

AUDIENCE OPTIMIZATION

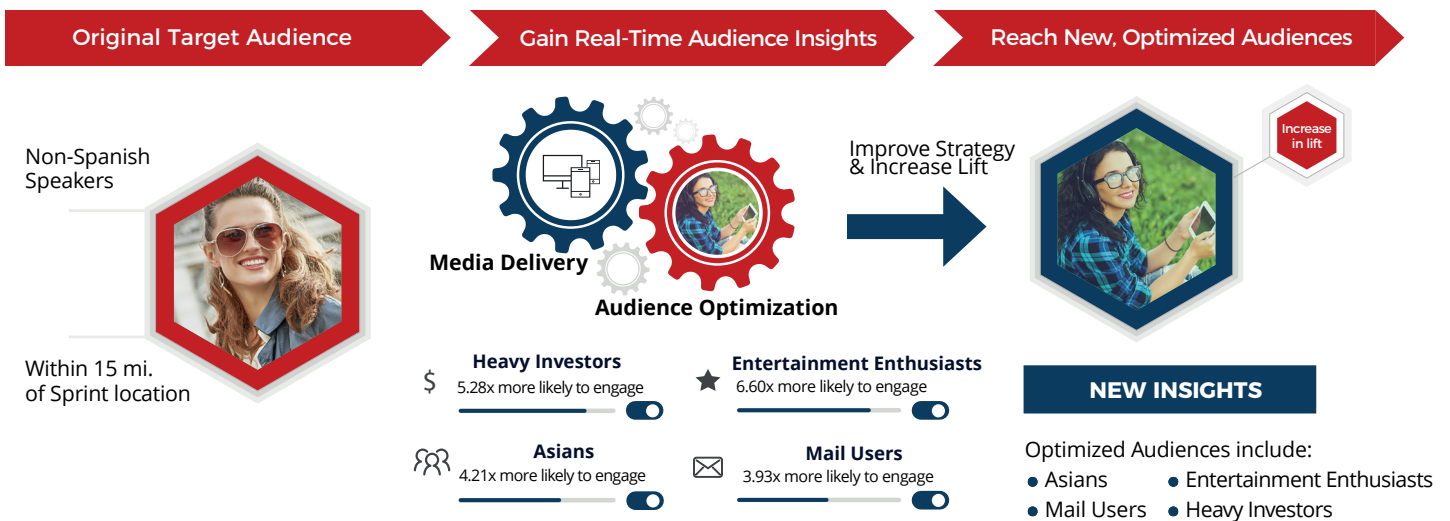
Case Study / Telecommunications

Challenge

A major American telecommunications company, was looking to increase phone plan sign-ups and drive customer acquisition.

Solution

By combining offline, online, and first-party mobile data, the client identified a hyper-local target audience of individuals who were located near their retail location and were non-Spanish speakers. An audience optimization process was utilized during the campaign to focus on the most responsive people.



The original target audience engaged at a 0.44% click-through rate. Once the campaign launched, the audience algorithms identified the trends, patterns and behaviors of real people who engaged in real-time to **discover new, optimized audiences** - which included **Heavy Investors, Entertainment Enthusiasts, Asians, and Mail Users**.

Results: Post-Optimization

After implementing the optimized audience, there was a total **increase of 22% in click-through rate** with the new, optimized audiences.

By helping the client identified the best, optimized audiences and delivering relevant media to them, they were able to cut ad spend, increase customer engagement, reach the right people, and overall, drive phone plan sign-ups and ROI.

