

Success stories



Context

Orange Guinea is the leader in its territory, with more than 60% of the market share. Since 2013, the marketing team has been working with Intersec to conduct marketing campaigns to its subscribers' base, with the same ongoing goals: more optimized, more effective.

Solution

The support from Intersec's team has enabled Orange Guinea to optimize campaigns, gain efficiency and reallocate time to strategic initiatives. From the very first months of use, the share of revenue attributed to their activities has increased significantly, positioning this branch as one of the best performing in the MEA zone. The key to success lies in the continuous optimization of campaigns.

With the target optimization feature, marketing teams can refine the appetite score, optimize adoption and avoid revenue cannibalization. Knowing exactly when to engage with subscribers maximizes response & engagement rates, alongside preventing churn. A campaign that uses the target optimization capabilities improves the conversion rate by more than 5%.



// **For years, Intersec's marketing solution and the strategic & tactical support we have received have enabled us to make great achievements, to focus more on strategy and to demonstrate a direct and growing contribution to Orange Guinea's revenues.**

Nene Hadiatou Bah
CVM & Loyalty Manager, Orange Guinea