

# How Vodafone Italy Raised Conversions +42% by Developing Creative in a Radically New Way

## For Vodafone, Words Matter.

Vodafone Italy approaches every marketing message as an opportunity to design exceptional customer experiences, win customer loyalty, and increase lifetime value.

Mobile push notifications and SMS are their primary digital communication channels and major growth engines for key business initiatives, making the messaging even more crucial. When words fall flat, Vodafone loses business.

## Their Goals



**INCREASE LTV** with upsell and cross-sell campaigns that suggest additional services to current customers.



**PREVENT CHURN** with lock-in campaigns that offer high-value, hard-to-get customers convenient and exclusive packages.



**WIN BACK FORMER CUSTOMERS** with winback campaigns critical to growing market share.



**ENHANCE CUSTOMER SATISFACTION** with loyalty campaigns that encourage subscribers to engage with Vodafone's loyalty program and weekly prize draws.

## The Impact of Persado AI

Since 2012, Vodafone has used Persado's unique AI platform to machine-generate marketing creative, gain customer analytics, and elevate the success of their chief campaigns.



**2000+** CAMPAIGNS  
OPTIMIZED

\*To date



**+42%** LIFT IN  
CONVERSION RATE

\*CRM Campaigns



**+9%** LIFT IN  
CONVERSION RATE

\*Winback Campaigns



**+60%** AVG LIFT in  
REDEMPTION RATE

Loyalty Campaigns



**+11%** TOTAL SALES  
DRIVEN BY PERSADO

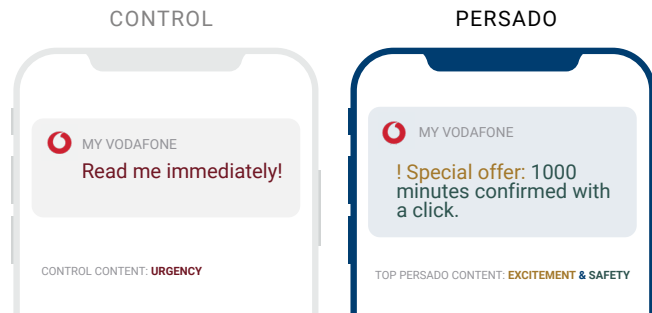
\*On SMS and PUSH

Powered by machine learning, Persado's platform uncovers key trends and rich insights with every campaign, helping Vodafone's team understand precisely which words and emotions drive the greatest impact on purchasing decisions.

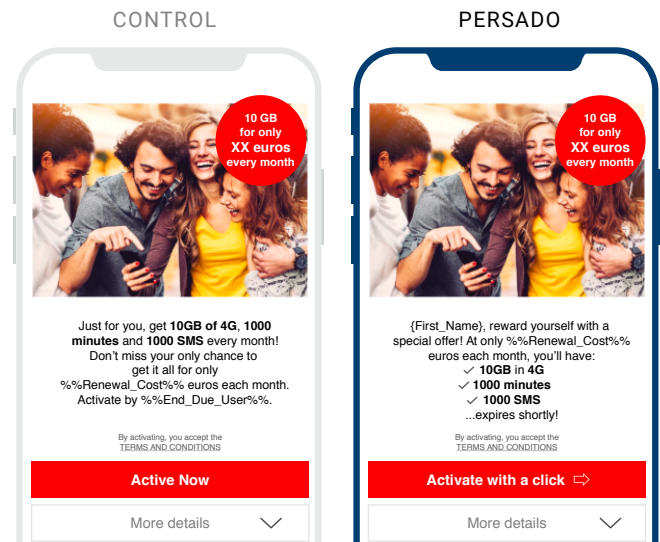
CHANNEL: PUSH NOTIFICATION & IN-APP MESSAGE

**40%** CONVERSION RATE LIFT

PUSH NOTIFICATION

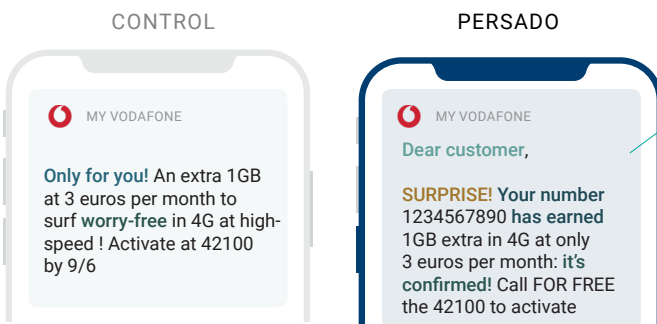


IN-APP MESSAGE



\*Translated from Italian

VALUE CREATION CAMPAIGN | SMS



**63%** CONVERSION RATE LIFT

TOP PERSADO CONTENT: **INTIMACY, EXCITEMENT, ACHIEVEMENT, SAFETY**

**0.80%** PERSADO CONVERSION RATE

CONTROL CONTENT: **EXCLUSIVITY & SAFETY**

**0.49%** CONTROL CONVERSION RATE

Looking Forward

Always pushing the envelope in marketing technology, Vodafone partnered with Persado to reach new heights in digital intelligence and customer experience using AI. Persado's technology has enabled their team to personalize messaging to every audience at scale, strengthen brand loyalty, and increase bottom-line results year-over-year.

“ **Andrea Duilio | Consumer Digital Director**

*Engaging with customers in the digital age is very much about finding the right message for every campaign and every customer segment. Since we started working together in 2012, Persado has helped us land the precise message for many of our SMS and push campaigns, powering a 42% lift in conversion rates on average.*

About Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment, experiencing dramatic new levels of brand engagement and revenue performance across every channel.

For more information about Persado or to schedule a demo, please visit [persado.com](https://persado.com) and follow Persado on [Twitter](#) or [LinkedIn](#).