

# Vodafone Australia, telecommunications leader.

Australian mobile communications company uses Adobe Marketing Cloud and integrated email service provider technology to recover lost online sales opportunities.



"Adobe Analytics lets us see what's going on with our business from end to end."

*James Barton, head of online innovation, Vodafone Australia*

## SOLUTION

Adobe Analytics solution within Adobe Marketing Cloud

## RESULTS



### INCREASED SALES

Recovered 15% of lost sales opportunities



### MORE TRANSPARENCY

Gained valuable insights, including 75% open rate for follow-up emails

**1,700%**  
RETURN ON INVESTMENT

### STRATEGIC IMPACT

Realized 1,700% return on strategic marketing investments



### RISING ONLINE SALES

Helped to achieve 7% net increase in online sales through strategic programs

## Vodafone Australia

Established in 2009

4.9 million Australian customers

Chatswood, New South Wales, Australia

[www.vodafone.com.au](http://www.vodafone.com.au)

## JBA Digital

[www.jbadigital.com](http://www.jbadigital.com)

### CHALLENGES

- Identifying reasons for shopping cart abandonment
- Recapturing lost sales opportunities
- Providing more relevant content

### Shopping made easy

Vodafone is a giant in the mobile telecommunications industry. The company has evolved over 25 years from a small mobile operator to a multinational leader in mobile communications solutions, serving more than 371 million customers worldwide.

Vodafone is constantly working to provide its customers with an easy, enjoyable shopping experience—especially within its e-commerce channel. As mobile device shoppers increasingly turn toward online resources for research, product and plan comparisons, and to finalize their purchases, Vodafone is committed to making online shopping even easier for customers.

The company's operating unit in the South Pacific, Vodafone Australia, partnered with digital marketing consultancy JBA Digital to deploy the Adobe Analytics solution within Adobe Marketing Cloud to make the online buying experience more seamless for customers, as well as less costly and more profitable for the company.

"We recognized a plateau in our e-commerce channel in which sales began to slow and driving traffic to our website became more expensive," says James Barton, head of online innovation at Vodafone Australia. "With the help of JBA Digital, we deployed Adobe Marketing Cloud to better understand the reasons why this was happening and make appropriate changes to our content, messaging, and business processes to reverse the trend."

### Finding the problem

The tablet and smartphone market has exploded in recent years, dominated with innovative, exciting products from Apple, Samsung, Nokia, and other top brands. With consumers turning to online retail channels as a preferred method of purchasing, companies like Vodafone were challenged to differentiate themselves from competitors to win customers.

For some companies, this means simply increasing advertising and exposure to drive new traffic and make incremental gains in sales. However, Vodafone Australia managers took customer engagement a step further by also improving online buying processes, enhancing the overall customer experience, and incorporating new marketing strategies to recoup lost sales opportunities.

With Adobe Analytics, Vodafone Australia marketers have immediate access to powerful web traffic and engagement analytics, providing greater insight into how customers interact with the website and clues about why transactions are left incomplete.

"Adobe Marketing Cloud solutions give Vodafone a virtual, live look at what our customers are doing, both in groups and down to an individual instance."

*James Bennett, director, JBA Digital*

Unlike other web analytics solutions, the Adobe Analytics solution within Adobe Marketing Cloud makes real-time data collection and analysis of all online and offline customer activities simple, streamlined, and efficient. By automating the placement of code within each page of its website and within each email communication, Vodafone Australia can instantly collect, segment, and analyze customer engagement data and use it to guide modifications in navigation, messaging, email marketing offers, and other marketing strategies that drive conversion.

Vodafone Australia managers wanted an idea of how the end of the sales funnel performed. "Adobe Analytics lets us see what's going on with our business from end to end," says Barton. "We were able to identify that more than 60% of visitors who create a cart start the check out process, but that 80% of them abandoned the process after proceeding with the check out. That was an eye-opener and something we wouldn't have seen without Adobe Marketing Cloud."

The discovery prompted the Vodafone online sales team to determine exactly why customers were abandoning their purchases and how to improve the experience to encourage customers to complete their transactions. Optimized shopping cart form testing yielded some improvement, but the team knew that gains could and should be greater.

"Over the course of three months, tests targeted only at the checkout process created wins, but testing also uncovered larger challenges," Barton says. "We needed a more comprehensive approach to gathering information to understand customer motivations and how we could better meet their overall needs and expectations."

### Recovering lost opportunities

Using Adobe Analytics, Vodafone Australia set out to capture online shopping behavior and cart abandonment data and use it as the foundation of a comprehensive remarketing campaign designed to recapture lost sales opportunities and improve customer engagement moving forward.

"The ability to capture, segment, and report on customer engagement data in real time is invaluable," adds James Bennett, director, JBA Digital Consultancy. "Adobe Marketing Cloud solutions give Vodafone a virtual, live look at what customers are doing, both in groups and down to an individual instance."

In addition, Vodafone deployed a one-click customer survey designed to identify specific customers' primary objections and collect more robust, comprehensive feedback about customers' online experiences. More than 50% of email recipients completed the survey, with surprising results.

Most notably, nearly 32% indicated they had abandoned a sale in favor of going to a store for more information on products and plans. An additional 13% stated they had concerns with the plan they were considering, and 10% had reservations about products specifically.

"Adobe Marketing Cloud solutions and integrated email service provider capabilities played a critical role in reengineering our online marketing strategies."

*James Barton, head of online innovation, Vodafone Australia*

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics solution. Capabilities used include:
  - Marketing reports and analytics
  - Data connectors

### For more information

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

"There's no more effective way to discover why a customer abandoned a sale than to ask them directly," Barton says. "We can take their feedback, compile and analyze the data with Adobe Analytics, and come up with realistic, sensible options to keep them shopping."

## Reinventing the sales funnel

Marketers can combine the real-time actionable data with customers' survey feedback and historical responses to email marketing efforts to create customer behavioral models, which trigger automated emails based on predetermined business rules in the company's email marketing engine. The targeted emails, supported by the data connectors capability in the Adobe Analytics, and integrated capabilities from an email service provider, are designed to directly address customers' concerns, bring them back to the Vodafone Australia site, and complete a transaction.

"The idea of remarketing is to use the available data about our customers to address the specific anxieties or concerns that prevent them from buying," Barton says. "Adobe Analytics, integrated with our email service provider, enables us to automatically reach out to our customers both online and via email to offer attractive alternatives or solutions to their objections, which helps move them along toward a sale."

For example, to provide contextual data around product options, the company employed richer online product content—including customer ratings and reviews, comparison charts for similar products, and special incentives for a purchase on screen. The information was mirrored in an automated email a customer receives after abandoning a sale.

At the same time, customers are also provided with the option to immediately connect with a product specialist, encouraging them to get the information they're looking for instead of abandoning the sale. Call center information is provided on screen while a visitor browses the site and a live web chat option is offered in the follow-up email.

Vodafone Australia's data-driven reengagement approach has paid significant dividends. Using Adobe Marketing Cloud solutions and accredited partner integrations to monitor customer responses, the company saw that 75% of all emails sent were opened, with 15% of them resulting directly in a recovered sale. Overall, the program resulted in a 7% net increase in online sales and reduced the overall cost to acquire in the online sales channel.

"Adobe Marketing Cloud solutions and integrated email service provider capabilities played a critical role in reengineering our online marketing strategies," Barton says. "With real-time actionable data from online and offline sources available to us at any time, we're now earning \$18 for every dollar spent. That's a significant margin on customers who were initially lost opportunities."