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Monetization of statistics

Detecting internet reselling by individual subscribers

Calculated based on a large number of UserAgents/devices per subscriber. It is recommended to set more than 30 agents in the filter. Actions:

- 1. Go to QoE Analytics → Subscribers → ClickStream
- 2. Create a filter (use Shift+Enter to add multiple entries) where:
 - 1. Mozilla — PC identifier
 - 2. Dalvik — mobile device identifier

Saved

History

Title

Q.FILTER

Filters

	Filter	Operator	Value			
☒ On	Agents number	>=	30			
☒ On	Device	in	Dalvik Mozilla			

Help

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There is little need to export this data to external systems. For more valid results, it is recommended to exclude corporate clients from the selection; this can be done at the final stage.

Database query method:
Will appear later, create a query.

Detecting Smart TVs

Selling OTT TV services together with the operator’s basic internet packages is one of the most

popular additional services, which can be promoted through digital channels or via ITM. For efficient sales, it is important to know whether a subscriber has a Smart TV and whether they are already using OTT services. Detection is performed based on the UserAgent and ClickStream.

Example Smart TV query:

```
UserAgent match (?i)(\W|^)(smart|LG|samsung)(\W|$)
```

Example OTT TV query:

```
host match (?i)(\W|^)(smotreshka|ivi|okko|netflix)(\W|$)
```

Database query method:

Will appear later.

Detecting video surveillance usage

Similar to Smart TVs — used to build a target base for selling cloud video surveillance services. This case is slightly more complex since there are many vendors and cloud services, so libraries need to be compiled. Vendors (camera devices) can be found via UserAgent, and services via Host.

For example, let's find clients of the most popular services:

<https://camera.rt.ru/>

<https://spb.rt.ru/videocontrol>

<https://ru.ivideon.com/>

Ivideon can be easily found by host, example query:

```
host like  
ivideon.com
```

Rostelecom is more complex, as all of its services are hosted on the same domain. Let's make the query more specific, given that cameras operate continuously and generate hundreds of sessions per day:

Saved

History

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Title

Q.FILTER

Filters

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	Filter	Operator	Value			
☒	On	Sessions	>=	500		✎🗑️
☒	On	Host	match	rt.ru	?	✎🗑️

Help

Cancel

Apply

Partnership with local businesses (pizza, stores, car services)

Obtaining audience segments for local stores or businesses.

For example, to create a “warm” customer base, you can select users who visit competitor car service websites, order auto parts on exist.ru, or regularly use ozon or aliexpress.

You need to configure simple host-based filters for ClickStream or use built-in segmentation by ClickStream categories.