



AppLogic Networks Advertising Data Solution

Premium network intelligence that improves ad relevance and helps carriers create new revenue streams



KEY BENEFITS

- New incremental revenue streams with minimal investment
- Repeatable revenue across multiple audiences
- Establish high-value partnerships with advertising service platforms
- Flexible monetization models
- Reap 5-15% of advertising revenue

EXECUTIVE SUMMARY

Advertisers and ad-supported platforms win when they can place the right message in front of the right audience. Higher-quality targeting data typically improves campaign performance and can increase the value of ad inventory. In many ecosystems, the data provider's contribution is monetized as a share of advertising value (often cited as ~5–15%, depending on quality, exclusivity, and integration depth).

AppLogic Networks enables carriers to monetize network-derived insights that are renewable, multi-dimensional, and continually refreshed. These insights can augment (or, in some cases, replace) commonly purchased audience signals to enable more focused, personalized advertising across streaming, social, and retail media environments—creating incremental revenue streams for the carrier.

THE CHALLENGE: GAPS IN PURCHASED ADVERTISING DATA

Common pain points with purchased audience data services include:

- Stale refresh cycles: intent and interests change faster than many datasets update.
- Misclassification and weak precision: inferred segments can waste spend on low-interest audiences.
- Vendor overlap and duplication: similar segments appear across providers, leading to duplicate payments.
- Activation gaps: low match rates or limited coverage reduce addressable scale and ROI.

APPLIC LOGIC ADVANTAGE: AUDIENCE ENRICHMENT

Carriers observe high-value traffic flows that can strengthen advertising outcomes by improving who to target, what to show, where to advertise, and when to engage. AppLogic converts network observations into grouped audience attributes (cohorts/segments) designed to avoid exposing specific individuals.

Examples of enrichment dimensions include:

- Geography and access context (region/city-level; fixed vs. mobile context).
- Account/plan context (subscription or plan tiers where permitted by policy and agreements).
- Interest and app affinity (app usage patterns and content categories derived from grouped activity).
- Behavioral patterns (frequency/recency, time-of-day trends, and usage intensity at cohort level).

Because these attributes are derived from traffic flows and summarized into cohorts, partners can improve relevance without needing to identify specific end users. Carriers can apply policy controls to define what is collected, how it is grouped, and what is shared.



HOW IT WORKS (HIGH-LEVEL)

- **Observe and summarize:** AppLogic observes traffic flows and converts them into cohort-level audience attributes.
- **Deliver enrichment:** attributes are delivered to partner ad platforms (real time via API or on a scheduled feed).
- **Improve ad selection:** partner platforms use the enrichment to select more relevant ads for a viewer cohort during an ad opportunity.
- **Data-role clarity:** network insights are first-party to the carrier; when shared externally they act as third-party audience enrichment. If the carrier operates its own advertising/retail media platform, those same insights can be used as first-party data within that carrier-owned environment.

For example, the figure below represents detailed relationships provided between a category of apps, in this case transportation apps, and other apps that are used before and after a transportation app. With this data, an advertiser might notice that WhatsApp is popular before Lyft is accessed, but that same trend does not apply to Uber signifying a potential ad placement opportunity to drive WhatsApp traffic to Uber.

Figure 1

Detailed relationships provided between app categories



HOW PLATFORMS USE APPLOGIC ENRICHMENT

PLATFORM	HOW APPLOGIC DATA HELPS AD DECISIONING
STREAMING / CTV	Stronger audience cohorts for dynamic ad decisioning; improved segmentation that can increase inventory value.
SOCIAL MEDIA	Enhanced audience building and lookalike inputs; more precise targeting beyond on-platform behavior alone.
RETAIL MEDIA	Better intent/affinity cohorts to improve offer relevance and campaign efficiency.



PRACTICAL EXAMPLES (USE CASES)

- **Food delivery affinity:** when grouped activity indicates food-delivery interest, partners can deliver timely offers during a social or streaming session (or via carrier-owned channels where applicable).
- **Travel affinity:** travel app/site affinity supports more relevant promotions during streaming and social sessions, improving conversion likelihood.
- **Service disruption opportunity:** when a major application outage impacts many users, carriers can target affected cohorts with a partner alternative offer under a revenue-sharing agreement.

CARRIER MONETIZATION: BECOME A DATA BROKER / AUDIENCE PROVIDER

Carriers can productize AppLogic-derived cohorts as a monetizable data service—either directly to advertisers and platforms or through partnerships with existing data brokers.

Typical monetization models include:

- Audience data licensing (recurring fees for segment catalogs and updates).
- Revenue share tied to uplift in partner inventory value or campaign performance.
- Performance-based arrangements (share of conversion lift, leads, or incremental sales).
- Co-sold data products with established brokers or platforms to extend distribution.

CONCLUSION

Advertising results increasingly depend on the freshness, coverage, and accuracy of audience data. Many purchased datasets struggle with staleness, duplication, and inconsistent performance. AppLogic enables carriers to monetize differentiated network-derived intelligence—continually refreshed and well suited to cohort-based targeting—to improve ad relevance for streaming, social, and retail partners while creating incremental, high-margin revenue streams for the carrier.

ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <https://www.applogicnetworks.com> or follow AppLogic Networks on X @AppLogic Networks.



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