

10X Improvement in Click Throughs for Email Campaigns in a Top Global Telecom Company

Key Challenges



- Low open, click-throughs, and existing campaign conversion rate
- Existing trade-in transactions much lower than anticipated
- Low campaign ROIs translated to high conversion costs
- Low channel conversion rates

Business Solution



- > Customer journey analysis to identify user friction points
- > Developed propensity & segmentation models to identify targets and inform design personalization
- > Optimized email templates aimed to increase open and click-through rate
- > Targeted top 3 customer segments with data-informed designs & content personalization

Business Impact



5-10x

Click Throughs

2-5x

Quote Submissions

\$ 1.2

Million/Year estimated Incremental Impact



Request a Demo

