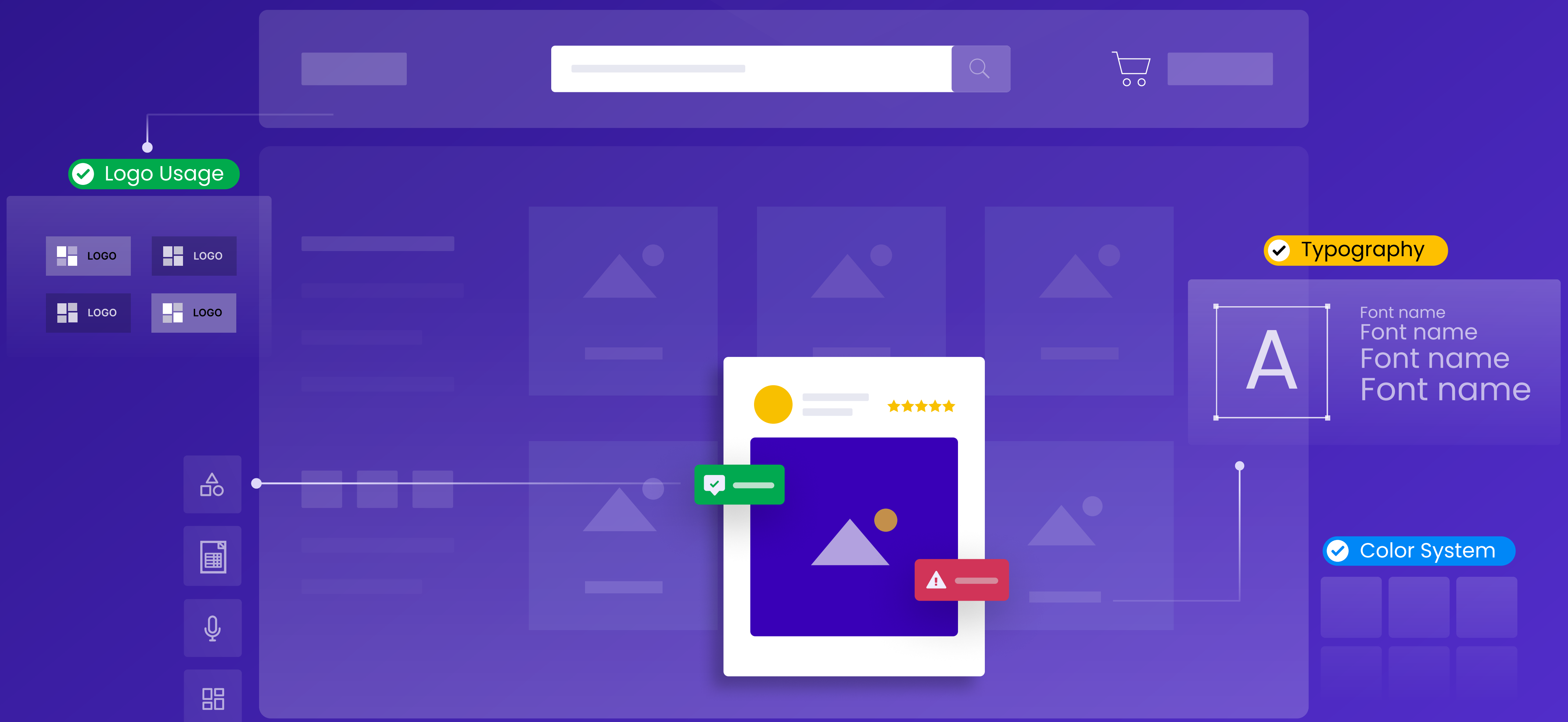


CASE STUDY

Rich Creative Analytics Helps Telecommunication Giant Achieve 20% Cost Savings Along with Higher Engagement



The Challenge

The second-largest mobile operator in the world, innovates consistently in order to drive higher engagement with their 350M+ users. Their brand team supports the performance marketing team with creatives for campaigns across social and affiliate channels. But to drive engagement at scale, they needed faster ad refresh cycles and creative experiments. However, with the lack of actionable creative-level insights, design decisions had to be made solely based on intuition. And creative refresh was untimely, often for the wrong creatives, leading to high ad-spends and low engagement.

The Solution

Rocketium empowered brand and performance teams of this telecom giant with:

- 1. Creative and performance data**, all in one place for teams to have instant access to performance data and creative analytics across all channels on a single dashboard.
- 2. Actionable creative-level insights** that helped the brand and performance teams have more data-centric conversations, leading to design decisions that drove better results. The real-time view of creative performance also helps teams quickly identify creatives that are wearing out, and swap them with fresh ones for increased engagement.

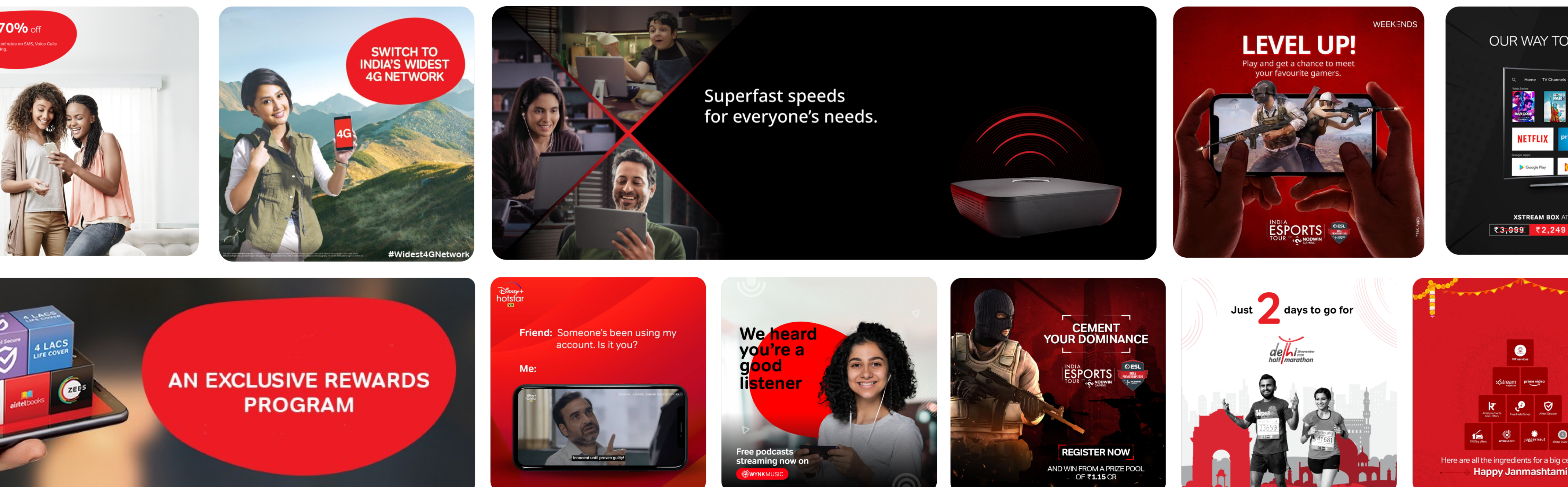
Now that the brand and performance teams of this leading mobile operator have more bandwidth to **run 50% more creative experiments**. This has helped them achieve **2.7x higher engagement with 20% cost savings**.

20%

Cost savings in ad budget

16%

Reduction in CPM



Ready to take your visual communications to the next level?

Get in touch at success@rocketium.com