Leading Telecom Company Partners with UDM to Drive Awareness & Amplify Engagement

The Task
UDM was tasked with elevating a major telecom company's banner ad unit experience to ensure their campaigns were being seen by qualified consumers, relevant publishers and were engaging.

The Challenge
Previous ad units were not immersing and engaging the correct targets. This major telecom company needed to target triple bundle customers, as they were looking to expand their cable, tv and wireless plan packages.

- Scale Global Reach
- Increase Brand Awareness
- Drive consumer engagement & sales
- Increase site traffic for a specific audience

The Solution
UDM's 100% viewable and high impact mobile and desktop adhesion ad units allowed this telecom company to target key consumers, to more effectively reach in-market mobile phone intenders and drive awareness for new service carrier contracts.

With 72% of UDM's audience being triple play customers, they used EDGE by UDM's publisher network and advanced targeting to activate a multiscreen ad strategy across desktop and mobile to align ads to reach qualified users while they were consuming content across UDM's 600+ publisher network. The telecom provider was able to leverage a complete package of content detect enabled and high-impact ad units across channels to effectively reach target consumers and generate brand awareness.

The Results
Throughout the campaign, their revenue increased by 32% over one quarter, surpassed KPI goals by hitting 80% viewability and reached over 111M Apple, Android and Samsung buyers with EDGE by UDM adhesion ad units.

UDM Audience Insights Driving Growth
- 72% Triple Play Customers
- 70% are Heavy Internet Users
- 65% Multi Feature Wireless Plan Users
- 62% High Speed Data and Voice Customers
- 52% Multiple Service carries
- 43% Family Wireless Plan Subscribers
- 33% pre paid phone and calling card users
- 18% have no wireless contract

"We found the UDM publisher network to be an untapped gold mind of audience insights. With the EDGE by UDM adhesion banner unit, we immediately saw an increase in revenue and click through rates."

- Global Telecom Company

32% Increase in Revenue
80% Viewability
111M Smartphone Buyers