

Vodafone: Wifi On-the-Go Digiseg Audience Segments Send Vodafone Internet Wifi On-The-Go Sales Soaring

Campaign Goal: Attract website visitors as well as new subscribers to Vodafone Double Play, which offers 24 Mbps connection speed plus unlimited calls to landlines and mobile devices.

Challenge:

Like the other Vodafone campaigns, this initiative had twin goals: drive traffic to the website and prompt new signups. Success would be measured by ambitious campaign goals, including a CTR greater than 1.4% and to keep CPC lower than 0.7€.

On top of that, the campaign needed to reach people who are on the move, e.g. working out of cafes or cars and need strong Internet connection wherever they are.

Audience: Target tech savvy people in all age groups except pensioners, who are the least likely to purchase wifi to go.

Targeting Strategy:

Success of the campaign hinged on targeting people who are on the move — rushing to work, picking children up from school and activities, traveling to meet with clients. These people typically use multiple devices, such as a laptop and mobile phone, while away from home and the office, and require seamless access to the Internet from any device. To reach these mobile people, the campaign leveraged Digiseg's Internet audience segment, which is made up of people with medium and high tech skills and are of working age (18 to 54 years of age).



Composition:

Lifecycle A,B,C,D + Tech-level B,C

Results: The Digiseg audience data delivered unprecedented results, including a CPC that was 5.4x lower than goal, and a CTR that was 54% higher than goal.

CPC	CTR	Conversions
0.15€	1.88%	Factor 3