

A Revolutionary Way to

Incentivise New Customers With a Helping Hand



Case Study 2023



Objective

Before Giftcloud stepped in, Vodafone were not seeing the return on investment (ROI) they required from their gift card incentive programme and the publisher (USwitch) was unable to justify boosting promotions due to the earnings per click (EPC) being below average. Furthermore, Vodafone were seeing too many customers raising queries about their existing offers, so there was a real need to improve the process to ensure a smooth journey for customers and greater customer satisfaction.

Primary Objectives



Increase sales driving activity to address the ROI and EPC issues



Tighten up the customer journey to reduce overall customer queries

Customer conversion had been lower than expected, so a target of an additional 5% was set to justify the additional exposure on USwitch. This would result in a further 30% increment in terms of sales volume so it was deemed imperative to keep the customer query rate under 1%, noting the market average at 1.4%.

The idea was to switch to using Giftcloud and utilise a combination of a data driven approach along with A/B testing in order to meet the objectives set out, with a flexible and reactive approach to periodically reported results.



Innovating the...

The Giftcloud platform allowed Vodafone to differentiate their product in the market by adding a reward to their offers on USwitch, rather than a discount, then track a purchase through the Awin network. Execution began with optimisation of the customer journey. Initially the data capture page templates were A/B tested so that Giftcloud could identify the page with the highest conversion rate. Giftcloud shared sign up data daily and Uswitch shared placement click and conversion data. This allowed everyone to understand which placements and offers worked the best with the Uswitch customer base.

The next step was for the Giftcloud team to build a bespoke data capture

page. Several versions were proposed with the teams finally landing on a design that included co-branding and creative that mirrored the Vodafone website to create a seamless customer journey. Immediately **conversion rates and the EPC improved which also led to an improved organic ranking** on the Uswitch site.

By offering the right incentive, customer acquisition increased by almost

400%
Through
2020

To improve the customer experience, offer terms and conditions were made more prominent which helped customers understand the reward redemption process better. Giftcloud also implemented a reward status tracker, enabling customers to get an update on their order status using their Vodafone Order number, such as an estimated time to receive their reward. It also provided customers a direct line into Giftcloud with queries being handled by Giftcloud's dedicated customer care team. **This was all made possible via an API (Application Planning Interface) connection with the affiliate network and single handedly it reduced customer queries by 89%!**



Giftcloud provided reporting and insights to Vodafone, which allowed them to continually improve their offering. By analysing the conversion rates of Vodafone products at differing reward amounts, they were able to optimise their campaigns and achieve maximum efficiency. For instance, they discovered that a reward of £75, when paired with a product that had an average Monthly Recurring Payment (MRP) of £24.75, resulted in the highest number of customer sign-ups.

In fact, when Giftcloud compared voucher values to sign ups throughout 2020, there was a 134% increase in sign ups to offers with a £75 voucher compared to any other voucher value: this was offered as live data to Vodafone via the Giftcloud Portal, including the reward selection data, for Vodafone to access to at any time.

To create a successful offer, it's important to use relevant gift cards for the target customer. Giftcloud's data revealed that during the COVID-19 pandemic, customers preferred supermarket and prepaid Mastercard rewards over luxury gift cards. To meet these needs, Vodafone included these options alongside Amazon in their campaigns, offering more choices and meeting customers' needs during uncertain times.



Data led campaigns saw the most successful 12 month trading period for Vodafone Broadband since the product launched

Results

Vodafone's success was measured by an uplift in sales and increased conversion rates on USwitch. They achieved this by adding a gift card incentive to their offer, resulting in an uplift in sales of over 370% on average during the first year and an impressive uplift of 792% over the Black Friday period. Campaigns were timed for maximum impact and saw Vodafone's new data capture page result in a 19.7% increase in conversion rates across all campaigns on USwitch.

In addition to sales uplift and conversion rates, customer experience was also crucial.

Giftcloud's clear communication about the gift card validation period led to an average query rate of only 0.07%, significantly lower than the average of 1.4% for other telco clients.

This achievement drove overall customer satisfaction, as evidenced by an increase in NPS.

Overall, Vodafone's strategy of adding a gift card incentive to their offer, carefully timing campaigns, and prioritising customer experience led to significant success in terms of sales uplift, conversion rates, and overall customer satisfaction.



By creating a customer journey that empowered customers, queries reduced 20-fold



Conversion rates increased by 10% equating to a 350% sales uplift for Vodafone