Case Study | Telefónica O2

Re-engaging at-risk customers through targeted mobile offers

Priority is O2's award-winning mobile app, and with over 3 million registered users, it's one of Europe's largest loyalty programmes. As part of their omni-channel strategy for customer retention, they wanted to ensure that as many customers as possible were enjoying the offers available to them through Priority.

To achieve this goal, O2 needed to deliver highly-targeted offers that would appeal to each customer, and keep them engaged with the Priority app.

261% uplift
in app check-ins

...driving re-engagement with O2's Priority app

Using a variety of data sources, offers are matched to each customer based on:

- ✔ Past behaviours and interactions with the app
- ✔ Where they were when they checked in to Priority
- ✔ Preferences and interests
- ✔ Age, gender and other demographics
- ✔ Monthly spend and lifetime value to O2

With HTK and the Horizon platform, O2 were able to harness their customer data, and get the insight needed to send micro-targeted, relevant offers that customers love.

How it works | Horizon Loyalty Hub

"What?" — Past customer interactions

Every time a customer checks in to O2 Priority, Horizon keeps a record of any offers they've engaged with or accepted. Horizon also identifies which third-party brand and vendor the offer was from, together with the offer category — food & drink, entertainment or sport, for example. This insight is used to target the right kind of offers to each O2 customer.

"Where?" — Targeting by proximity and location

There's little point sending offers to customers who are too far away to redeem them. Horizon stores known locations of each third-party vendor, and records the precise location of each check-in. Using this insight, offers are targeted to ensure they are location-relevant.

A Horizon Map Group

"When?" — Check-ins, views and offers accepted

Horizon records the exact moment in time when each customer checks in, to build a long-term view of the recency and frequency of engagement. Each customer is automatically categorised as Dormant, Lapsed, About-to-lapse or Active, and this determines the frequency and content of messages sent by Horizon.

The result — 261% uplift in app check-ins

In the first 6 months of 2014, targeted offers sent via the Horizon platform resulted in a 261% uplift in check-ins to O2's Priority app (versus control groups for each campaign).

By identifying a clear intent and objective for each campaign, HTK measure the effectiveness of every message. And using an innovative 'test and learn' strategy, this insight is used to inform future strategy and tactical planning.

Find out how Horizon can work for you - get in touch:

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