AUDIENCE SERV

Case Studies

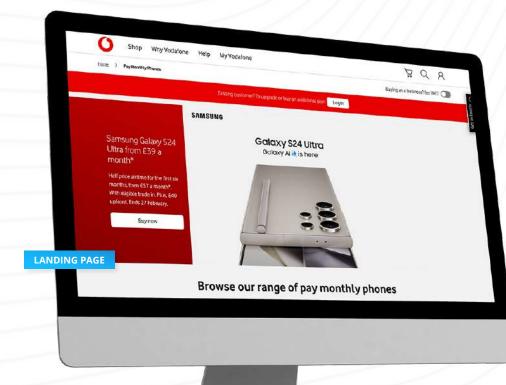
Audience Serv's mission is to put the right product into the right hands at the right time thanks to smart datadriven email marketing and its B2C database of over 130+ million users worldwide.





Vodafone is a leading telecommunications company that offers voice, messaging, and data services across fixed and mobile networks.

The company was looking for an effective solution to generate more contract sign-ups at fair costs and increase brand awareness.



Campaign (1 OCT - 30 NOV 2023)

Product: EDM Vertical: Electronics Geo: United Kingdom

New Customer Acquisition

Available Volume (UK)

 (\overline{A})

Men

Interest in mobile phone plan deals

Brand Awareness

(7) 13 Million Users

Targetings

Women

United Kingdom



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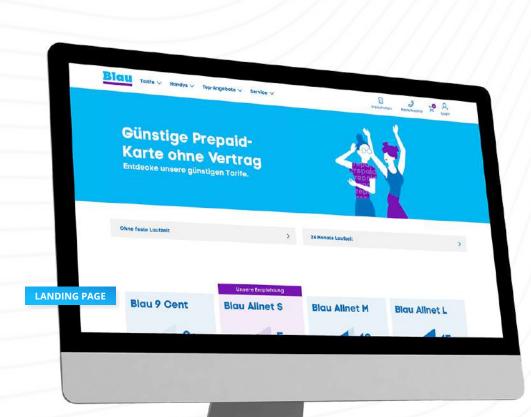
With the help of our highly personalized email marketing solution, Vodafone was able to achieve high conversions and win satisfied customers while significantly increase their website traffic.

(7) 18+ Years



Blau is a provider of mobile-telecommunication services that operates throughout Germany and the European Union.

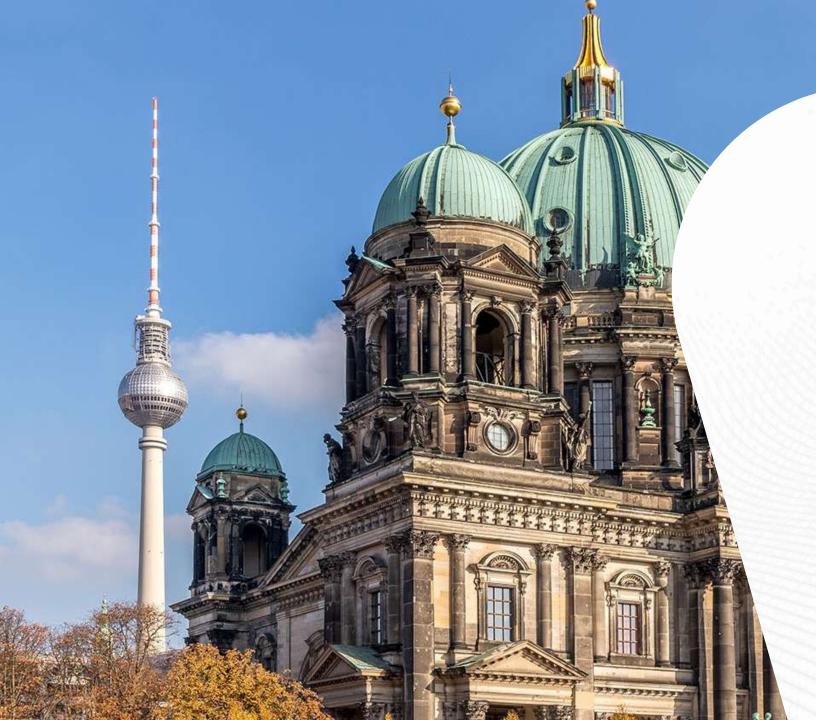
The company was looking for an effective solution to promote their prepaid offers in order to win new customers.



Campaign (1 DEC - 15 DEC 2023) Product: FDM Vertical: Telecommunication Geo: Germany NEWSLETTER 👗 Goal Es schneit 00 extra viel Datenvolumen New Customer Acquisition (\overline{A}) **AVERAGE OR** Available Volume (DE) Ref. Code: 6549353 21.6% Heiße Tarife für kalte Tage Hallo ##_FIELD{ANREDE}_## ##_FIELD{LASTNAME}_##, \overline{A} 18 Million Users bei Blau schneit es noch mehr Datenvolumen! Wählen Sie jetzt den Tarif der am besten zu Ihnen passt Zum Beispiel der Blau Allnet L mit 4 GB LTE für nur 7,99 € mtl.* ode mit 6 GB LTE für nur 9,99 € mtl.* AVERAGE CR Ihre Vorteile Targetings đ 4 GB oder 6 GB Datenvolu 0.73% Mit Alinet Flat / Kein Anschlusspro (7) 18+ Years (\overline{A}) (7) Women Men () Germany (\overline{A}) Interest in mobile devices 99 (\nearrow) Interest in prepaid mobile plans € mtl.! Results ளி



Audience Serv's intelligent and data-driven direct marketing solution enabled Blau to achieve a steady increase in sales volume.



We take pride in creating success stories.

AUDIENCE SERV

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