

SMART RETARGETING

IGNITIONONE POWERS 750% HIGHER CONVERSION RATE FOR TELECOMMUNICATION PROVIDER

CASE STUDY

Our client is a mobile telephone provider that offers package deals that target teenagers. The brand aimed to increase online conversions, so it implemented IgnitionOne's on-site conversion solution to improve the effectiveness of its online campaigns. IgnitionOne allowed the marketer to measure the visitors' interests and consequently, to adapt its advertising content to reflect these true interests in real-time.

SOLUTION

During the pilot project, the brand implemented IgnitionOne's remarketing solutions and conducted a control campaign, established to measure the effectiveness of IgnitionOne's performance. Both campaigns used the same ad networks. IgnitionOne detected customers across these ad networks who had visited the brand's website and demonstrated a high level of interest in the brand's products. IgnitionOne then delivered these qualified leads a personalized ad, which displayed their primary product of interest. The control campaign, on the other hand, sent only generic ads to a generic audience. The two campaigns were evaluated by ad network statistics, as well as by IgnitionOne.

RESULTS

When comparing results, IgnitionOne was found to have outperformed the control campaign significantly. By using IgnitionOne's audience retargeting solution, the marketer was able to identify the specific interests of website visitors and re-engage with those who failed to convert by sending each a personalized message and ad. IgnitionOne recorded a click-through rate 2.5 times higher than that of the control campaign. Additionally, IgnitionOne converted 5.26% of the audience it reached with its display campaign, all of which subscribed for a package. This was 7.5 times higher than the control campaign, which reached a conversion rate of only 0.7%.

- **2.5x higher** click-through rate
- **5.26%** conversion rate
- **7.5x more** conversions with IgnitionOne