

Contextual insights True Digital



True Digital is a multinational technology company headquartered in Bangkok, operating across Southeast Asia and serving millions of subscribers through high-engagement digital channels. As a data-driven company at the intersection of telecom and technology, True Digital is uniquely positioned to deliver privacy-compliant audience intelligence to enterprise clients.

With the phase-out of third-party cookies reshaping the digital advertising landscape, True Digital needed a scalable solution to unlock the full value of its subscriber data.



The goal was to build rich, privacy-respectful audience profiles that could power targeted advertising, customer engagement, and location intelligence for brands and businesses, without relying on invasive tracking methods.

THE SOLUTION

Micro-segmentation

True Digital built a comprehensive segmentation framework covering 400+ subscriber attributes. Each profile combines demographic signals, location patterns, behavioral indicators, and interest categories, giving enterprise clients a precise and consent-based view of their target audiences.

Real-time targeting

By combining micro-segmentation with real-time behavioral signals, True Digital can deliver personalized messages to subscribers at the most relevant moments in their digital journey. This contextual approach maximizes engagement and ensures advertising reaches the right audience on the right channel.

Mobility analytics

Footfall and mobility analyses add another dimension to True Digital's offer. Location technologies pinpoint who is present in a given area and when, helping retail brands, banks, and service providers make smarter decisions on network expansion, site selection, and out-of-home advertising.



HIGHLIGHT

At DTW Asia, Pedro Uria Recio, Chief Analytics & AI Officer at True Digital, made the case for telcos as the defining data partners of the post-cookie era. "Telcos are one of the best options for data partnerships. Thanks to telcos' vast amount of data and high-engagement channels, they can roll out cookie-free and privacy-friendly data-driven solutions for advertising, credit risk, and intelligence."

