# Case Study 1: Content monetisation for telco operator using DSTK (Dynamic SIM Toolkit)

## Objective

Lumata’s Content Monetisation solutions are designed to remove the complexity of managing a network of content providers, improving subscriber satisfaction, and increasing revenue opportunities through targeted promotions. Lumata provides a solution battle-tested in some of the most complex VAS environments.

In this case study, we talk about how we helped a leading Telecom operator monetize the DSTK platform.

## Solution

With Lumata’s Content Monetisation solution a menu based on user preferences and market pulse was designed and implemented. The campaigns focused on increasing the subscription penetration and repeat calls based on user behaviour data. Regular CEP’s (Customer Education Programmes) further helped in creating awareness about the services.

## Results

The operator’s DSTK revenue grew by 200% and it also improved user engagement that resulted in increased platform ARPU.