



Yahoo! Direct Response in Action

A perfect package for Telecoms brands



Leading mobile phone service provider, Virgin Mobile partnered with Yahoo! to run a Direct Response campaign promoting the retailer's pay-as-you-go service and contract plans. Around the World Cup 2010, Virgin Mobile faced intense competition from telecoms brands, however Yahoo!'s winning solution of combining Virgin Mobile's pay-as-you-go and pay monthly DR campaigns and leveraging the exclusive inventory available through the Yahoo! DR Network, delivered strong results against the client's Cost per Acquisition (CPA) target.

What did the advertiser want to do?

The World Cup was a key event during the summer of 2010, creating a surge in demand for products and services related to the football event such as TV viewing packages and flights. Customers' augmented interest in all things related to football encouraged companies across many sectors such as travel and entertainment with a close association to the sport to make the most of the trend by boosting their promotional activities.

At the centre of this landscape, Virgin Mobile faced challenges around the tough competition in the telecoms market and the increase in duplication rate, caused by intense promotional activity across different ad networks.

Duplication impacts on yield and decreases the efficiency of networks and publishers, leading to a decline in the Virgin Mobile campaign's CPA performance.

Despite these challenges, the target of the DR campaign ran by Yahoo! for its client, Virgin Mobile was to drive conversions whilst remaining economically priced and maintaining a low cost per sale.

The Solution

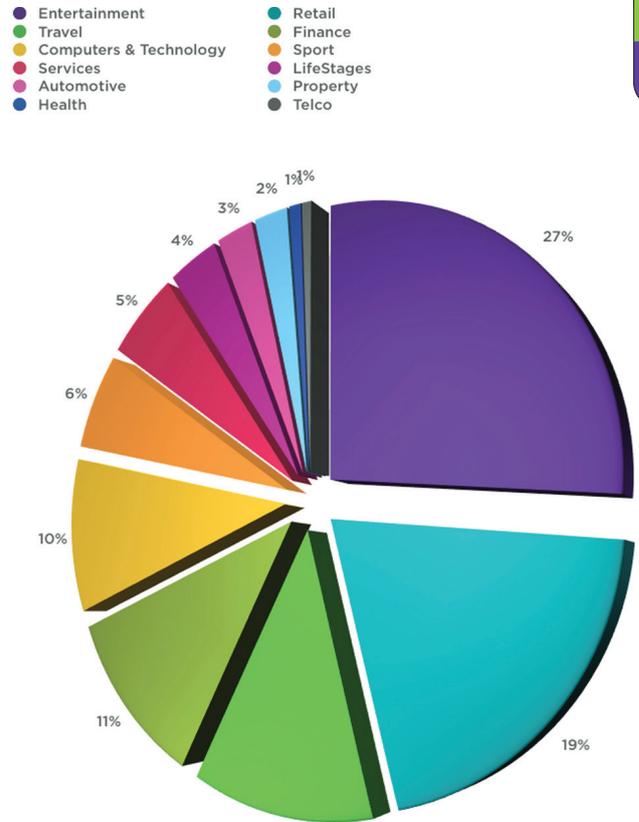
In order to improve the effects of duplication, reduce consumer overlap and increase the overall conversion rate for Virgin Mobile, Yahoo! combined pay-as-you-go and pay monthly DR campaigns. This way, the powerful combination of data and technology behind Yahoo! DR could optimise the campaign against consumer preferences without competing against the different product offerings. Yahoo!'s combination of inventory comprised of Yahoo! properties, exclusively available to Yahoo! DR and that of the top 250 UK sites enables a unique depth of understanding of our audience. By leveraging Yahoo! data with third party data, Yahoo! delivered a high volume of impressions for Virgin Mobile across the best performing publishers and categories.



Conversion rate by Sub-Categories

Category	Sum of conversion Rate
Sport	9.76%
Tennis	6.94%
Motor	8.98%
Equestrian	9.70%
Outdoor sports	10.18%
Indoor sports	10.49%
Winter sports	12.10%
LifeStages	11.74%
Education	9.26%
Parenting & Children	13.08%
Wedding	13.32%
Pets	28.68%
Pregnancy & Baby	33.46%
Telco	17.32%
Mobile Pay-As-You-Go	7.18%
Mobile general	36.58%
Services	18.98%
Miscellaneous Service	17.57%
Finance services	19.13%
Property	21.73%
Buy	15.94%
Share	19.83%
Homeowners	20.98%
Rent	24.27%
Grand Total	13.23%

Performance of main customer categories based on Conversions



Furthermore, focusing on the Yahoo! Network reduced duplication without affecting the volume of sales. This measure enabled Yahoo! to engage specific segments with highly targeted messages, driving Virgin Mobile campaign’s conversion rate and CPA.

The Results

Greater optimisation and a focus towards delivering impressions within the best converting categories and publishers led to a good campaign performance for Virgin Mobile. At the end of the campaign, Yahoo! achieved an improvement of 21% against Virgin Mobile’s target CPA, due to the consistently strong campaign results.

Through the Yahoo! Network, inventory specifically related to Virgin Mobile’s target audience can be selected. This enabled Yahoo! to efficiently distribute impressions across the Network and deliver maximum volume and conversions.

As part of the standard reporting process within Yahoo! DR, Yahoo! was able to gather information on user behaviour across the Yahoo! Network, revealing categories most likely to generate conversions for Virgin Mobile. Findings uncovered that whilst the customer segments that generated the most overall conversions for Virgin Mobile were Entertainment, Retail and Travel, the categories with the highest click-to-conversion rates were Property, Services and Telco. This detailed analysis uncovered essential information on the behaviour and preferences of Virgin Mobile’s customers, empowering the client to deeply understand its target market.

The shift in performance once the campaign was angled towards the Yahoo! Network indicates a single network focus, providing exclusive inventory, reduces duplication without compromising on sales volume and conversions.

Give your brand the perfect package.
Call Yahoo! sales today - 020 7131 1000