

# Real-time client usage notifications

CLIENT: Major US Telco/Cable Provider

PROJECT TYPE:

TELCO

EVENTS

SMS

UPSELL

TECHNOLOGIES INVOLVED:



Adobe Campaign + Message Center



MUNVO SMS Gateway

## Munvo's Role



### Challenge

Email has become less and less effective and call centers are too expensive for time sensitive offers such as these events:

- Acquisition offers – 10% discount with auto billing
- Notification or usage limited events – includes options to mitigate
- Plan expiry alerts – options to prevent service outages



### Timing

- 8 week project

### What?

- Provided SMS support in multiple languages (EN, ES)
- Delivered 100K rate warning SMS messages to clients each month
- Built a URL shortener module leveraging Rebrand.ly to reduce SMS link length
- Sent SMS URLs for high-level tracking & measurement

### How?

- Integrated with internal legacy notification system for all responses, opt-outs, and start of events
- To comply with privacy requirements, contact phone number loaded from external systems vs. building this in recipient data
- Leveraged Adobe Campaign tracking links to identify (click/open/response) rates with high degree of accuracy

## >> Results



100k SMS conversations delivered per month



Opt-out rates less than 0.5%



SMS campaigns grew from 1% of total campaigns to 5% in first year



~20% click through rate average across SMS campaigns