Ensighten **Case Study**

Industry: **Telecommunications**
Company: **Global Telecommunications**

ensighten

Hello. Is that you, customer?

The telecommunications industry is extremely competitive in their quest for customers. With more people shopping online for new phone products and services, a sluggish website or non-relevant messaging can be reasons enough for visitors to seek another vendor. That's why one large telecommunications company made it their mission to improve the customer experience.

Challenge: Long wait times for tags, high acquisition costs for customers

For a major telecommunications company with a global customer base, the mechanisms for implementing marketing campaigns and creating a relevant customer experience had grown stale. Web pages included hundreds of tags, and as a result, customers experienced extremely slow load times.

In addition, the company's digital marketing organization felt restricted by the process of implementing simple JavaScript tags. They had to wait for the IT department to work the request into the schedule, which meant tags often took anywhere from two weeks to three months to be added to the website. In the meantime, marketing campaigns and improved customer engagement from those campaigns were put on hold.

In addition to engagement campaigns, the marketing team devised an acquisition strategy to focus on driving traffic to the website, thereby driving new subscribers to products and services. With paid media programs bringing the majority of new prospects to the website, it was critical to get tags up quickly to get the most ROI from the media spend. The team also needed to generate customer behavior data in order to create targeted, personalized campaigns that would drive down the cost per acquisition.

This initiative prompted a re-thinking about tag management and ways to boost marketing agility.

Solution: Ensighten tag management brings data out of the shadows and into the light of day

By leveraging the power of Ensighten Manage™, the marketers of the telecommunications company significantly reduced the time it took to add new tags. They were able to share valuable and useful data between tags and systems in order to deliver the right experience to the right customer. Furthermore, they immediately were able to:

- Manage and audit site tagging
- Get complete customer information
- Accelerate the execution of their analytics, and personalization
- Increase user satisfaction with fast-loading and responsive pages

And through the Ensighten Data Layer, the company was able to open up new variables that were tied to an actual cookie. Actionable data became exposed, enabling effective remarketing tactics and audience personalization.

For example, the company's marketing team now understands where a user originated, what that person was doing on the site, and where the conversion and/or drop off occurred. More impressively, the Ensighten data layer allowed for hundreds of different ways to segment the company's audience – all based off the site-level variables gathered on each user.

Executive Summary

Challenges:

- Reduce amount of time required to implement tags

- Reduce high costs of customer acquisition

- Increase site traffic with quality prospects

- Gain a better understanding of the customer journey given multiple variables and channels

Solution

- Ensighten Manage brought tag management under control, and made rich data available to create customized messaging.

Results

- Tagging is now implemented in a few hours, rather than in 2 weeks to 3 months.

- Reduced cost per order by 44%

- Increased site traffic by 52%

- Data compilation and ownership enabled targeted, personalized campaigns

"The more you take ownership over the data, the more you understand the customer journey."

Senior Manager
Web Traffic

Results: 44% reduction in acquisition costs, 52% increase in web traffic

The Ensighten platform enabled the telecommunications company to develop a two-way conversation with prospects and customers.

By adding tags to the site easily, and accessing useful and actionable data to drive advertisement campaigns, the cost per order decreased by 44 percent while web traffic increased by 52 percent.

Even more, messaging became personalized and relevant to customers and prospects by addressing their specific needs. This allowed for smarter ways to target audiences while being conscious of budget constraints.

The senior manager of web traffic explains, "With Ensighten, we can now feed our own customer journey and get the right target audience to our site, all in a way that's efficient and within budget. Also, we are able to be surgically precise about the type of prospects we want to visit our website and see the full stream of what a user did."

In the future, the telecommunications company will use Ensighten Activate™ with their data management platform to increase site traffic, enable optimization programs, boost campaign performance, cross-sell and up-sell, and develop business intelligence data.

"Ensighten allows us to respect the needs and interests of our customers and prospects."

**Senior Manager
Web Traffic**

About Ensighten

Ensighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across every marketing channel and device. Using the company's Agile Marketing Platform (AMP), enterprises can now achieve true 1:1 marketing while accelerating the execution of their marketing initiatives and delivering superior user experiences.

Powered by its unique hybrid-tag technology, the Ensighten platform processes tag requests across 150+ countries, for companies transacting over $1.9 trillion in revenue. The world's leading brands (Microsoft, United Airlines, T-Mobile and Walmart) are achieving marketing agility through Ensighten's single line of code implementation.