

Telco Giant's Revenue per User Soars with Highly Personalized Customer Experiences

Challenge: A major telecommunications company struggled because its consumer data was siloed and disconnected across disparate marketing channels and tech platforms. That meant the company couldn't accurately identify audiences and consistently, efficiently analyze customers and prospects.

Solution: Powered by the company's first-party data, the Acxiom Real Identity™ solution generated a private identity graph that seamlessly integrated with the company's other analytics platforms, creating a persistent, secure, single customer view.

Results:

- Realized a 15% improvement in data matching compared to a competitor's product it previously had used
- Achieved contribution margin uplift of £120m over five years
- Was able to identify next best product offer
- Reduced customer churn by 15%
- Increase ARPU by 2% a year
- Optimized customer insights with IOT data

Data Matching



15% Improvement

Margin Uplift



£120m over 5 Years

By implementing Acxiom's data-driven Real Identity™ solution, the large telecommunications company captured a holistic, accurate, and persistent customer view, boosting customer acquisition and average revenue per user.

Privacy-Compliant



GDPR

ARPU



£100 Increase