



About WE TELECOM EGYPT

- Egypt's primary telephone company
- Founded: 1854

Goals

- Spread brand awareness as the fourth mobile operator in Egypt
- Increase their customer base
- Drive sales of their prepaid mobile cards

Approach

- Ran one-month YouTube campaign
- Used formats including TrueView, Bumper and Masthead ads
- Applied in-market and affinity audiences and remarketing

Results

- 80% reach among the intended audience
 - 484% better average watchtime than previous blast campaigns of similar duration
 - 153% increase in online mobile payments
 - 494% growth in mobile service portal account signups
 - Gained 19,000 subscribers, contributing to over 25% of current subscriber base
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Driving brand awareness and sales acquisition through Google solutions

WE is Egypt's primary telephone company. It started in 1854 with the first telegraph line in Egypt. The company acquired TEData in late 2001 to act as its data communications and ISP arm. Recently, it acquired the fourth operator licence in Egypt and became a fully integrated operator, offering a range of products that includes mobile packages, internet bundles, landline voice services, ADSL internet and more.

As well as boosting brand awareness, WE wanted to drive consumers' attention to their prepaid card and demonstrate how much more value the card provides compared to competitors' prepaid card promotions. The ultimate goals were to increase their prepaid customer base and drive online sales.

WE launched a highly targeted campaign that spanned video, display, search and social media platforms. "Digital gives us real-time results to optimize our media investment towards performance, which differs from other media channels," explains the WE digital team. "While prepaid customers are basically mass audience, we managed to drive massive sales online. The campaign saw mobile payment conversions increase by 153%, while mobile service portal sign ups increased by an incredible 494%."

WE chose to use YouTube due to the high mass reach techniques. "YouTube is a very important channel and considered our main online video advertising channel," says the WE digital team. The YouTube campaign ran for a period of one month using a variety of formats such as TrueView, Bumper and Masthead ads. To ensure they were reaching the right users, WE made use of remarketing tools and in-market and affinity audiences.

WE achieved 80% reach among the intended audience and an average watchtime that was 484% better than previous blast campaigns of similar duration. Thanks to the use of remarketing and ad sequencing, they managed to increase the average view duration for each video through the campaign, achieving a view-through rate that was more than 30% higher than industry benchmarks. In all, they gained 19,000 subscribers to their YouTube channel, contributing to over 25% of their current subscriber base.

"A company's strategies have to shift from product centric to customer centric. Through data and signals, companies can reach their target audience online to drive the campaign objectives. WE was successful in driving sales online as they properly used Google targeting techniques to reach the right customers who had the intention to convert," says Tamer Alphonse, Google's Industry Manager for Telecoms.