



MOUNTAIN
CONNECT
BROADBAND DEVELOPMENT CONFERENCE
TRANSFORMATIVE INNOVATION

Adtran

Super-Charged Broadband Marketing with AI-Driven Analytics

Mountain Connect 2023

Douglas Fast Net | Adtran | DxTEL



SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

Welcome



Todd Way
CEO
Douglas Fast Net



Ashley Brown
Senior Director, Field Marketing
Adtran



Eddie Andrews
Managing Partner
DxTEL

Why marketing analytics?

1

Better understand customer needs and behaviors

2

Track and analyze the success of your marketing efforts

3

Course correct and develop future campaigns

4

Set informed benchmarks and goals with relevant metrics



Analytics transform your campaigns from noise to relevant solutions

Why marketing analytics?



Why marketing analytics?

Consumers receive between 300-3,000
marketing messages a day

But only listen to 3

if you are not serving personalized content at the most
relevant, receptive moment, you're wasting resources and
opportunity



Why marketing analytics?



Content marketing
generates over



**3x as many
leads**



as outbound marketing
and costs 62% less

Douglas Fast Net



Service Worth Talking About

We keep our customers connected to the world and each other, from the coast to the Cascades.



100% Local

DFN is local, bringing jobs, opportunities, and high-speed internet to local homes and businesses.



Built for the Future

DFN is keeping pace, continually offering speeds and reliability once reserved for those in the big city.



Our Customers Say it Best

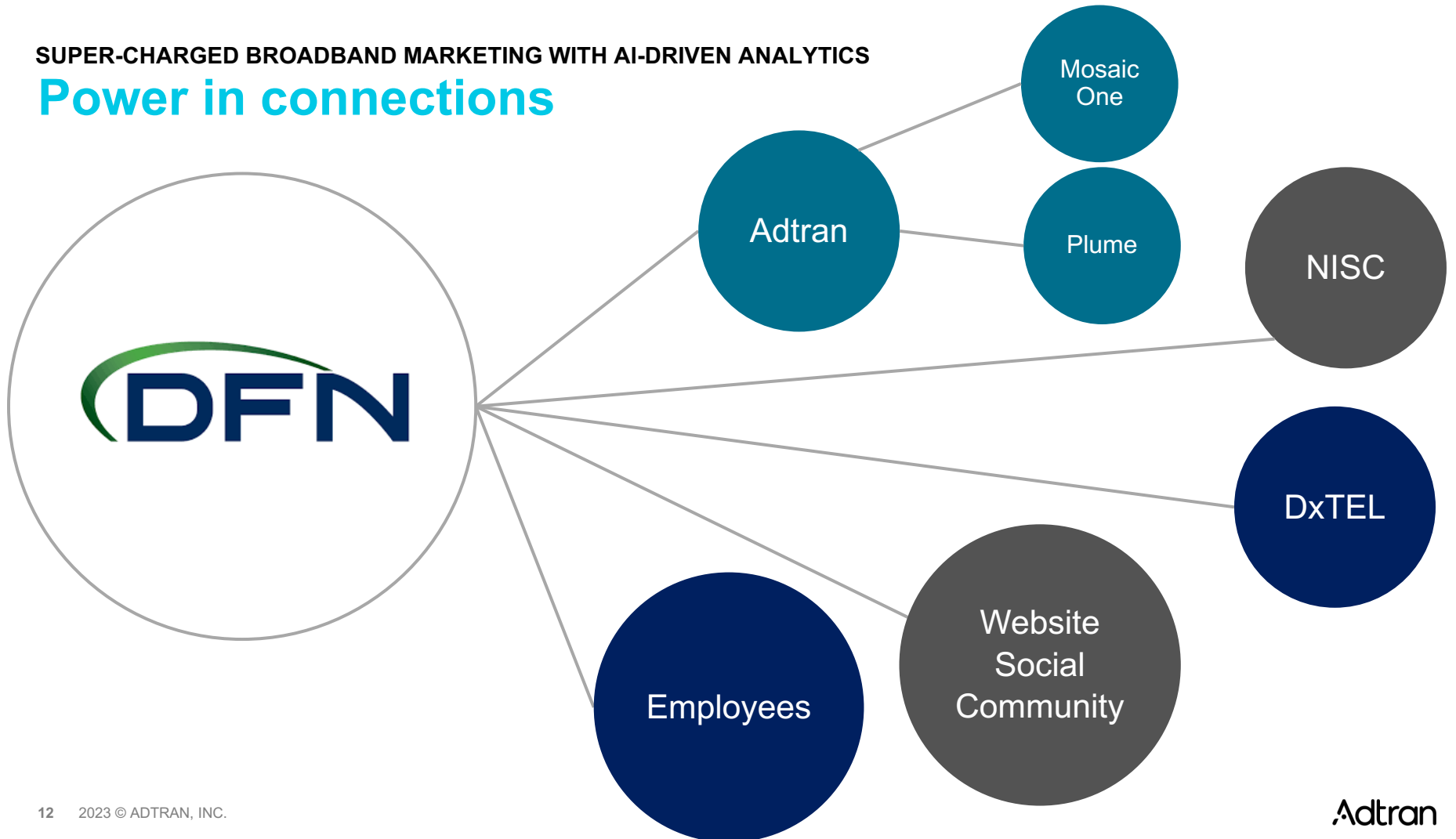
Ask around. DFN customers love our service, support, online speeds, and business options.

Time for change





Power in connections



SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

Focus areas

Awareness



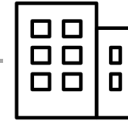
Satisfaction



Website



Corporate



eSports



Video

Direct Mail

Paid Social

Google Search

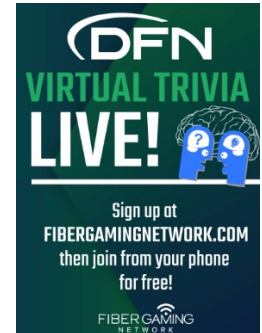


Empowering Lives Through
Meaningful Connections.

Over 35%
increase in
traffic driven
from ads

CSR
playbooks,
remodel, and
more –
bringing the
brand to life

Fiber Gaming
Network

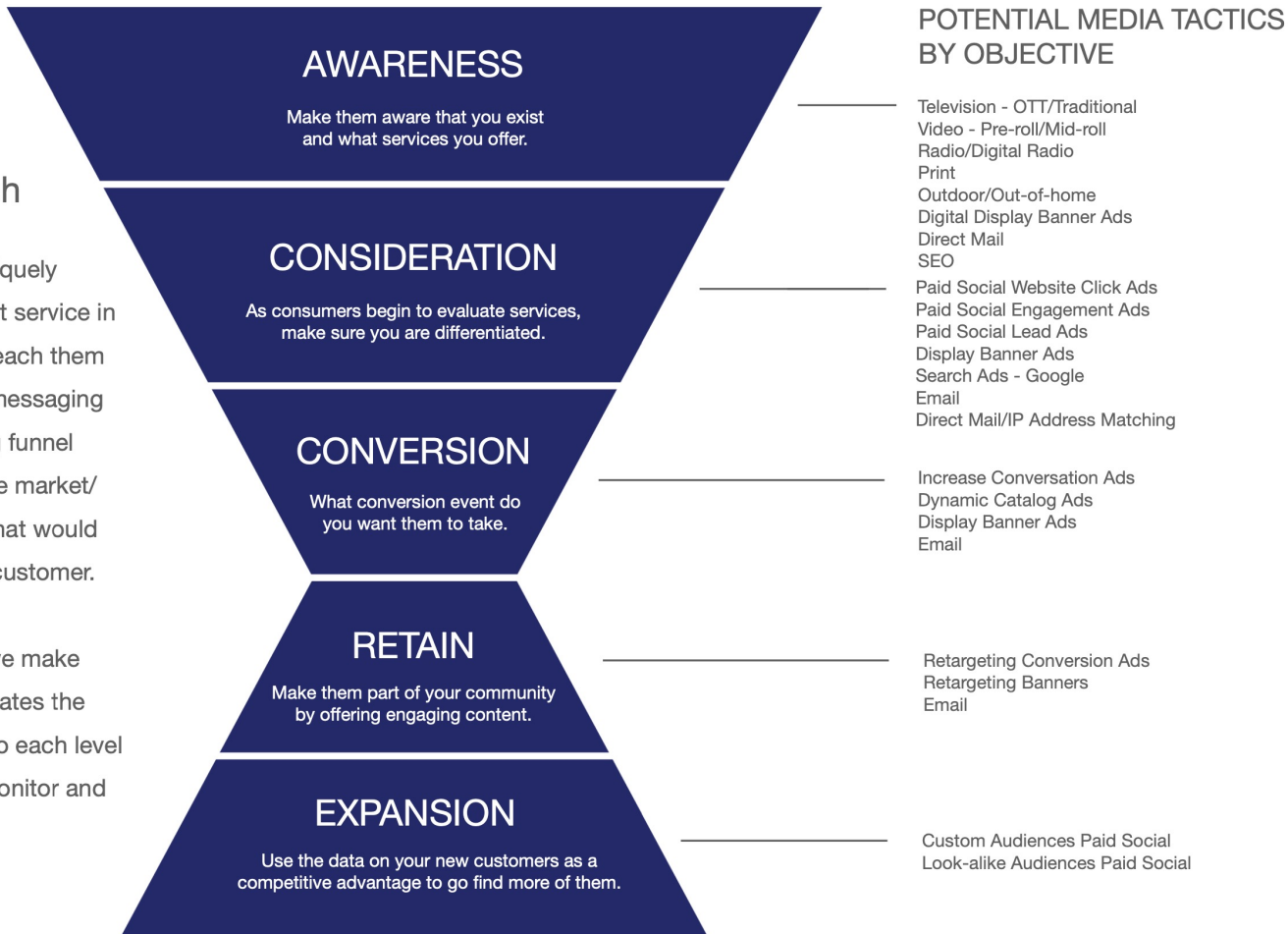




Marketing Funnel Approach

Consumers in your market area is in uniquely different positions relative to the Internet service in their home or business. Our goal is to reach them in the right place at the right time with messaging that will resonate. The DxTEL marketing funnel illustrates the consumers' position in the market/mindset relative to the types of media that would be most effective to convert them to a customer.

When planning your media approach, we make sure our plan for your organization allocates the proper percentage of your paid media to each level illustrated in this funnel. And then we monitor and optimize.





SUPER-CHARGED BROADBAND MARKETING WITH AI-DRIVEN ANALYTICS

Marketing examples

FIBER HOMES

Vacationers want **fiber internet**.

Let them know your home has it!

“This area is very sparsely populated. A lot of service providers didn’t expect to see a return on their investment, so they didn’t put any capacity for the people to use.”

Asthika Welikala,
Chief Information Officer
of Douglas ESD

Douglas Fast Net
April 17

So much fun at the Lookingglass Apartments this weekend! Thanks Wailani Shave Ice for being there & serving up the yummiest shave ice! Are you interested in service? Call us at 541.673.4242 or sign up online at <https://dfn.net/> !




Very reliable internet service and the one time we needed customer service, they were so helpful and patient with us (we’re old and not tech savvy:).”

~ Actual Customer



Empowering Lives Through
Meaningful Connections.



DFN

We'll Be There
When You Call

(541) 673-4242 2350 NW Aviation Dr



**Speed Up
Stay Local.**



2530 NW Aviation Dr, Roseburg OR
(541) 643-4242

Driving change with data

Reduced trouble tickets,
increased response time by
over 17%

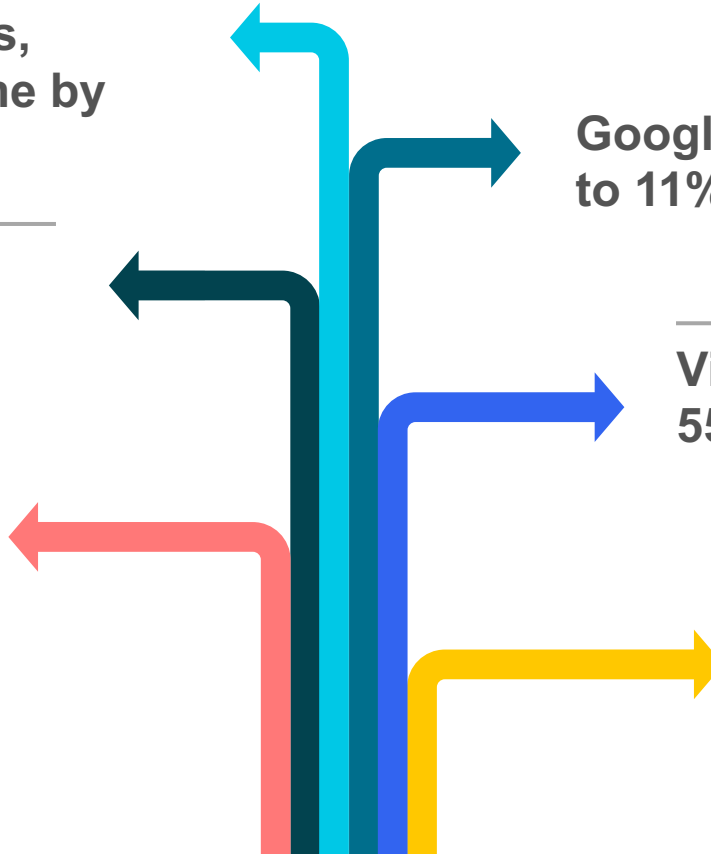
Reduced marketing
costs by 30%

Increased 1 Gig
subscribers by 300%

Google Search CTR boosted
to 11% (benchmark 2-5%)

Video pre-roll with over
55K impressions

Partnership with
Douglas Electric



More to come

Real estate
agent
engagement

Career Days and
Tech Talk Days

Affordable
Connectivity
Program

Fiber Gaming Network
and eSports programs for
local schools

K-12
technology
needs
research

Discussion and questions

- 1 Marketing analytics
- 2 Community engagement
- 3 Operationalize your brand to your employees
- 4 Marketing efforts and tools
- 5 Data sources



Get in touch!

Your personal contact to Adtran

Ashley Brown

Senior Director, Field Marketing

ashley.brown@adtran.com

