swrve

A 79% Increase in Revenue in a Single Business Quarter

Three UK relies on Swrve to deliver hyper relevant push and in-app messages that increase revenue, engagement, and awareness amongst app users.

Three.co.uk

Industry
Telecommunications

Country
United Kingdom

Site
www.three.co.uk

Bringing real-time value, awareness, and convenience to users across Europe

Three UK wants to make life easier for their customers by helping them get the most out of their mobile services. Whether it's building the best network, challenging the status quo, or improving access for everyone, Three UK is committed to delivering better, more valuable experiences anywhere it can. As the first telecom operator to offer mobile broadband anywhere in the world over ten years ago, Three UK has always worked to break barriers and offer real value and convenience to their customers.

With a goal to become the UK's Best Loved Brand by its people and its customers, Three knew it needed a way to interact with their customers on an individual level. They chose Swrve, the platform that gives brands the ability to meet customers on mobile with relevant, hyper-personalized interactions delivered in real time. With a hyper targeted, 1:1 approach to connecting with customers, Three UK had everything they needed to strengthen relationships and accelerate the path to purchase across journeys.
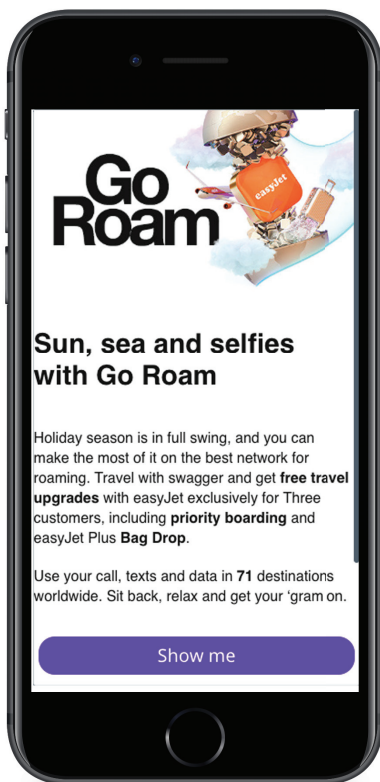
> " Customer experiences are core to our business. Swrve is giving us the ability to inform, engage, and assist customers at scale with 1:1 messaging in real time. This is a game changer for us, as more customers are opening our app more often, our engagement is increasing, and we've enjoyed great achievements, including a 79% lift in revenue in a single quarter with Swrve."
>
> - Sam Robertson, Product Executive at Three UK

## The Challenge

Provide 1:1 value in real time at scale
Three UK wanted to better inform, engage, and excite users about upcoming products and offers. They wanted to inspire more app user activity and create stronger customer relationships across both pay-as-you-go and monthly users. The Three UK team needed a way to deliver hyper personalized value to the right users at the right time, and create a more unified brand journey for more increases in feature education, sales, and customer satisfaction.

The Solution

Real-time relevance across channels

Swrve processes and segments billions of customer actions in real time, daily, allowing enterprise teams to deliver 1:1 interactions to the right app user with perfect timing. Our enterprise-grade triggering and targeting work to create dynamic user journeys that deeply refine the accuracy and precision of relevant messaging at scale.

Swrve's mobile push-to-in-app message capability also allows brands to build cohesive customer journeys that are as relevant as they are valuable. This experience continuity accelerates the path to purchase, leading to more conversions down the line.
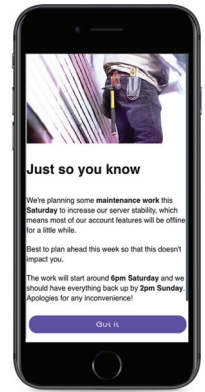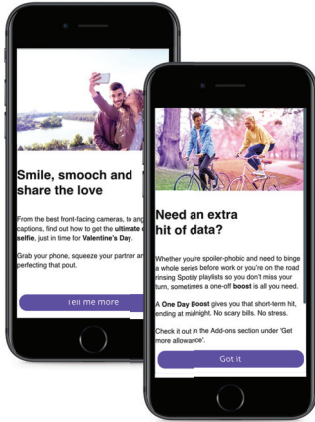
USING SWRVE, THREE UK BUILT AND SENT:

Hyper Relevant, Personalized Push Notifications and In-App Messages
Three UK delivers deeply relevant, hyper-targeted push and in-app notifications that effectively onboard users, deliver service updates, highlight new promotions and add-ons, offer product information, request customer feedback, and more.

The Results

OVERALL RETURN ON RELEVANCE (ROR)

- **79% increase in revenue in a single quarter,** a direct result of sending the right messages to the right users at optimal times of engagement

- **24% uplift in add-ons sold,** a result of push-to-in-app user journeys targeted to users that were eligible for specific promotions and upsells

BETTER FEEDBACK

- **51% of users participated in in-app surveys,** giving Three UK the insights it needs to optimize experiences and improve customer satisfaction

- **10% increase in app store ratings,** from 4.1 stars to 4.5 stars, generated as a result of sending requests for ratings to those who were engaging in the app

INCREASED ENGAGEMENT AND AWARENESS

- **88% completion rate on onboarding campaigns,** decreasing any churn due to a lack of understanding around the Three UK app offering and ease-of-use

- **47% increase in time spent in-app,** a result of hyper targeted in-app messaging that increased awareness around valuable, service-related, transactional, promotional, and time-sensitive content

- **19% increase in individual app sessions per day,** as more users are seeing the value of the app via real-time relevance and returning to the app on a more frequent basis

- **14% increase in monthly active users (MAU) within just 4 months of campaign deployment,** giving Three UK more opportunities to meet their KPIs, encourage monetization, and drive add-ons in the app

SCALE

- **212 million push notifications** were delivered with real-time relevance, keeping app users more informed and engaged than ever before

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About Swrve

Swrve is the customer engagement platform that helps leading brands confidently deliver real-time, relevant communication with millions of customers. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily.

About Three UK

Three launched in 2003 as the UK's first 3G only network, laying its foundations as the network that was born to be different. Today Three is a connectivity company that connects people to people, people to things and things to things and has more than 10 million customers. An average Three customer uses 3.5 times more mobile data than the industry average and its network today covers 99% of the UK population. It has the highest Net Promoter Score (NPS) of any of the mobile network operators at +17, alongside +24 for its Employee NPS. Three was voted the Best Network for Data at the Mobile Choice Consumer Awards, as well as Best Network for Roaming by uSwitch.

SWRVE

SEE REAL-TIME RELEVANCE IN ACTION AT **SWRVE.COM/DEMO**