

# Tech Recipes.

## Vodafone looked to develop their in-house marketing team to use best practice methods

Vodafone is a major telecommunications provider with offices in 22 countries across the globe. They have a large marketing operation and make significant marketing investments ranging from sponsorships, traditional channels, and are a major buyer of online digital media.

They were one of the first major brands to bring all their online channels (search, social and display) in-house. This was a major operation and done with considerable success.

### Business Challenge

Vodafone's in-house marketing team was spread across many locations globally. They could see overall global performance, but they struggled to benchmark, and therefore improve, the work of each local team.

Specifically, they wanted to understand whether campaigns were being set-up against best practice (as set down by Vodafone and industry standards) and how campaigns were being optimized by each local team to drive performance forward.

Collating their campaign data using a traditional and manual process - by evaluating every campaign across search, social and display, by each location - would have been a highly labor-intensive job and something Vodafone were keen to avoid.

Therefore, Vodafone brought in a combination of technology to analyze their data to solve their problem.



## Our Approach

The technology and consultancy solution we employed were designed specifically to solve Vodafone's challenges:

- ▶ We pulled in all search and social data from Vodafone campaigns, via the Facebook & Google API into the Percept audit platform. This allowed the operations team to benchmark each account against best practice and provide them with an overall score. This score could then be tracked over time to see where and how the teams were improving.
- ▶ Tech Recipes has a team of experienced traders who are experts in large multinational campaigns. Although Vodafone now had the campaign data, they needed us to provide a layer of consultancy explaining the scores, advising on what the priorities were and training where appropriate.

The key to our approach was not to analyze the KPI (in this case CPA) of each campaign, but instead act as Vodafone's coach. We assessed and trained each buyer to build and optimize campaigns in the best possible way, much like a coach ensures that a player's technique is correct. The result is a permanently improved performance and up-skill of the team, rather than simply producing short-term results.

## Working with Data

As part of our evaluation process, we used new methods of collecting data for analysis using APIs. It is simply not possible to provide this data unless bespoke integrations are built.

For example, by using the Facebook API, we were able to go beyond what is available in the Facebook UI.

Since it is not possible to automate universal scoring metrics across each platform, once the data was brought together, we used a proprietary scoring system to identify where adjustments could be made to improve performance.

Campaign metrics broken down by country include:

| Campaign Set Up Metrics | Optimization Metrics |
|-------------------------|----------------------|
| Budget types            | Time                 |
| Number of creatives     | Device               |
| Targeting settings      | Browser              |
| Keywords                | Location             |
| Bid management          |                      |
| Creatives               |                      |

## Score Reporting

Each metric is scored individually, and a total score is given for management to understand the work of each region.

In order to provide analysis of the data, Tech Recipes delivered in depth reports every month that highlighted struggling areas, provided a list of recommendations and held face to face meetings to explain in detail how to make the recommend changes. At all times, our approach was collaborative and supportive in order to get buy-in from all teams.

## The Outcome

- +18% better ad effectiveness
- +22% increase to working media

## The Result

Vodafone continues to engage for support and expertise while seeing performance improvement across all global markets.

Are you in need of digital transformation? We'd love to help.

**Let's work together, and give you back controls**

Contact Us Today:

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