

Magnetise & TTH Media Deliver Multi Channel Customer Acquisition for giffgaff

Introduction

giffgaff is the UK's first online, community-led PAYG virtual mobile operator. It is run by its members, who are rewarded for running parts of the business like answering questions in the community, getting new members, or helping to promote the company. This means giffgaff keeps its costs low and passes the savings back to members.

giffgaff has won several major awards including a Forrester Research Groundswell award and was ranked 4th in the Headstream Media Top 100 UK Social Media Brands. Part of the overall Telefonica O2 family, giffgaff is a fully independent company and runs its service on the O2 network.

Objectives

giffgaff's people-powered mobile network successfully uses 'member get member' for customer acquisition. Due to the popularity of its service, the company wanted to evolve from its community-based infrastructure and bring its benefits and savings to a wider potential market. In light of its clear digital prowess, giffgaff's agency, TTH Media (TTH), was tasked with devising a wide-ranging campaign that made good use of the range of touchpoints and channels available.

The company manufactures and sends SIM cards to those who register prior to activation of the service, meaning that there is a small but considerable fulfilment cost associated with each registration. This factor meant that any campaign had to be optimised towards activation of the service rather than mere registration to ensure a decent ROI was delivered.

The Magnetise Approach

TTH set up a wide-ranging lead generation campaign to drive registrations to the service. Lead Intelligence offers valuable features such as real time de-duplication, validation and reporting which delivered useful gains and insights. For example, its ability to conduct real time PAF validation of postal addresses entered during the registration process eliminated data entry errors and ensured that only correct, validated addresses were sent through to fulfilment, completely removing the financial risk of sending SIMs to wrong or incorrect postal addresses.

The campaign firstly focused on affiliate and co-registration activity. Using the analysis available, the team quickly realised that, while co-registration delivered high volume, due to its incentivised nature the quality was variable meaning the total cost was impractical once the high cost of fulfilment for non-activated SIMs was taken into account.

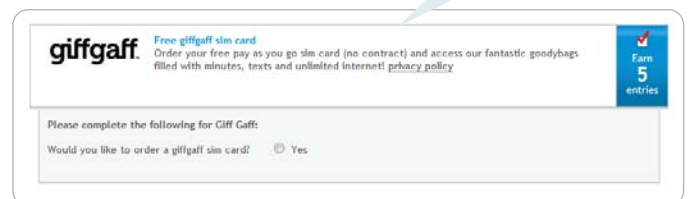
The team therefore tested the viability of premium display and email marketing as further channels for the campaign. With the organic incentives being the only driver for the campaign, they could be assured that respondents were interested in the service itself, ultimately ensuring better conversion.

Working with different suppliers across the various channels, identifying the best performers was vital to success. Lead Intelligence's in-built analysis and optimisation features made this easy to understand and implement.

Snapshot

- ✓ giffgaff wanted to scale growth beyond its highly successful member get member programme
 - ✓ Lead Intelligence became the central hub to manage and optimise activity across all channels
 - ✓ TopFox deployed to drive results from its network of white label competition services
 - ✓ In-Banner utilised to harness premium display inventory
- Campaign exceeded objectives, increasing activation percentage by over 100% while at the same time reducing total cost per activation by 61.2%

giffgaff offer on TopFox



giffgaff Free giffgaff sim card
Order your free pay as you go sim card (no contract) and access our fantastic goodybags filled with minutes, texts and unlimited internet! [privacy policy](#)

Earn 5 entries

Please complete the following for Giff Gaff:
Would you like to order a giffgaff sim card? No Yes

giffgaff offer on In-Banner



giffgaff Get your Free giffgaff SIM Card and for £10 a month get:

- 250 UK minutes
- Unlimited UK texts
- Unlimited mobile internet

Order a free SIM now

First Name: Last Name: Email:

Address Line 1: Postcode: **Find address**

By registering you agree to our [Ts&Cs](#) and [Privacy Policy](#) **ORDER SIM NOW**

The integration of SIM activation data, pulled automatically into Lead Intelligence from giffgaff's fulfilment database, enabled TTH to assess every single supplier according to how many leads converted into mobile users which was pivotal to success. Attributing conversions and campaign success at this detailed level ensured giffgaff was protected from devoting spend to suppliers with a high total cost of acquisition and conversely optimising those who deliver a better end result from comparatively fewer leads.

Initial Results

Integrating the different supplier channels, pricing and performance data into Lead Intelligence enabled TTH to understand precisely how all the different parameters affected the core KPIs. TTH could view the campaign on an incredibly granular level, assessing and attributing budget to the best performing suppliers regardless of channel.

Co-Registration proved to have a variable and comparatively high total cost of acquisition once SIM data included, so volume was reduced which in turn reduced overall costs and increased activations by enabling spend to be driven towards optimal channels. Email proved to be the best performing channel, despite the fact Co-Reg delivered the highest volume. Without the incorporation of SIM activation data, the campaign would have incorrectly optimised towards this channel, creating a far lower ROI to giffgaff.

Over the course of the campaign, the total cost per activation was reduced by 61.2%, achieving significant savings in wasted SIM costs, while the activation percentage more than doubled.

Ongoing Activity

giffgaff's use of Lead Intelligence continues to grow and evolve. Each campaign it runs now integrates Lead Intelligence forms into landing pages, rather than those provisioned by its CMS solution. This enables the company to take immediate and full advantage of Lead Intelligence's data validation and lead processing power, maximising results while minimising cost.

Future plans include the integration of giffgaff's full data repository, which will include real-time, as-it-happens SIM activation information. Considering the range of channels and suppliers running giffgaff campaigns, this development will deliver a further, invaluable layer of conversion funnel optimisation capabilities.

Lead Intelligence has enabled us to ramp up giffgaff's activity considerably by ensuring the budget is spent on high performing campaigns rather than wasted on un-activated registrations. Our end goal is to deliver acquisition focused lead generation services for our clients and Lead Intelligence's robust, feature rich and measurable platform makes this possible.

Justin Thomas, founder of TTH Media



giffgaff microsite

Conclusion

Scaling growth through lead generation technology, TTH and Magnetise delivered a solid multi-channel campaign. Lead Intelligence is the only lead generation platform that delves into performance data and assesses all channels at supplier level against core KPIs, for both ultimate conversion (CPA) and cost per lead (CPL), which enabled TTH to optimise all channels simultaneously, keeping costs low and activation high. By incorporating the offline conversion metric of SIM activation data, Lead Intelligence's actionable insights and analysis ultimately provided significant cost efficiencies to giffgaff.

About the Magnetise Group

The Magnetise Group is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its proprietary technology platform supports a suite of products for the creation and management of advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Clients include Northern & Shell, Maxim, Gumtree, CD WOW! and Business Traveller publications, with campaigns being run for telecom and utility providers, consumer brands including Nokia, Starbucks, Hugo Boss and McCain, as well as retailers such as ToysRUs, Littlewoods and BrandAlley.

Current products include:

- TopFox: UK's leading white label competition platform with over a million active users, integrated into top tier publications.
- In-Banner: improves standard display advertising by adding data capture capabilities with real-time validation and pricing.
- Lead Intelligence: bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.
- In-Video: unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.