

# 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



Get in Touch