

Cox Communications Mobile Site

MMA CASE STUDY

Campaign Summary

Cox Communications, an Atlanta-based cable company, developed a mobile commerce site in October 2012 to better meet the needs of its consumers. Through research, Cox Communications found that most mobile consumers have a higher “urgency quotient” and are willing to purchase something more quickly than those using desktop computers or even tablets. The goal of the site was to target these “ready-to-buy” customers and then provide them with a simple path to purchase.

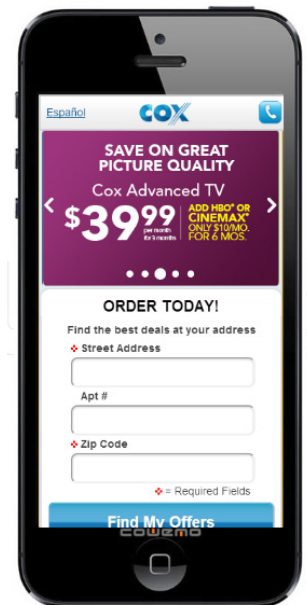
Strategy and Execution

When the mobile site launched, it delivered highly targeted experiences to mobile customers. Those who were ready to buy experienced a seamless online sales process, while those who needed assistance were connected to a mobile call center.

Following the launch, rigorous testing and optimization were employed to maximize sales. By utilizing split tests of consumer offers, developing distinct experiences for different consumer segments, and testing online promotions and incentives, the consumer experience was further improved. Ongoing call center representative training and script refinements tailored to mobile customers have also contributed to the success of the site.

Results

As a result of this campaign, mobile sales increased from 35 percent of Cox Communications’ total digital sales to 58 percent in the first six months after launch. Cox Communications is now expanding the mobile commerce site to include other areas of its business.



Source

“Cox Communications Mobile Site.” 2013 MMA Smarties Submission, NA, Lead Generation/Direct Response/Conversion. Brand: Cox Communications. Lead Agency: Leapfrog Online.