

IMPROVING CONVERSION RATES TO DRIVE ONLINE WIRELESS SALES

Client: Big-5 Service Provider
Service: Online Channel EffectivenessSM



CASE
STUDY

Improving the Online Purchasing Channel and Increasing Conversion Rates

In 2004 over two million phones were purchased and activated through the online channel. While a Big-5 carrier commanded a sizable portion of market share overall, it captured a disproportionately small portion of the high-growth online gross ads. As a result, this carrier sought to improve its online purchasing channel by increasing its online conversion ratio.

Analyzing the Behavior of Both Defectors and Online Purchasers

Compete's Online Channel Effectiveness service was configured to meet the client's specific objectives. Compete analyzed both behavioral and attitudinal data to detail the conversion performance of competitive carriers to provide the carrier with benchmarks and best practices for online sales. The carrier leveraged Compete's data and analysis to streamline the purchase process and increase online conversion, including adjustments to promotional approach and addressing barriers to purchase.

Boost in Online Sales

Following implementation, this client experienced a two-fold increase in online sales and the opportunity to generate an incremental \$75 million in annual subscriber value, without any increase in marketing expenses.

Compete analyzed the behavior and motivations of wireless converters and defectors across Big-5 carriers to help a service provider boost online sales.



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