

DIRECTV doubles Sunday Ticket sales and builds brand loyalty with RealTime Email's innovative SMS "tap-to-text" functionality

DIRECTV was looking for a unique way to drive sales with current customers and prospective customers via email and wanted to leverage their exclusive sports programming: SUNDAY TICKET. With big ideas and no directional map to achieve its goals, the company partnered with Liveclicker to create a real-time email program that would allow recipients to easily upgrade or subscribe.

Working closely with Liveclicker account directors, DIRECTV learned how to develop, implement and distribute an email campaign using device targeted technology found in Liveclicker's RealTime Email suite of tools. DIRECTV's weekly email campaign leveraged real-time device data to drive loyalty and sales.

GOALS

- Drive Sunday Ticket subscription sales through lively and innovative email campaigns
- Lower the threshold for the DIRECTV subscription ordering process
- Increase brand awareness by leveraging real-time email communications in an engaging way

CHALLENGES

- Consistent, standard email design lacked impact and was unable to connect with target audiences in a unique and customized way
- Barrier to entry for subscription process via email campaigns

DIRECTV®



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SUNDAY TICKET Weekly Email Campaign

The campaign kicked off one week prior to the NFL's opening day. The email campaign utilized device targeting to deliver a specific message to recipients on mobile devices. When opened on a mobile device, the email dynamically updated with a SMS "tap-to-text" link that allowed clickers to purchase or upgrade their SUNDAY TICKET subscriptions with one click. **DIRECTV has sold 2,755 NFL SUNDAY TICKET subscriptions so far this season through SMS.** At \$250-\$350/sale, it adds up. Last year, DIRECTV only sold 1,190 for the whole year, indicating that they have already doubled last year's sales, as of week five of the season.

Results

Using device targeted deep-linking "tap to text" functionality in RealTime Email's suite of tools, DIRECTV was able to achieve the following results:



Decreased barrier to entry for subscription process with one-click purchases



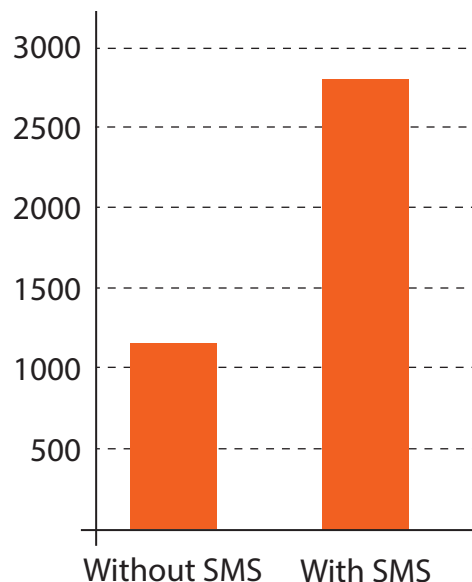
Doubled Sunday Ticket sales year to year



Established the company as an innovator and thought leader in the industry and built brand buzz around email campaign



Winner of MarketerQuarterly's "Most Innovative Email" of the year award



About DIRECTV

DIRECTV is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming, and industry leading customer service to more than 37 million customers in the U.S. and Latin America. DIRECTV offers more than 190 full-time HD channels and access to exclusive programming, and the most comprehensive collection of sports programming available anywhere, including NFL SUNDAY TICKET, NHL CENTER ICE, and NBA LEAGUE PASS. DIRECTV delivers the best in video entertainment to homes, airports, hotels, restaurants, hospitals, office buildings, airplanes, automobiles, and mobile devices.

