

Case Study | O2 Priority

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 programs.

Available exclusively to O2 customers, the app presents third-party offers, across a variety of categories, which can be redeemed without the need for points.



The Challenge

As part of their omnichannel customer retention strategy, O2 wanted to ensure that as many customers as possible were getting value from the Priority app.

To achieve this, the team knew they needed to deliver highly-targeted offers that would appeal to each customer, in the context of where they were and what they wanted.

The team also wanted to ensure they were investing in the *right customers* — those who were valuable to O2 and worth retaining.

The Solution

O2 imported the relevant data into a secure Horizon database, from a variety of sources.

Every time a customer logged into the Priority app, Horizon kept a record of:

- offers they engaged with or redeemed
- the vendor or brand
- the category of each offer

This behavioural data was combined with the customer's location, demographic data and stated interests, to send highly relevant offers from nearby vendors.

The result — 261% uplift in app check-ins

In the first 6 months of 2014, targeted offers sent via Horizon resulted in a 261% uplift in check-ins to the Priority app (versus control groups). By identifying a clear objective for each campaign, HTK measured the effectiveness of every message — and used this to inform future strategy and tactics.

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