



CLIENT CASE STUDY

CABLE OPERATOR USES PERSONALIZED AD PAGES TO TRIPLE SALES LIFT

THE CHALLENGE

While every company has a different communications strategy for their statement, all agree that it is a critical customer engagement channel. A Tier 1 cable operator has long used billing statements as a key sales channel, packaging promotional messaging and special offers in the documents subscribers receive each month. For a recent campaign promoting its mobile brand, the cable operator wanted to test whether using personalization in their ad pages would improve engagement and sales.

THE SOLUTION

The operator approached longtime partner CSG and asked how they could include a customer's name in an ad page. The solution was CSG's dynamic message platform, Message Manager.

Message Manager enables businesses to easily send targeted messages to specific customer segments. For example, a cable operator can group together customers who have video streaming in their current service package and send them an offer for a free or discounted movie on demand. Message Manager also personalizes messages by plugging variable data (recipient's name, address, etc.) into templates.

The operator sent an ad page offering its unlimited data package at a discount to select demographic groups. Half the recipients received the standard ad page, and the other half received a personalized version addressing them by name.

A **PERSONALIZED** VERSION OF AN AD INCREASED SALES BY



13% OVERALL
33% FOR MOBILE
19% FOR INTERNET

COMPARED TO THE **NON-PERSONALIZED** VERSION IN THE **SAME CAMPAIGN**

THE RESULTS

In each test market, the personalized ads not only generated more inbound sales calls—they led to a **double-digit increase in sales**. The two personalized ad groups drove 33 percent more mobile sales, and a 13 percent increase in overall sales, in the campaign compared to the non-personalized groups.

Encouraged by these results, the operator tested more changes, including this one: What if the ads were personalized, and with the customer's name circled in the ad? They found that personalization combined with the added design increased the ad's response rate by **56 percent** and **nearly tripled the mobile sales**.

The operator is optimizing their campaigns through Message Manager by testing different offers, segments, personalization and creative assets. The end result? Truly personalized messages that connect with more customers.