

Case Study

C Spire



01 / Introduction



Contextual Customer Intelligence

idio builds a real-time context about every individual, based on their content consumption and creation across multiple channels.



Content Personalization & Optimization

idio personalizes content marketing across multiple channels to drive increased engagement and conversion.

idio is a real-time decisioning platform for dynamic content. It integrates with your delivery channels to personalize emails, websites, mobile apps, social apps and advertising, and it integrates with your CRM process to use existing data and models, and return detailed customer profiles and streamed updates about taste and behaviour. Simply put, it adds a layer of intelligence to your marketing operating system.

02 / Client goals

C Spire's brand promise is 'Personalized Wireless', which is extended to all services that they provide. The challenge, is to provide personalization into all services that creates engagement with the brand. Newslink is a daily email sent to customers with a roundup of the day's news, both local, national and world. This is personalized to the interests of each customer.



U.S. mobile operator C Spire Wireless chose idio to power personalized content within its Newslink service, in an effort to improve the personalized experience offering to its nearly one million customers. C Spire Wireless is the first U.S. wireless provider to offer consumers and businesses a suite of personalized services. idio has deployed its customer engagement platform to monitor interaction data and personalize news content across email and web channels. The implementation is an on-

demand solution that provides customers with unique personalized content and drives brand engagement. By personalizing content based on social and behavioral data, idio helps C Spire communicate more effectively with their customers, increasing engagement and loyalty.

With idio's customer engagement platform, each customer is treated individually according to their preferences and behaviors. Content is recommended across multiple channels based on the unique journey that every customer takes. The real-time decision engine allows major brands to act in a very personal and relevant way, while improving customer understanding through every interaction.

This project is the first in a planned partnership. "Personalized news and information is just the next phase of our efforts to develop services that adapt to each individual and put them at the center of everything," said Kevin Hankins, COO for C Spire Wireless.

03 / What we delivered

The idio platform allows C Spire to curate all the content that is to be used in both the emails, and on the website.



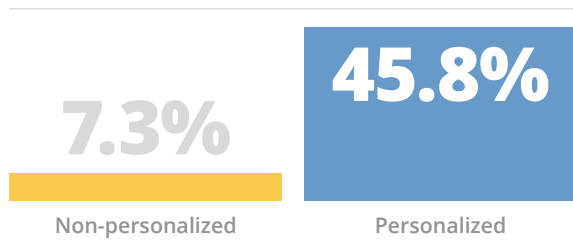
The control dashboard allows the setting of rules about what content can be re-published under the C Spire brand, and what sources to curate the content from. This also allows the editors to 'feature' articles for items that are of particular interest on that day. The email goes out six days a week to over 200,000 subscribers to the service. The personalization engine selects articles for each individual from the list of curated content. When a user clicks through on an article, it takes them to the Newslink website where the platform again provides more personalized content. The more a person reads, the more the engine learns what they are

interested in and the better the personalization gets. The analysis module of the platform gathers the information on what the users are reading into 'insight graphs' it is these that inform the personalization engine. The insight graphs also start to create a rich picture of each customer that in the future C Spire will be able to use for advertisement re-targeting.

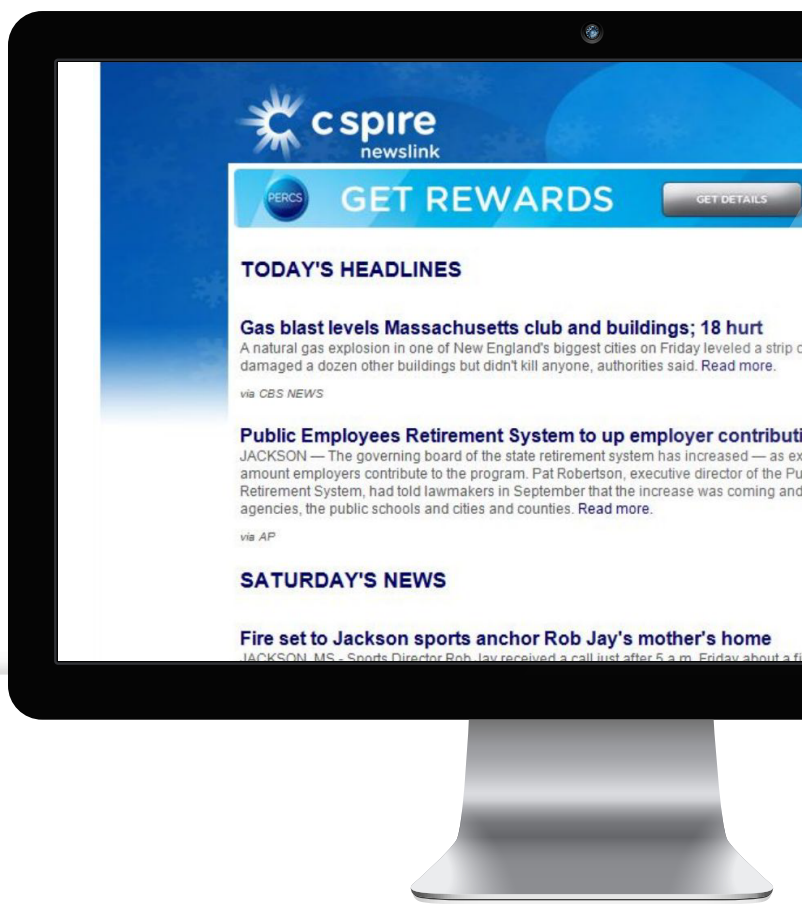
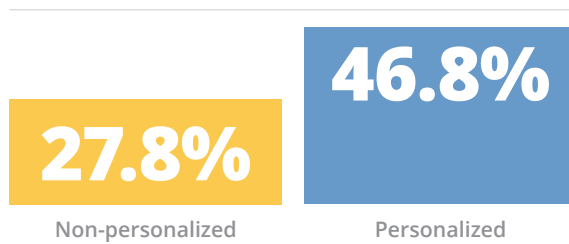
04 / The results

It is still very early days for this project, so these are just the initial results. More detailed results and analysis will be coming soon. The following table shows analysis from one month of the email:

Open Rate



Click Through Rate



idio helps multi-channel marketers build strong customer relationships and generate actionable customer insight, using personalized content.

Our platform curates, structures, delivers and measures brand content across websites, mobile sites and apps, email, social platforms and performance ads - building authority for the brand and mining the interactions for insight.

idio works with clients including Unilever, Diageo, Associated News, and the NHS. For more information, please visit **www.idioplatform.com**.



Making Marketing Meaningful

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We worked with

