

Allot Communications MobileTrends Report Reveals that 6% of Mobile Subscribers Visit Risky Websites Every Day

Male Millennials are at most risk and therefore a good target for CSP web security service.

Sept. 24, 2015 – Hod Hasharon, Israel– [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading global provider of intelligent broadband solutions that empower communication service providers to optimize and monetize their networks, enterprises to enhance productivity and consumers to improve their digital lifestyle, announced today the release of [Allot MobileTrends Report H2/2015, 5+1 CSP Touch Triggers for Monetizing Customer Engagement](#).

The [report](#) shows how the daily online behavior of each mobile customer can be used by CSPs to discover smarter ways to profile their customers and to propose targeted offers. Based on user profiles that were derived from online behavior, we identified 5+1 touch triggers for engaging customers at the right moment and in the right context for CSP service uptake.

The touch triggers identified by our network source data and analysis include: visits to risky sites, CSP competitor websites, and travel sites, as well as use of OTT cloud storage, mobile hotspots and video streaming.

Key Findings:

- On average, subscribers have 72 daily online transactions (each with the potential to become a touch trigger).
- Males visit “malware-risky” websites 7.5 times more often than Females, and Millennials visit these 21 times more than Baby Boomers. Overall close to 6% of subscribers visit risky websites daily.
- Business Users use mobile hotspots 69% more than the typical user profile, and Millennials do this 45% more than Baby Boomers.
- 45% of Female customers and 38% of Male customers watch video daily.
- 70% of video consumers are light viewers who watch 1-6 clips per day, while 8% are heavy viewers who watch 21+ clips per day. The majority of heavy viewers are Males (54%).

“As CSPs continue their transformation into digital lifestyle providers, business emphasis is shifting from byte-driven data plans to personalized service plans” said Yaniv Sulkes, AVP Marketing at Allot Communications. “By analyzing their customers’ daily interactions with the network, CSPs will be better equipped to understand user diversity, and to offer relevant services to each customer at the most opportune moment for uptake.”

Our report methodology included datasets covering millions of mobile transactions and taken on a given day from four Tier-1 operators around the world, during July 2015.

About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) empowers service providers to monetize and optimize their networks, enterprises to enhance productivity and consumers to enjoy an always-on digital lifestyle. Allot's market leading solutions identify and leverage network intelligence to analyze, protect, improve and enrich mobile, fixed and cloud service delivery and user experience. Allot's unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables network operators worldwide to elevate their role in the digital lifestyle ecosystem and to open the door to a wealth of new business opportunities. For more information, please visit www.allot.com.

Forward Looking Statement

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

Contacts

Allot Communications

Sigalit Orr | Director of Marketing Communications and Analyst Relations
+972.9.761.9171 | sorr@allot.com

Merritt Group, Inc.

Melissa Chadwick | Merritt Group, Inc.
571-382-8513 | chadwick@merrittgrp.com