versium

T-Mobile Case Study: Predictive Targeting and AI-Modeled Lists

T-Mobile improves marketing efficiencies by 350% leveraging Versium's Predictive Lead Score while gaining insights through LifeData®.

T· ·Mobile

THE CHALLENGE

As many enterprises face, T-Mobile has limited data characteristics on their customers. While they have access to contact information, usage and transactional information associated with each account, they have very little information on who their customers are, what would make them a "high value" customer.

T-Mobile wanted to improve the effectiveness of their direct response marketing campaigns with the goal of increasing high value subscriber conversion within their small business customer segment.

THE GOAL

Focus on attracting high value subscribers, minimize churn, and maximize revenue per subscriber - cost efficiently.

WHAT VERSIUM DID

- Mapped consumer attributes to T-Mobile's original list of customers using **LifeData®** and **proprietary matching technology**, returning 324 additional attributes of rich customer data including purchase interests, social behavior, demographic data, and much more.

- Leveraging LifeData®, Versium determined which attributes correlated to "high value" subscribers based on T-Mobile's existing 1-10 lead score.

- Using **machine learning**, Versium created a **model** to generate a new score that predicted the propensity of a consumer to convert to a high value subscriber.

- Versium used this predictive model to score US households and small business consumers in order to generate a **highly targeted prospect list** of consumers with a high lead score and likelihood to conver to a high value subscriber.

The ROI Impact:

Using an A/B email test, the response rate from consumers in the list provided by Versium was 350% higher than the response rate from the other targeting approaches. Versium's impactful Lead Score enabled T-Mobile to more effectively target the right prospects. Versium's LifeData® also gave T-Mobile the ability to further segment their customer base and market to each segment with the proper targeted messaging.

About Versium

Versium is a data technology company that improves marketing ROI by helping sales and marketing organizations become more data driven.
www.versium.com

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