



Targeting users on a pre-submit and pre-click basis, Ve Interactive utilised its intelligent email remarketing solution to drive Vodafone's online conversion rates.

94.6%

Click-through rate increase with product feed emails

13.2%

Open rate increase following subject line testing

50%

Conversion rate increase following landing page optimisation

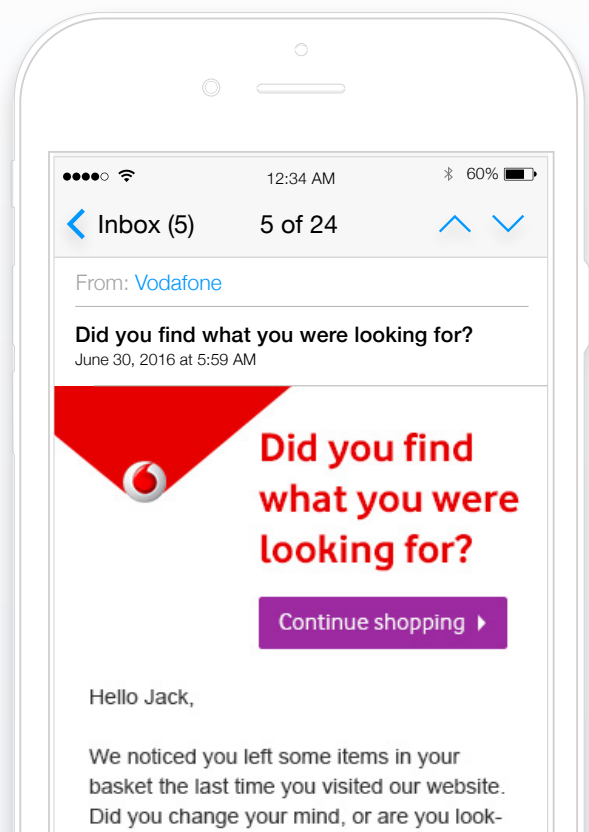
“ Ve’s email remarketing strategies have worked wonders for our conversion rate and email engagement levels. The account management team are always looking for ways to improve campaigns and we cannot wait to see what they achieve next for Vodafone. ”

Christopher Pearce, Digital Marketing Manager – Direct and Digital Marketing – Brand Marketing, Vodafone

The client

Vodafone is a British multinational telecommunications company, with a brand that is known and recognised across the globe.

After out-performing a third-party partner with pre-submit email campaigns, Ve went on to set up post-submit campaigns. These campaigns were initially aimed at Pay as You Go and Pay Monthly customers, but following excellent results, the audience pool was expanded to also include In-Life Sales, Upgrades, Sim Only, and Business customers.



The challenge

The telecommunications industry has a notoriously high abandonment rate of 85%, due in part to fierce competition between the leading industry players. Vodafone's challenge was therefore to reduce this abandonment rate, improve customer engagement across email channels and ultimately, increase online conversions.

To combat these issues, Ve implemented sophisticated and personalised email remarketing strategies, combined with specialist expertise and in-house design.

85%

Sector abandonment rate

Boosting email open rates

Utilising Ve's email remarketing solution, campaigns included product feed emails that encouraged Vodafone users to resume their abandoned basket and complete the purchase. These emails also featured personalised subject lines that **increased open rates by 5.06%**.

To ensure emails were delivered at the best possible times for engagement, Ve consistently tested campaign results and refined strategies based on these insights, as well as extensive contextual data.

Increasing customer engagement

To optimise campaigns, Ve undertook split-testing on subject lines, creative and landing pages.

Creatives underwent several rounds of split-testing, with results including a **32.8% increase in Click Through Rates** following the introduction of in-house designed header images. This continuous refinement of multiple elements of strategy allowed Ve to engage customers at every possible touchpoint and boost Vodafone's conversion rate.

We've saved your basket for you


[Continue shopping](#)

Hello Jack,

We noticed you left some items in your basket the last time you visited our website. Did you change your mind, or are you looking for something else?

For convenience we've saved your basket for when you come back. Just follow the link to continue shopping.




Your Basket [Checkout](#)

 BlackBerry Curve 9720 Black Keep your existing SIM

One-off cost: £80.00 **Monthly cost: £10.00**

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