

Telefónica Drives Increases in Activation, Engagement, and Retention in mPlay App

Telefónica uses Swrve to send relevant, contextual real-time messages to advance customer experiences, optimize engagement, and drive high-value interactions across channels.

Telefonica

-  **Industry**
Telecommunications
-  **Country**
Worldwide
-  **Site**
www.telefonica.com

Mastering contextual messaging to drive activation, engagement, and retention

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a significant presence in 15 countries and over 352 million customers. Telefónica needed a solution that was dynamic enough to help them deliver individualized experiences that were relevant to each user, drive activations to increase ROI on acquisition costs, and increase engagement and retention.

A common challenge facing app marketers around the globe is increasing ROI on acquisition by driving users through a seamless onboarding experience that optimizes for account activation, and engagement further down the line. Telefónica understood this and implemented a specific strategy to cover each step of the customer lifecycle.



Matias Vilensky
Digital Marketing
Manager Video, Chile,
Telefónica

“By using real-time targeting and triggering in Swrve, we created campaigns that would send to individual users based on key events they completed inside the mPlay app. With Swrve we can deliver custom content for individual users based on what stage of the customer lifecycle they’re in.”



The Challenge

Acquisition costs vary per industry, but overall, analysis has shown that it costs about five times as much to acquire a new user than it is to retain an existing one. But with growth top of mind, Telefonica needed a way to optimize acquisition costs by increasing account activation, and keeping customers engaged with the mPlay app, and decrease churn.

The Solution

Telefónica implemented a strategy specifically to encourage users through each stage of the customer lifecycle seamlessly from activation, to engagement, and on to retention. Telefónica used Swrve to send bespoke communications based on whether they interacted or not with the login screen buttons promoting key benefits of using the app and driving excitement around the content offered. To increase engagement, Telefónica also implemented strategies to highlight new content, and key app features like, the stop, play, record functions, live news, and global information.

With Swrve, Telefónica built and sent:

900k

push notifications to users with real-time targeting based on whether or not they interacted with the login screen buttons

1.4M

rich push notification sent to users who have successfully logged into their account highlighting key shows, content functionality, and features such as live news.

The Results

The following results are from Telefonica's campaign in Chile.



Activation

14%

increase in interactions with the login screen

5%

uplift in login completion



Engagement

12.5%

increase in engagement with the app

8%

uplift in app sessions



Retention

Day 1 retention increase of **+11.38%**

Day 7 retention increase of **+21%**

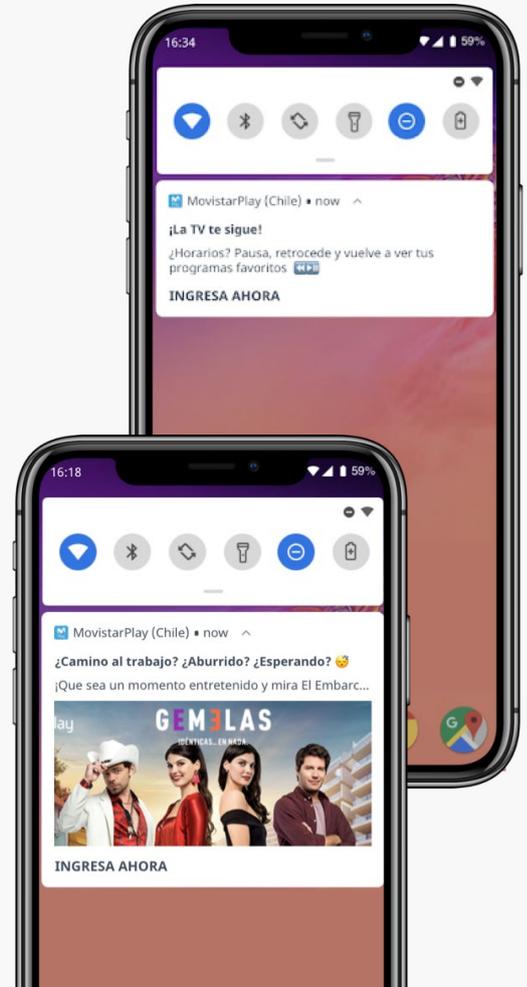
Day 30 retention increase of **+13%**

15% increase in retention



Advocacy

Increase in app rating on Google Play Store from **3 stars** to **4.3 stars** in just **4 weeks**



About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. The company has a significant presence in 15 countries and over 352 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

About Swrve

Swrve is the leading mobile marketing and customer engagement platform helping leading enterprises achieve real-time, relevant customer engagement that drives measurable business value. World leading brands such as Verizon, Sony Pictures, NETGEAR, Three UK, Telefónica, and Woolworths Ltd., use Swrve to identify, predict, and anticipate the needs of customers with real-time behavioral data across mobile, web, and TV apps. Learn more at swrve.com or follow us on Twitter and LinkedIn.

