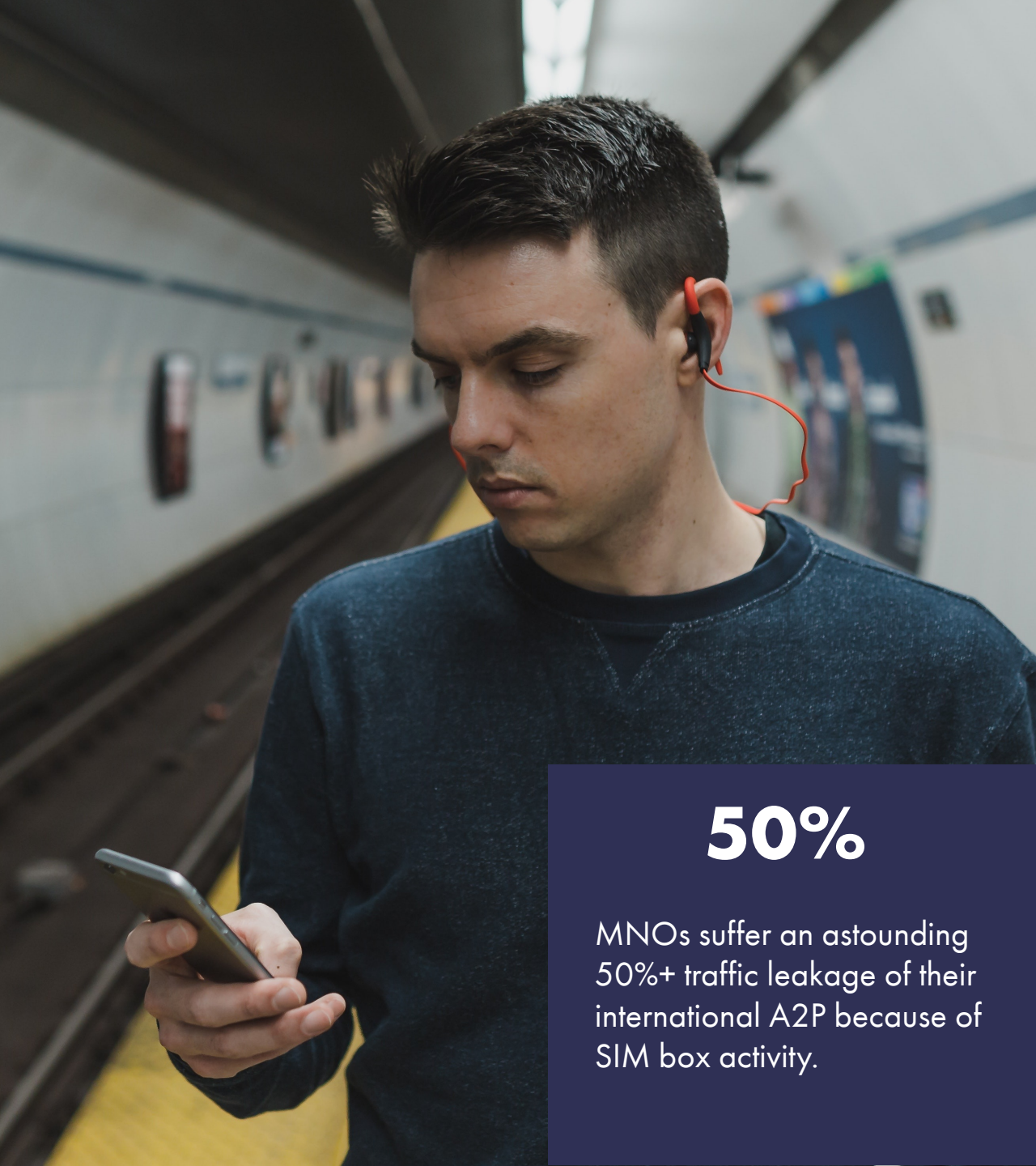# Waking The Sleeping Giant

A four-point strategy for A2P Monetization that's simple and effective

50%

MNOs suffer an astounding 50%+ traffic leakage of their international A2P because of SIM box activity.

Not a core focus for MNOs

Revenues have historically been small, and management time-consuming

Price Increases

Fraudulent traffic incentivized by price increases

Fixed Price Model

Removes visibility and agility away from the MNO

Do Nothing

Time to capitalize is running out. Everyday which passes is another day of revenue lost

HAUD
STAY IN CONTROL

However the market potential of A2P is huge!

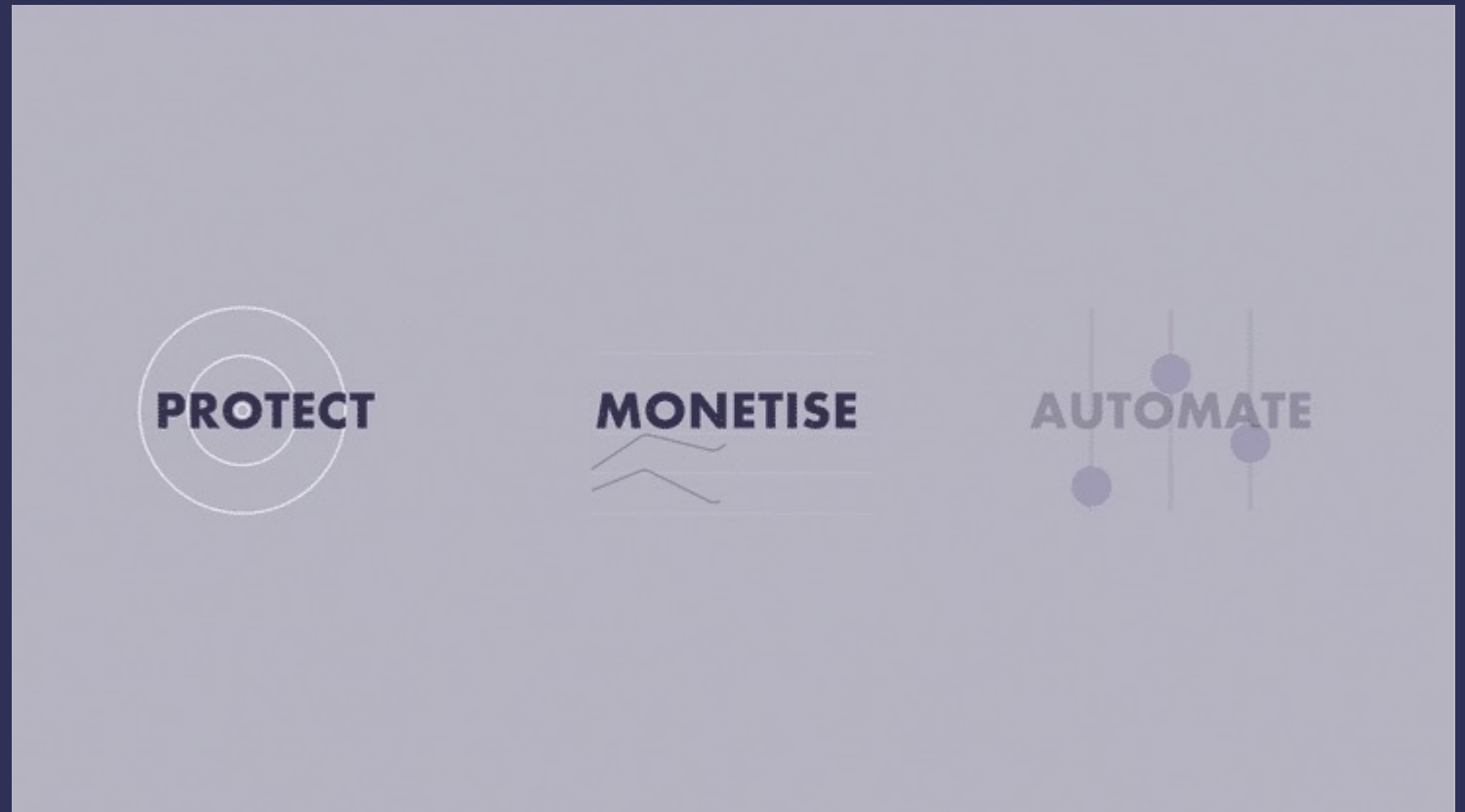**A2P SMS is a communication channel to rival email**

SMS holds a more trustworthy reputation over email

Drives unrivalled engagement through open rates

Continues to convert at a higher percentage in a mobile 1st world

HAUD
STAY IN CONTROL

A four-point strategy for taking back control of A2P:

1. Protection
2. Action
3. Creation
4. Execution

HAUD
STAY IN CONTROL

Protection starts with visibility

Old World

⚠ NO FIREWALL OR
OUTDATED FIREWALL

⚠ NO VISIBILITY OF TRAFFIC
PASSING ACROSS
THE NETWORK

⚠ NO TRAFFIC INSIGHTS
CONSTRAIN PRICING
METHODS

⚠ NO CHARGING
FLEXIBILITY

⚠ NO REVENUE GROWTH

New World

NEXT-GENERATION FIREWALL

CATEGORISATION FILTER

TRAFFIC INSIGHTS

NEW MONETISATION STRATEGIES

— New markets

— Agile team collaboration

— Differentiated pricing

AUTOMATION

HAUD
STAY IN CONTROL

Once you can see it, you can take Action!

| Discover	Incentivize	Prioritise	Enforce
Build business intelligence: Categorize the traffic in real time	Incentivise a culture of revenue growth	Prioritize routes with maximised revenue opportunities	Maintain real-time policy enforcement

HAUD
STAY IN CONTROL

Look beyond today's existing use cases

Enterprises are already using A2P SMS for millions of use-cases
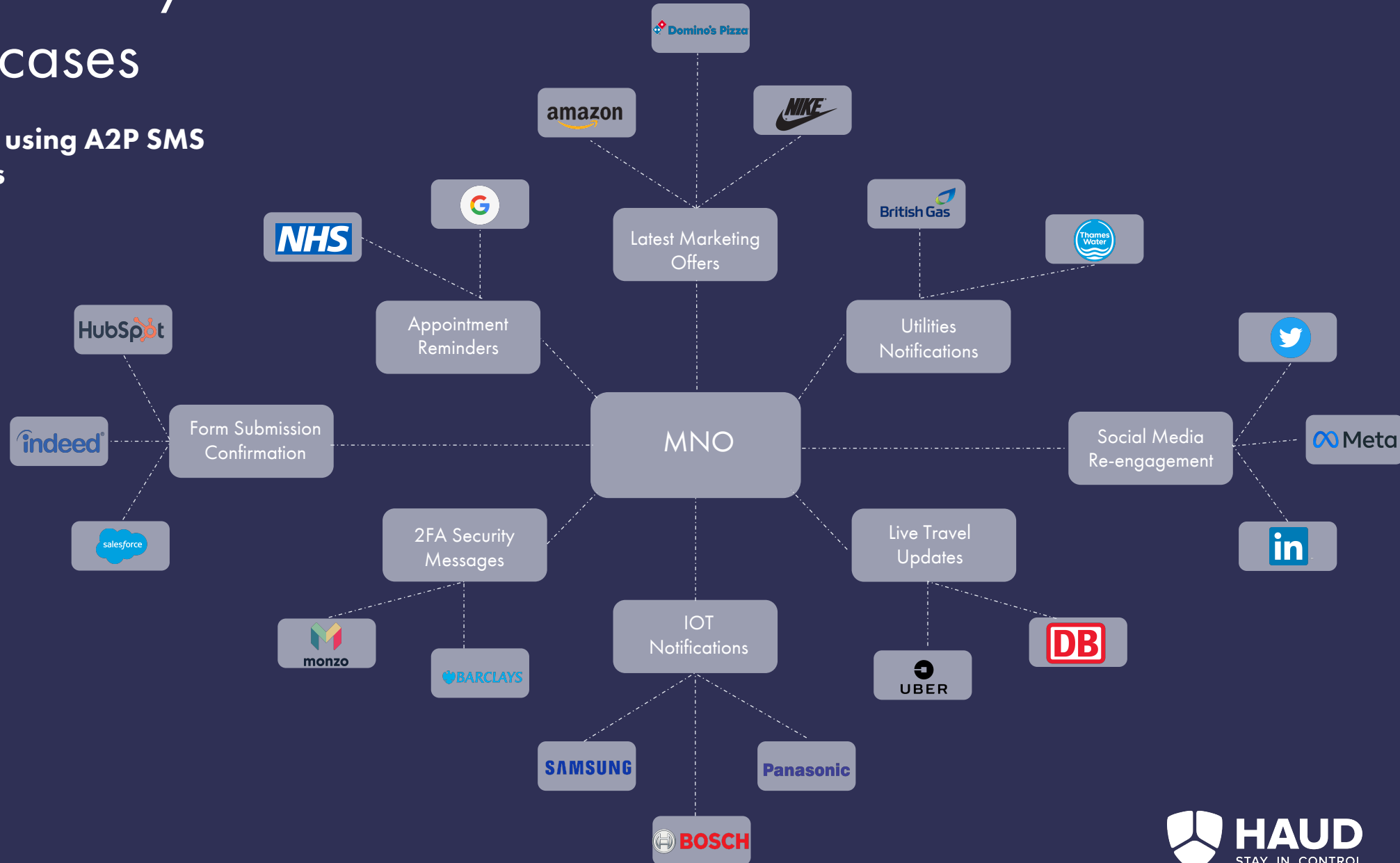
Without execution we only have words

Quick and easy

Advanced CRM tools make managing your tech stack quick and easy

AI powered

AI functionality supports business operations by reducing manual inputs and management

De-siloed

Operations become more frictionless as your business units can all see that traffic and volumes - from compliance to marketing

Reporting

Automated reporting on KPIs and OKRs means showing the value of your strategy becomes simple

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We've created a great place
to get started.

Head over to:
haud.com/revenue-supercharger

An online resource portal with
- **eBooks**
- **How To: Videos**
- **Certificates**

Discover how you and your team can maximise your A2P messaging revenues.

Messaging Revenue
Optimisation

The Ultimate Guide To
Messaging Revenue Optimisation

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