

LEAD GENERATION

IGNITIONONE HELPS TELECOMMUNICATION PROVIDER TO INCREASE ITS ONLINE CONVERSIONS

IgnitionOne enables marketers to convert more site visitors into leads and sales by delivering content and interactions that are relevant to each visitor's unique interests.

CASE STUDY

Our client is a mobile telephone provider, competing against other low-cost plan providers in the telecommunication market. An important element of the brand's marketing strategy is to focus on low priced plans, which target a price sensitive audience. The client wanted to improve its online visitor web experience to drive higher online conversions.

SOLUTION

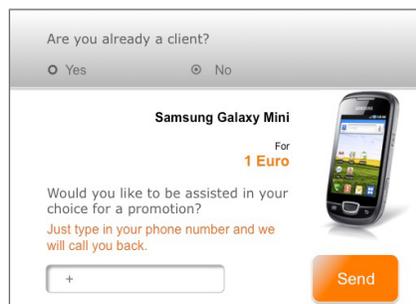
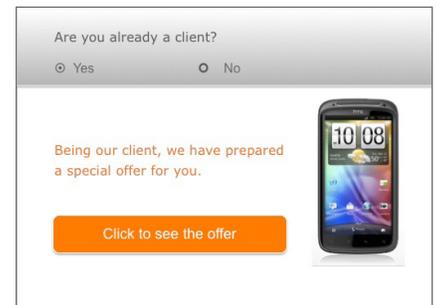
The brand implemented IgnitionOne's on-site optimization solution, which drives higher website conversions by delivering real-time interactions on-site that are personalized to each visitor's product interests and propensity to convert. To do this, IgnitionOne automatically synchronized the client's data about the availability of each phone offered by the brand and its cheapest correlating plan. The audience targeting solution then identified each visitor's specific product interest and served those with a high propensity to buy a targeted interaction window. Each user was first prompted to indicate whether he or she was a new or existing customer. Depending on the customer type, the interaction window showed a banner ad, a call-me-back option or a form.

New customers were exposed to an interaction window, which displayed the product of interest and the cheapest available plan at that particular time.

In addition, the window included a call-me-back option, which allowed the user to be called immediately by a call center agent after providing his or her phone number. Any data IgnitionOne

collected about a customer, such as the telephone number and product preferences, was sent to the brand's contact center. This enabled the support team to better understand the needs and interests of each customer and provide more valuable support and information when called upon.

Existing customers received a slightly different interaction window, which showed only the phone of interest and a link that redirected the user to a landing page according to his or her product interest. Since the client's focus was on new customers, they did not want to offer the call-me-now option to the existing customer segment.



RESULTS

- Due to the high quality of leads driven by IgnitionOne's targeted advertising, the average close rate at the call center doubled to 20%.
- Click-throughs from existing customers to the right landing page of the specific product of interest through the interactive windows increased by more than 5,000 per day.

By combining the best promotion available on each customer's preferred product of interest with knowledgeable call agents, IgnitionOne helped to improve user experience on the brand's website and significantly increase conversions of new customers.