



Vodafone accelerates eGift delivery through WeGift Drive



Key Metrics

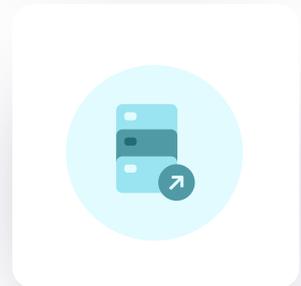
One-week setup time

Vodafone had its first campaign up and running within days of being introduced to WeGift's revolutionary platform.



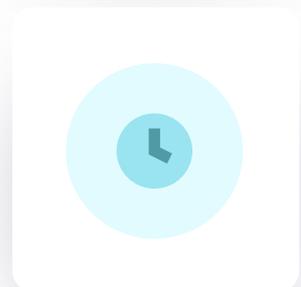
Double-digit lift in new signups

WeGift helped Vodafone attract more new customers via eGifting - beating its previous supplier by a significant margin.



95% improvement in new campaign turnaround

After initial setup, new acquisition campaigns can be up and running in under an hour where previously it would take 3 business days.



About the client



Vodafone is one of the world's leading telecommunications providers, supplying broadband and mobile network solutions to nearly 450 million customers across 26 different countries.

Since enabling the UK's first ever mobile call in 1985, it has grown to become one of the nation's most-recognised and loved brands, with a customer base of over 20 million.

- £41.74 billion in revenue - FY 2018
- Active in 26 countries, in partnership with networks in over 55 more
- 444 million customers worldwide (20 million in UK)
- First company to announce 5G roaming in four EU markets

Background

Affiliate marketing provides a competitive edge

Vodafone uses affiliate marketing to drive sales volume in key periods. It is one of the most effective and cost-efficient ways of attracting new customers, who will often head to price-comparison sites like uSwitch and MoneySuperMarket to get the best possible deal on their phone or broadband.

Together with Awin, its chosen affiliate network, Vodafone has devised a strategy where eGift cards are used to incentivise new signups. This aligns perfectly with Vodafone's USP of giving back to its customers while protecting brand equity by avoiding the lure of discounting.

The end goal is to drive customer acquisition through digital rewards that attract and retain new buyers for a specified period - e.g., the first three months of their contract.

Problem

A process that lacked speed and agility

We'd been using eGift cards for over four years, but there was a catch. Due to the fragmented and time-consuming nature of our previous solution, we were unable to leverage the true potential of instant, open-value rewards. Every campaign would take weeks to plan, therefore limiting the role that eGifting had within our marketing function.

We started looking for an end-to-end, self-serve eGift card platform that could help us launch a campaign within one hour. This would enable us to become more agile and responsive to the day-to-day shifting of goals and priorities.

Customer vetting was a priority, mainly due to our long-standing battle with customers who opt in and out of contracts in order to gain an incentive. We needed a way of qualifying each sale, on a pre-set criteria, and without human intervention.

We also wanted to manage all aspects of the eGifting process independently - including creation, validation and fulfillment - as the involvement of a third party would only slow things down.

Any cost savings would come as an added bonus - our team needed a completely new way of sending digital rewards.



Adam Clisby
Affiliate Marketing Specialist, Vodafone

“We needed a way of delivering rewards effectively, at pace. Only then could we unlock their true potential.”

Key requirements

- Self-serve functionality
- End-to-end campaign builder
- Fast and efficient reward delivery
- Automated distribution after cool-off period
- Ease of use and integration
- Low CPA



Solution

WeGift provides real-time, on-demand access to digital rewards from over 500 brands. Its technology is used by all manner of companies - from employee benefit providers to cryptocurrency exchanges - to pay anyone, anywhere, in any amount.

WeGift's affiliate marketing product, "Drive", helps brands like Vodafone increase spend and volumes of new customers through the natural appeal of digital rewards. By putting these incentives at the forefront of their promotional strategies, without the labour intensive operations, any business can supercharge their customer acquisition programme.

Features

- Digital rewards from over 500 brands
- Custom emails and landing pages in multiple languages
- Automated eGift delivery
- Real-time analytics for tracking performance
- Complete control at every touchpoint

What WeGift delivered

WeGift Drive was like nothing we'd seen before. Within one week our first campaign was up and running, and even though we had control over the entire eGifting process, WeGift's account managers were on hand to give crucial advice on matters concerning our design and layout. With the previous solution, we had customers failing to grasp what they needed to do in order to qualify for a reward. These instances are now incredibly rare.

The portal is simple, intuitive and can have us launching campaigns within the space of an hour - ideal for driving volume when it matters. Vodafone has been empowered by WeGift's simplicity and we now have up to six people using Drive on a given day.

Our rewards are positioned on comparison engines, blogs and influencer networks among others. Customers can check out through these publishers and qualify for an eGift card (e.g. £100 at Amazon) that reflects their contract value. The automated delivery is invaluable and gives us the luxury of applying a three-month cooling-off period to each transaction.

Digital rewards helped Vodafone hit year-high sales in January 2019, but it's not just about revenue. Thanks to WeGift, our team has been able to use eGift cards as a way of resolving customer complaints and issues within minutes of them being lodged. We've even made a significant cost saving against our previous solution.



Adam Clisby
Affiliate Marketing Specialist, Vodafone

“WeGift Drive has unlocked a world of possibilities for Vodafone. It is exactly what we look for in a technology.”

Success in numbers



**One week
setup time**



**Double-digit
lift in new signups**



**95% improvement in new
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Summary

Vodafone had yet to harness the full power and versatility of digital rewards. It needed a quicker way of delivering eGift cards to enhance their role across affiliate marketing and the wider business.

WeGift Drive immediately brought Vodafone's campaign-building process down from days to hours. Through a simple dashboard, backed by automated delivery, Vodafone was able to acquire thousands of new customers on a criteria that ensured ROI.

After being so impressed by the technology, and seeing its potential in other applications, Vodafone even started using eGift cards as a way of resolving complaints and issues in a timely manner, resulting in greater loyalty and satisfaction across its customer base.



Supercharge
your customer
acquisition

Learn more about WeGift Drive

wegift.io/drive



Have a Question?

wegift.io/contact

