

AUDIENCE **SERV**

Case Studies

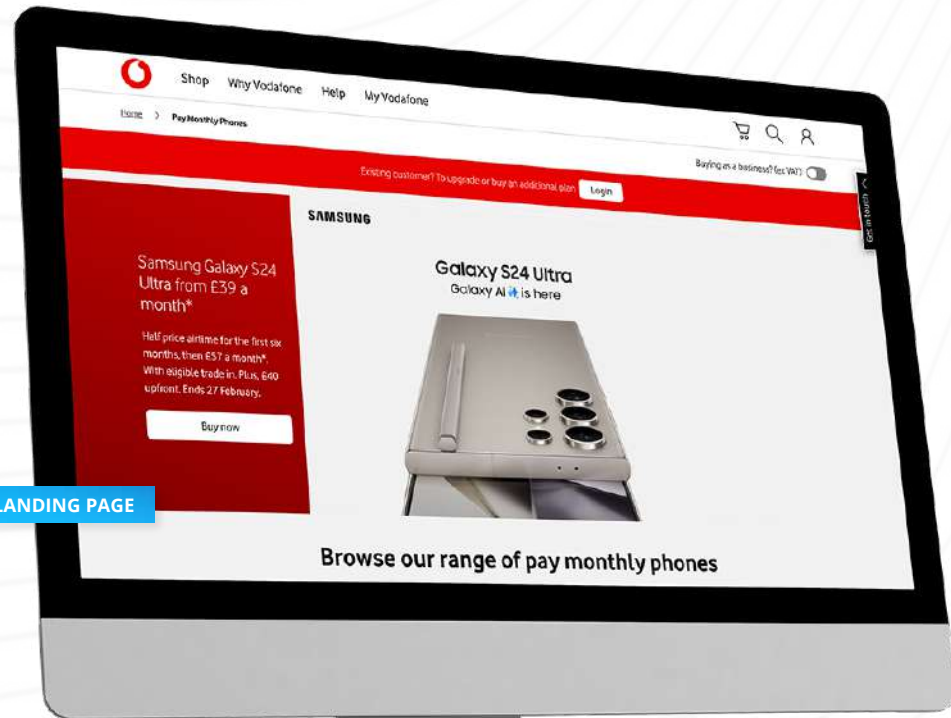
Audience Serv's mission is to put the right product into the right hands at the right time thanks to smart data-driven email marketing and its B2C database of over 130+ million users worldwide.



About Vodafone

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

Goal

 New Customer Acquisition

 Brand Awareness


Available Volume (UK)

 13 Million Users


Targetings

 Women

 Men


 18+ Years

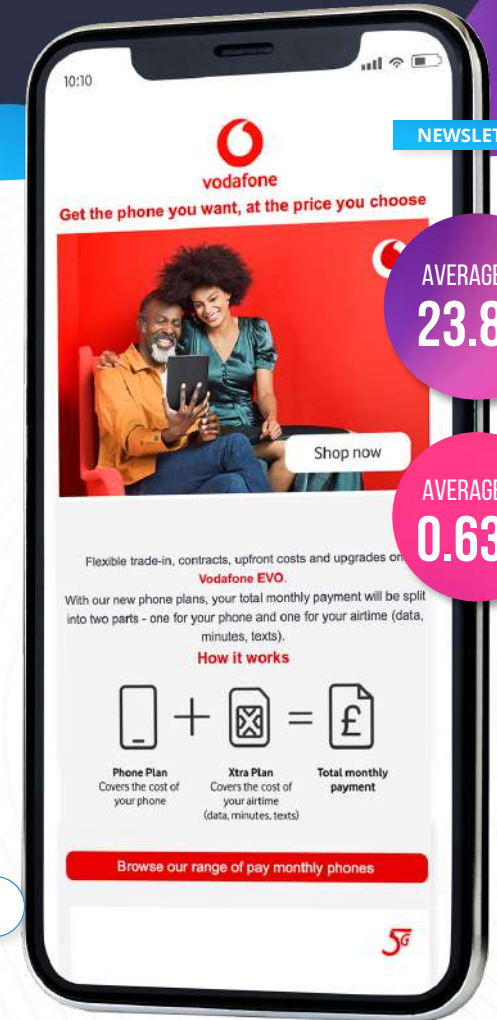
 United Kingdom

 Interest in mobile devices

 Interest in mobile phone plan deals

Results

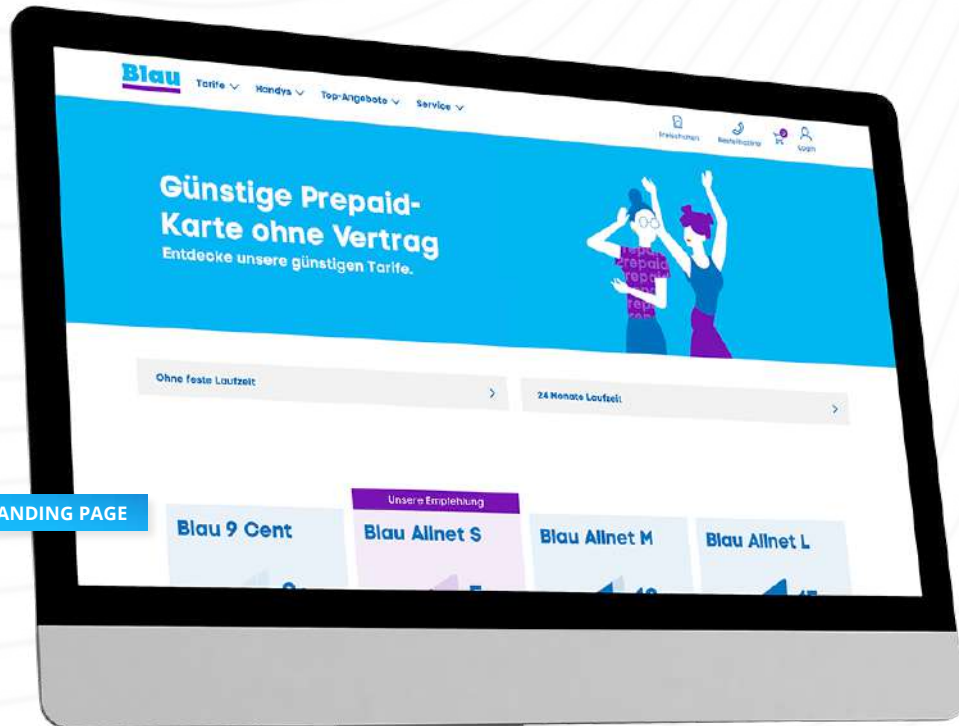
 With the help of our highly personalized email marketing solution, Vodafone was able to achieve high conversions and win satisfied customers while significantly increase their website traffic.



About Blau Mobilfunk

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: EDM
Vertical: Telecommunication
Geo: Germany

Goal

➔ New Customer Acquisition

Available Volume (DE)

➔ 18 Million Users

Targetings

➔ Women

➔ Men

➔ 18+ Years

➔ Germany

➔ Interest in mobile devices

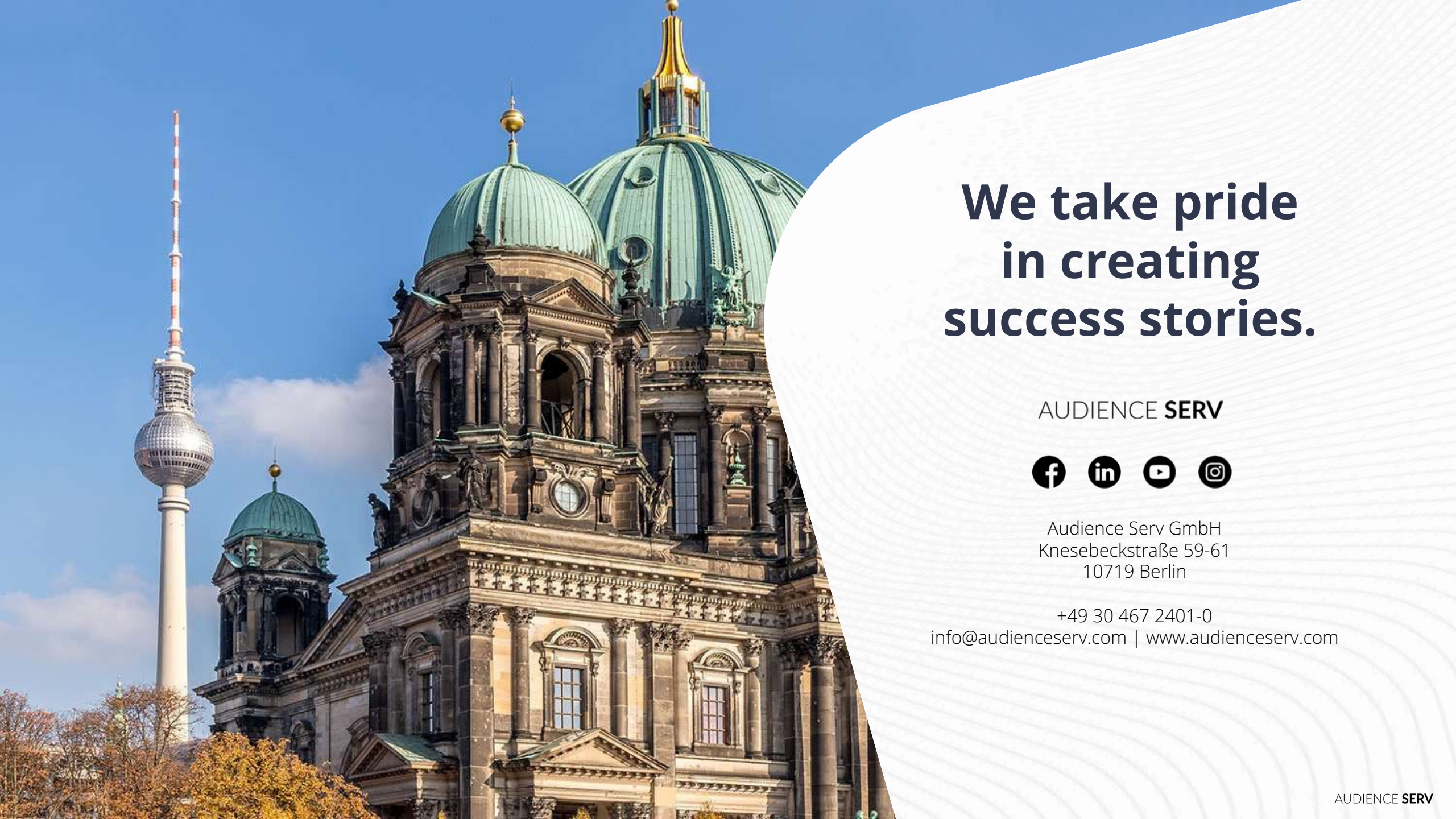
➔ Interest in prepaid mobile plans

Results



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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