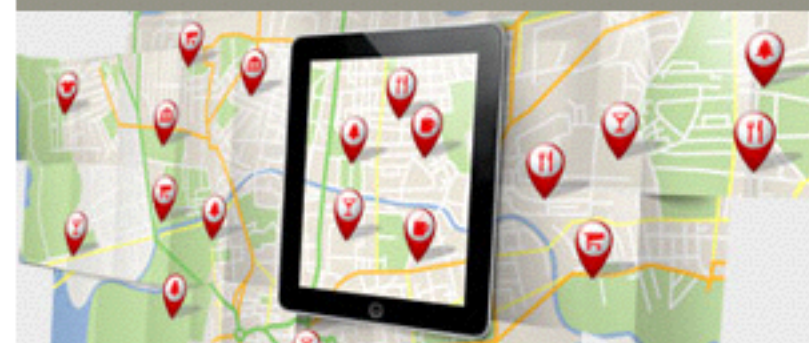
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60 free international minutes to landlines and mobiles on top of your credit when you top up £10

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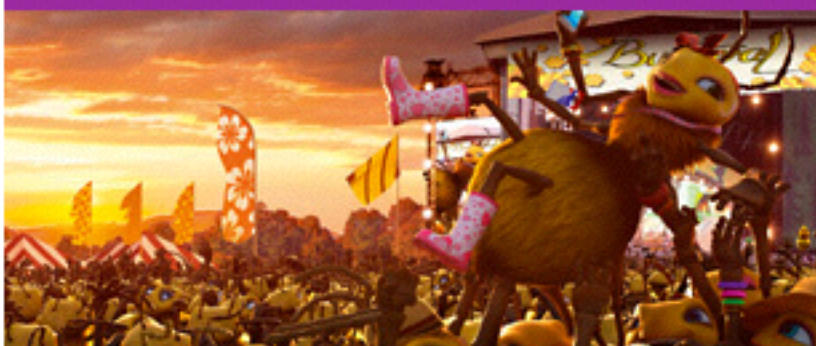


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> Send my free SIM



Freedom Freebee



Unlimited UK texts, 150 UK minutes and 500MB of UK data for £10

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Freebee Minutes



150 free UK minutes on top of your credit when you top up £10

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Freebee Texts



1000 free UK texts on top of your credit when you top up £10

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Freebee Data



500MB of free UK data on top of your credit when you top up £10

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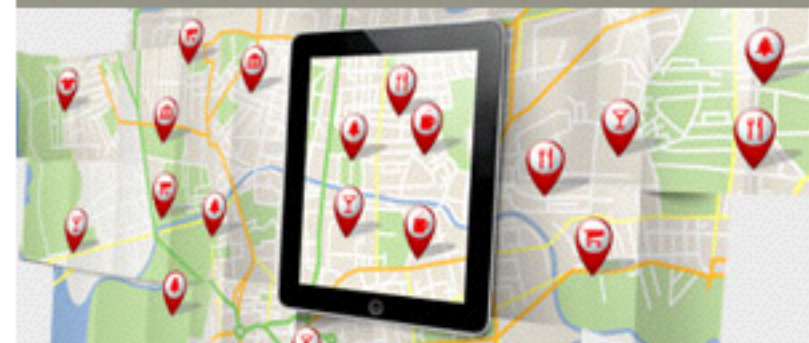
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60 free international minutes to landlines and mobiles on top of your credit when you top up £10

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John
Samsung Tab tulaj



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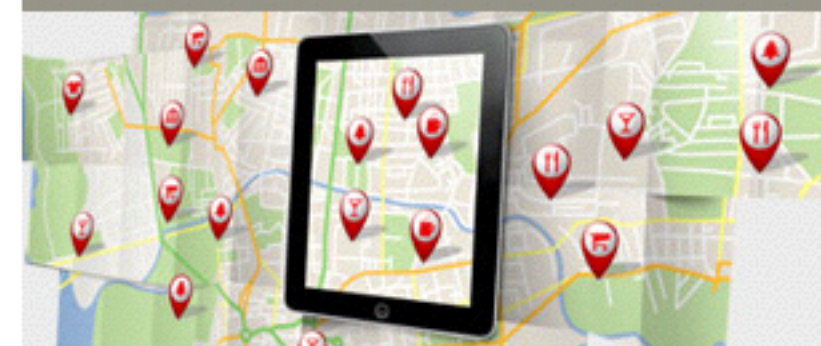
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iPad or tablet SIM



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£10 gives you 1GB UK data for up to 30 days

Freedom Freebee



Unlimited UK texts, 150 UK minutes and 500MB of UK data for £10

> Freedom Freebee SIM card

Freebee Minutes



150 free UK minutes on top of your credit when you top up £10

> Freebee Minutes SIM card

Freebee Texts



1000 free UK texts on top of your credit when you top up £10

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Freebee Data



500MB of free UK data on top of your credit when you top up £10

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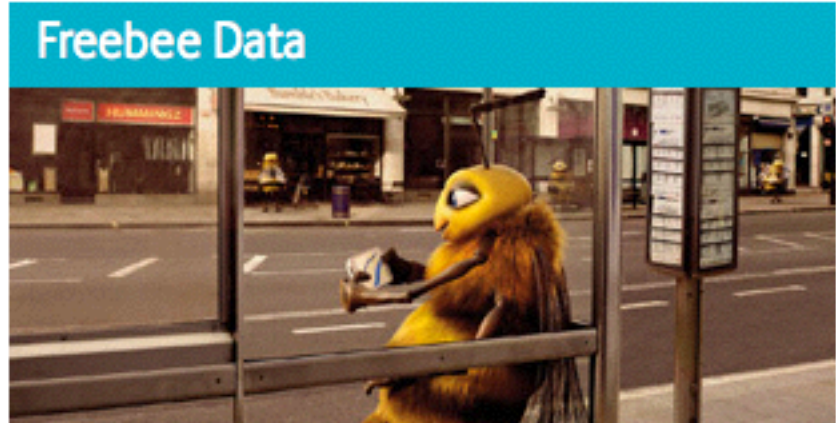
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Build your own package

24 months

Red

1 GB

UK data

Unlimited UK minutes and texts

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UK data

Unlimited UK minutes and texts

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Choose a phone

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4 GB

UK data

Unlimited UK minutes and texts

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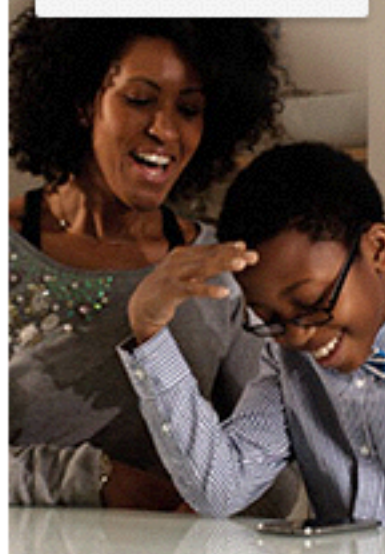
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New Red+

Share one data allowance across all your family's devices and save money with just one bill.

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A megoldás

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Személyre szabjuk a tömegkommunikációt.

Az eredményt három szolgáltatási lábbal érjük el:



Alap adatszűrésen túl
Likeok és alcélcsoport menedzsment



Klasszikus piackutatáson túl
Reprezentatív digitális mérés



Személyre szabott reklámon túl
Személyre szabott tartalom

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TÖBB

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Thank **You!**

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