



PRECISION MARKETING SUCCESS FOR TELCO with Claritas PRIZM® Digital

THE BUSINESS ISSUE

A leading provider of unlimited wireless service has had a long-standing relationship with Claritas to better understand, find and activate their customers. Utilizing Claritas ConneXions, a syndicated segmentation system based on technology behaviors, they are able to identify and engage their best customer segments for more effective marketing.

The telco company wanted to activate these same successful offline segments online by finding new customers for its “Bring-Your- Own-Device” (BYOD) campaign, and increase their Return on Ad Spend (ROAS).

The goal of the campaign was to encourage non-customers (that look a lot like their current best customers) to bring in their existing device and sign up for the \$40 Unlimited Talk, Text and Data Plan.

THE PROCESS

The telco was able to use the same consumer segmentation, ConneXions®, that they used successfully to market offline, to find new customers using mobile advertising as well. Claritas PRIZM Digital was used (with ConneXions technology selects) to bring the offline segments online for better precision in finding their best customers for the new mobile ad campaign.

THE OUTCOME

By delivering the right advertising to the right prospects, they were able to increase their advertising effectiveness online with PRIZM® Digital.

In addition, they reduced their ad spend from \$2,000,000 per month to \$125,000 (94% decrease in CPM), while driving the same number of unique visitors to their site and increased BYOD activations by 5%.

“We used ConneXions segmentation through PRIZM Digital to increase our online campaign results 16x by activating our segments online.”

Marketing Analytics Team



11 Million+
Impressions

94%
Decrease in CPM

16x
More Successful

For more information contact your Claritas representative at 800-234-5973 or visit www.claritas.com