

Case study
CEE Telco
operator

5X+ increase in online sales thanks to personalized web experience

511%

growth in sales of
target microsegment

126%

improvement in
online sales channel

<2

months
time to value

Our client was a major CEE telco operator, the most progressive subsidiary of a large global group, with over 5 mil. customers.

Challenges

- Diverse customer base and broad product portfolio make it impossible to create a marketing message suitable for everyone.
- This in combination with the complex web lacking in calls to action and a clear purchase path resulted in almost no online.

Solution

- During the load of homepage, Exponea identifies the visitor, checks the micro segment where s/he is tracked and sends back specific content to display on the homepage.
- Dynamic homepage personalization improves conversion by improving user experience and adding a relevant call to action.

Impact

- Thanks to our solution, the client can display tailored and targeted messages to customers and find the best converting alternative through A/B tests.
- The ability to differentiate messages and calls to action in the acquisition or reactivation stage gave the e-business team new space and plenty of opportunities to experiment with combining multichannel campaigns and tailored personalized experience on the web.