



Vodafone UK

case study

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Vodafone consumer wanted to generate calls into their call centre in Crewe. Their target was people aged between 21 – 45, looking for a new mobile phone contract. Vodafone would not pay for each transfer but rather would pay for each transfer that completed a full mobile phone application.

Emerging Media built landing pages (see above) to find people who were generally interested in mobile phones. Landing pages would

change frequently to generate users in a smart way.

For example EM built a page targeting the Blackberry users with tips on improving performance. Being that Blackberry has been innovatively challenged for a long while, many Blackberry users flocked to the page. EM then provided the advice it promised and also explained how another smart phone could replace Blackberry could offer a better service.

40% of people that visited the landing page provided their details. From those 40%, 15% agreed to move to iPhone or Android with Vodafone.