# HOW A WIRELESS TELECOM COMPANY IMPROVED EMAIL ENGAGEMENT WITH A PERSONALIZED MARKETING APPROACH.

## › BRAND BACKGROUND

Our client is a wireless telecom brand that typically focuses on a younger demographic as their customer base. Their main business differentiator is a customer benefits program which provides their customers with special offers, discounts, and VIP experiences.

## › THE CHALLENGE

Working with the marketing team, our goal was to find higher levels of engagement with their customers.

Prior to our involvement, the client had been sending out simple straightforward newsletters – a one-size-fits-all approach. We knew that consumers don't have standard purchasing habits. For the telecom company, this meant lost selling opportunities and being able to create promotions that could specifically appeal to a range of customers

## › THE SOLUTION

Our solution lead to much more than just a versioning of the newsletter. Instead, setting up this sophisticated program would allow the client to send specific customer offers to different regions and segments of customers.

We developed a tool that would allow the client to segment different versions to the tune of 42 newsletter variables.

In addition, we could set up detail-rich reporting that their Business Intelligence (BI) unit could access.

The next step was using the data collected on what customer offers people were redeeming. This created a model that flagged their preferences so that dynamic versions of the newsletter could be personalized with unique, individual offers.

## › THE HOW

We created a data structure for the program, using client files. This determined the offer order and personalized content that would be pushed out to specific customers.

Customers could receive different offers depending on their region, language, or type of wireless plan. We worked closely with the Business Intelligence team to establish the requirements.
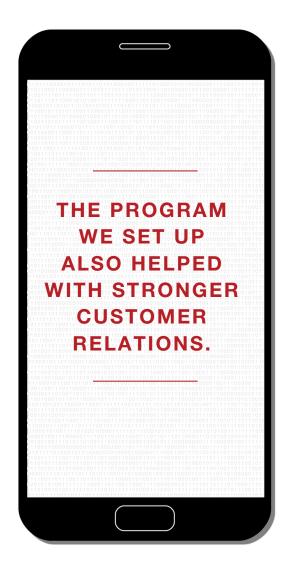
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# 42 DIFFERENT VERSIONS

**In the end, we created 42 different variants that are quickly and efficiently distributed.**

## › RESULTS AND INSIGHTS

With 42 different versions of the newsletter, we created a foundation of true personalization. This could be based on geography, plan type and more, so that customers were receiving the most relevant and engaging offers.

With each distribution, we beat expectations and achieved a 40% open rate, 5% click rate, and 13% Click To Open Rate.

# 40%

## OPEN RATE*

Vs industry average of 21.57%*

# THE PROGRAM WE SET UP ALSO HELPED WITH STRONGER CUSTOMER RELATIONS.

There was one issue with family plans in which younger teens were accumulating excessive data overages. Notifications of overages were at that time sent by text. But they were only sent to the wireless number held by the younger family member. Not surprisingly, the parents weren't being informed of the increased data use. Our solution was to set up a weekly triggered campaign on any accounts that went into data overage. Emails are sent directly to the account holders, which were usually the relieved parents.

**\*Source: Mailchimp statistics for telecommunications sector. Feb. 2017**

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WE MAKE IT **PERSONAL**