

CASE STUDY

**How a telecom operator
proposes tailor-made
offers to its customers
thanks to the DMP.**



1 ■ CONTEXT AND GOALS

Let's imagine a global telecommunications operator. A French leader with **tens of thousands** of mobiles customers and **millions** of households as ADSL customers. The company decides to put data in the center of its digital strategy.

This innovative, **data-driven marketing plan** is implemented based on the following reasons :

a) The telecommunications market is very volatile, especially in the mobile sector. Thus, it's essential for actors such as this operator to work on their **loyalty-building programs**.

Therefore, the goal of the brand is to propose specific offers to customers with a risk scoring or showing signs of changing their phone operator. The idea is to seduce them while building customer loyalty.

b) The operator shares ads on general websites with a lot of traffic and great visibility. The company, with an important number of visitors and many customers, realizes that the website shares a considerable part of the population with the media websites, as many visitors access both sites. Therefore, the visitors can be recognized and addressed differently, and the **banners can be customized** so the campaign rentability increases.

The telephone operator has a great level of **maturity** in terms of digital marketing and already carries out RTB using their own data set, and therefore optimizing their campaigns. This, along with **advertising purchase hand by hand** with certain editors, has proved efficient and profitable.

2 ■ IMPLEMENTATION

Thanks to the **DMP** – Data Management Platform –, the telephone operator is able to implement a **one-to-one** communication via the Display channel in general websites or social networks.

A. STRATEGIC PLANNING

All the **points of contact** between a user and the telephone operator, as well as the **CRM** data, are centralized within the DMP. The DMP allows the brand to **collect** the navigation data from every browser and every device (phone, tablet, desktop). Then, these data are merged and reconciled around users to have an in-depth understanding of the customer journey and adopt a **people-based** marketing strategy.

In order to customize the communication and propose an adapted offer to prospects and clients, the operator creates audience segments within the DMP. These segments will match the target that the telecom actor wants to address. They are sent in real time to the telephone operator's partners in charge of campaign activation.

The combination of all these audience data provides a great reach and campaign impact.

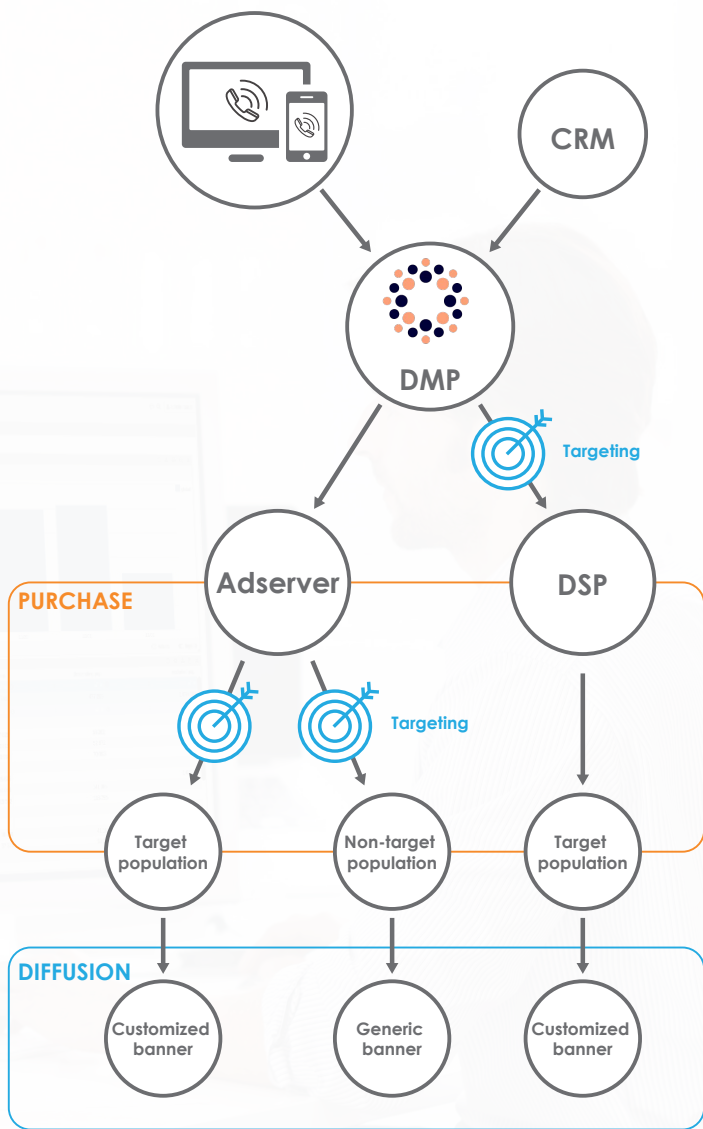
B. Scenarios via adserver vs. Programmatic activation

The telephone operator distinguishes two types of **Display campaigns** – the scenarios created via Adserver and the purchase of specific segments.

[**Scenarios via Adserver**: the announcer sends all segments created within the DMP to an adserver, which will share customized banners with the users in these segments, and generic banners with other users.]

[**Programmatic activation**: the announcer works with a DSP and dynamically purchases advertising spaces for specific audience segments, which were previously created within the DMP.]

These two types of campaign represent two different and complementary logics. The telecom actor tests these two strategies and sends the same audience segments to the adserver and the DSP.



C. Audience segmentation

Thanks to the DMP, the telecommunications operator gathers a vast number of data, allowing the brand to **segment the audience** according to diverse criteria.

The segments created by the operator are the **center of the digital strategy**, divided into three parts.

■ Anti-churn segment

A specific segment is created within the DMP gathering the risk profiles. Thanks to one partner, the telephone operator is able to integrate within the DMP all the information concerning the risk level of each profile. Like this, it will be easy to know if a user has visited any phone plan comparison websites. These data enrich the calculated scoring, especially linked to the end-date of subscription. The announcer addresses specific offers to risk profiles which have shown signs of disinterest, in order to **build loyalty and keep customers**.



■ Cross-sell segments

The DMP allows the operator to gather data from several sources. Like this, the marketing team can create segments taking into account a number of important criteria :

- **Type of customer**: nature of the contract, either client or prospect.
- **Interest** : the category of the visited product.
- **User engagement level**: visit to a product sheet, a product in the basket.

This helps to segment the audience, integrating a cross-sell strategy and proposing adapted offers to clients and prospects.

■ Technological eligibility criteria

In order to achieve the **upsell** and meet the needs of its customers, the telephone operator reintegrates as well geolocation data within the DMP. A segment is created gathering all the clients meeting the criteria of the profile to receive an ADSL offer. This way, the users in this segment receive a specific banner proposing them a different upgrade.

D. Specific activation on Facebook

The telecommunications operator works on different segments from social networks and sends **customized messages** on Facebook. In this channel, the users can be recognized thanks to an identification key - their email address and their phone number.

Once the profiles are identified, the users can see specific offers on **Facebook** fitting their segment. Using the same segments, the operator ensures consistency in the one-to-one communication strategy.



3 ■ CAMPAIGN NUMBERS

25% customer reach

via DMP on a customer base of 10 M people

1,4 millones

of emails and phone numbers matched

X4

Transformation rate via adserver scenarios vs. generic banners

X2

Transformation rate on anti-churn segment via programmatic activation vs. adserver scenarios

CPA/2

on Facebook via specific purchase vs. generic purchase

4 ■ TO GO EVEN FURTHER

To go even further and alongside the Display campaigns, the phone brand also works on an additional channel: **the search**.

The objective is still the same – establish a **one-to-one communication** with clients and prospects ensuring absolute consistency in the message.

The telephone operator proposes different search results depending on the profile of each user. For example, profiles with a risk scoring typing the operator name on their search bar will see a customized offer with an aggressive reduction in their phone plan. As for the prospects typing the operator name on their search bar, they will see a message announcing a special offer.







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