

10X improvement in click throughs for email campaigns in a top global Telecom company

Key Challenges



- Low open, click-throughs, and existing campaign conversion rate
- Existing trade-in transactions much lower than anticipated
- Low campaign ROIs translated to high conversion costs
- Low channel conversion rates

Business Solution



- Customer journey analysis to identify user friction points
- Developed propensity & segmentation models to identify targets and inform design personalization
- Optimized email templates aimed to increase open and click-through rate
- Targeted top 3 customer segments with data-informed designs & content personalization

Business Impact



5-10x

Click throughs

2-5x

Quote submissions

\$ 1.2

Million/Year estimated incremental impact

SI/03/05/2025



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