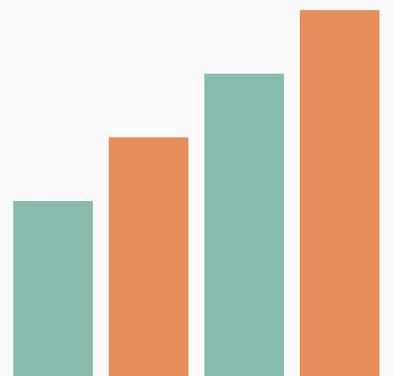


CASE STUDY



STIRISTA
FREEDOM TO REACH ANYONE

**TELECOM
CLIENT**





STIRISTA

CLIENT

Our client, a publicly traded Fortune 50 giant, is one of the world's largest telecommunication companies. It is America's largest mobile and landline phone provider with over 250 million mobile customers alone.

STIRISTA

Stirista is a database marketing agency specializing in B2B data, B2C data, and email marketing. Stirista's data is used across many verticals, whether for research, marketing initiatives, or lead generation. Stirista's goal is to map every business and consumer with an email address, giving marketers the freedom to reach anyone in a connected world.

CHALLENGE

The telecom wars heated up in 2013, when one of the largest mobile carriers in the country introduced no-contract plans. In the face of relentless advertising from other mobile carriers, our client turned toward online marketing to promote its new plans. But after using the same vendor for over a decade with mixed success, the company felt that the vendor no longer had the data to make it stand out. For our client to remain competitive in the telecom market, it needed new data and better email deliverability.



PLAN OF ACTION

When the client's advertising agency approached Stirista, Stirista discovered that the B2C market was saturated with telecom messages. However, there were very few initiatives that targeted businesses providing phones to employees. The messaging from a majority of the mobile carriers was generic, so Stirista suggested targeting emails based on different professions. Instead of emailing the same message to everyone, Stirista segmented its list to range from IT professionals to veterans to government employees. Stirista followed a two-pronged approach. First, it targeted businesses to buy corporate plans for employees. Second, it targeted employees based on their job function for personalized offers.

RESULTS

The client saw a 400 percent increase in open rates and a 200 percent increase in response rates. The company was so astounded by its success that it double-checked email addresses from sign-ups against its new customers to ensure Stirista's campaign resulted in the sign-ups. Stirista is now the preferred vendor for the client when it comes to acquisition emails. This has resulted in a monthly program where Stirista sends 2-4 million emails a month on behalf of the client to highly segmented and niche lists.