



Telco Case Study

The Problem

A leading telco found that traditional online behavioural targeting was not producing the results they desired. The company wanted to improve their cross-channel marketing strategy by running direct mail campaigns in unison with online display campaigns to the same segment of users. The company had segments based on distance from telco hubs, real estate info, and demographic data.

The Solution

The telco sent LiveRamp a file of 10 million likely “responders” ranked with propensity scores. LiveRamp Connect found these users online and anonymously tagged them with a cookie. We then onboarded these audience segments to the telco’s demand-side platform. The telco ran a direct mail and display campaign simultaneously to 50% of the users and just a direct mail campaign to the other 50% to test the results of cross-channel marketing.

The Results

The telco successfully demonstrated that cross-channel marketing is effective and drives more conversions. They saw:

- **Decreased** cost per conversion for users who received both direct mail and display ads
- **10x lift** on click through rates for users in the onboarded segment over a random segment



reduction in customer
cost-per-conversion



increase on click
through rates