AN ACXIOM CASE STUDY

TELECOMMUNICATIONS COMPANY LAUNCHES SUCCESSFUL EMAIL MARKETING JOURNEY

TURBOCHARGED ACQUISITION STRATEGY INCREASES REACH, REMOVES WASTE AND DRIVES NEW SUBSCRIBERS AT SCALE, DELIVERING A 10X RETURN ON INVESTMENT

As the telecommunications landscape has changed and expanded over the years, one of the world's largest providers needed a trusted business partner to help redefine its growth strategy and reach more prospects. It partnered with Acxiom to develop and execute a world-class prospecting solution to meet the company's ambitious growth objectives.

Acxiom provided a white-glove experience, reaching prospects with a custom digital and email marketing solution, providing scalable campaigns ranging from a specific geography to a U.S.-wide effort. Email Connections has expanded 10-fold since its inception, providing effective and efficient prospect acquisition at scale.

ACXIOM'S MULTI-SOURCED EMAIL CONNECTIONS ENABLED:

ACQUISITION CAMPAIGN EFFECTIVENESS AND EXECUTION

Provides the ability to stage and execute highly effective prospecting campaigns across all lines of business.

AGILITY AND FLEXIBILITY Includes rapid speed to market with flexibility for all sales activities including special events and product launches.

CLIENT

Telecommunications Provider

APPROACH

- Multi-vendor, custom, white-glove prospect acquisition email solution
- A service layer between the company's internal team, agencies, email providers, data providers and other partners
- Neutral, secure environment
- Proven campaign value with attribution and engagement reports

SOLUTION

The Acxiom team created and delivered a prospect email and digital marketing solution, giving the client the ability to reach prospects with scalable campaigns ranging from a specific region to a U.S.-wide effort.

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SEAMLESS CONNECTIONS TO MULTIPLE DIGITAL ECOSYSTEMS

Allows the company to reach potential customers across individuals, households and digital paid media touchpoints with relevant cross-channel marketing across multiple digital ecosystems, helping ensure the messages always reach the right individuals.

DISCOVERY OF HIGH-VALUE AUDIENCES Identifies potential new customers through custom modeling.

BUSINESS INTELLIGENCE Allows the building of audiences with an interest in a particular product or service, driving them to the company's website or other purchase points across the telecommunications marketplace.

MEASUREMENT Proves the campaign value with attribution and engagement reports across multiple digital ecosystems. This enables the client and Acxiom to collaboratively optimize the program across multiple digital platforms.

RESULTS

Acxiom's solution helped this carrier add new customers worth millions of dollars in customer lifetime value. The solution:

- Delivered an enhanced and more personalized customer experience
- Decreased speed to market by 50%
- Increased prospecting accuracy by 35%, resulting in higher conversion rates and an improved customer experience
- Increased conversion response rates by 20%
- Reduced wasted media spend
- Expanded reach, leveraging multiple vendors
- Reduced inefficient manual reporting
- Identified cross-sell and upsell audiences, driving incremental revenue and additional lift in conversion rates from ecommerce and other marketing promotions
- Expanded prospect reach
- Delivered value across the entire organization by acquiring new customers

WANT TO KNOW MORE?

To find how Acxiom can help you find and reach your best customers, contact us at info@acxiom.com.

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