
Lifestyles Online

Case Study

Tesco Mobile

The Objectives

- To generate requests for Tesco Mobile simcards.
- To ensure that simcards dispatched, are actually activated by leads.
- To assess the performance of various different offers.

The Process

- Run a branded lead generation creative (see below) on our data collection websites such as <http://www.freeprizedraws.ie>.
- Ensure positive opt-ins/sim requests are sent to fulfillment house for dispatch asap.
- Build tailored Email CRM program to encourage recipients of sims to activate sim cards.

Double Credit Every Time You Top Up By €10 Or More!

With Tesco Mobile you get Double Credit every time you top up by €10, €20 or €30 so there's never been a better time to join! For example, **top up by €20 and get another €20 credit FREE!** Enjoy Double Credit on top ups straight away by ordering a FREE Tesco Mobile SIM pack below.
Order up to 3 SIM packs below and you'll normally receive them within 72 hours. See tescomobile.ie for further details.



How many free Tesco Mobile SIM packs would you like?

CRM Process

The CRM process was designed to encourage activation of sim card with 4-5 emails over the initial 30 day period:

- 1st email – immediately after requesting sim
- 2nd email – 21 days left to activate
- 3rd email – 14 days left to activate
- 4th email – 7 days left to activate
- 5th email – 3 days left to activate

The Results

- Activation rate before CRM process: 2% - 3%.
- Activation rate after CRM process complete: 9%.
- Therefore, the initial activation of sim cards increased by 6% - 7%.
- This can be improved by further interaction with sim card recipients and by encouraging activators to actually top-up.