Case Studies and Testimonials Portfolio

terragon

Client: Sterling Bank

Sterling Bank is a full service national commercial bank providing personal and business banking services.

THE CHALLENGE:

USSD Dormant Account Reactivation

■ Reactivate 38,000 dormant accounts to carry out transactions via Bank's USSD channel

RESULTS AND IMPACT

62,000+ accounts reactivated.

100% success Rate

63% additional accounts reactivated

SOLUTION:

Drive account reactivation using an effective data-based marketing & intelligent strategy offline (SMS) & Online

PLATFORM UTILIZED: Terragon Enterprise CDP

Our enterprise software drives growth for large enterprises by aggregating unifying, enriching and activating customer first party data.

APPROACH

Data Ingestion of 1st Party Database of existing USSD customer profile into the CDP

Data Unification by ID resolution and cross-matching

Data Enrichment with demographic and behavioural data using Terragon's proprietary data.

Audience segmentation was done based on behavioural patterns, transaction as well as Machine Learning (ML) for personalized engagements.

Activation via offline channel ie USSD for 4 weeks

terragon

Ecobank is a regional commercial bank offering innovative products and services including Mobile Banking, Remittance, Internet Banking.

THE CHALLENGE:

Increase brand awareness

- Achieve 20 million impressions via online campaign

RESULTS AND IMPACT

45m+
Impressions compared to a target of 20m

100%
success Rate

25m+
Additional impressions achieved

SOLUTION:

Drive brand awareness targeting both active and potential Ecobank customers.

PLATFORM UTILIZED: Terragon Enterprise CDP

Our enterprise software drives growth for large enterprises by aggregating unifying, enriching and activating customer first party data.

APPROACH

Data Ingestion of 1st Party Database of active customers into the CDP

Data Enrichment with demographic, behavioural and interest data points from the CDP

Segmentation based on demography, interest and behavioral patterns of target customers.

Activation via offline (SMS) and online marketing channels with a 100% success rate

terragon

CWAY is a leading foods and beverages company catering to consumers' health needs through quality products

THE CHALLENGE: ■ The need to drive growth via mobile app installs

RESULTS AND IMPACT	**5000+** Mobile app installed compared to a target of 4000	**100%** Success rate	**1000+** Additional installs achieved resulting to a 25% increase rate

SOLUTION:

Acquisition using an effective data-based marketing and intelligent strategy through offline (sms) and online channels

PLATFORM UTILIZED : Terragon Enterprise CDP

Our enterprise software drives growth for large enterprises by aggregating unifying, enriching and activating customer first party data.
Channel: SMS Push (offline)
Terragon CDP SMS marketing channel is used to deploy SMS to the key target audience

APPROACH

Driving App Installs for Business Growth

- **1st Party Data ingestion** of existing customers uploaded into the CDP
- **Data Enrichment** with demographic and behavioral and interest data points from the CDP
- **Segmentation** of customer profiles matching client's customers and target audience
- **Machine learning (ML) model creation** further optimized the segmented profiles, creating look-alike profiles of client's customers
- **Activation** via offline (USSD) and online channels for 4 weeks with 100% success rate

terragon

First City Monument Bank is a financial services institution driving digital transformation in banking.

THE CHALLENGE:

The need to drive awareness and uptake of FCMB's Business Banking products to target customers

- Achieve 2.3 million interactions on online advertisement

RESULTS AND IMPACT

8.3m+
Unique Interactions compared to a target of 2.3m+

300%+
success Rate

6m+
Being 200% above target

SOLUTION:

Increase wareness on FCMB's Business Banking products and services by deploying hyper targeted marketing strategies.

Terragon Marketing Cloud Module Utilised:

- Intelligent Multichannel Engagement (Managed Services)

APPROACH

Target audience was defined and created based on FCMB's ideal customer profile.

Audience Segmentation was done based on demography, interest and behavioral data to deliver more tailored messaging.

A/B testing on messaging, creative elements and channel to identify the most effective variations.

Multichannel marketing (online and offline**).** Multimedia messaging was deployed for customers with smartphones while customers with feature phones were engaged offline via SMS.

Campaign analysis was carried out for data-driven optimisation and retargeting. This resulted in the target being exceeded by over 200%

terragon

Clickafix is an online marketplace for home services and repairs.

THE CHALLENGE:

The need to drive mobile app installs and increase brand awareness..

- Achieve 4,000 mobile app installs

RESULTS AND IMPACT

5k+
Mobile app installed

125%
success Rate

1k+
Being above target of 4,000, resulting in a 25% increase in apps installed

SOLUTION:

Data-driven marketing to improve marketing ROI, by targeting relevant profiles housed within Terragon's data marketplace.

Terragon Marketing Cloud Module Utilised:

- Intelligent Multi-Channel Engagement (Managed Services)

APPROACH

Data Ingestion of client's customer first-party database as well as "ideal" customer profiles.

Enrichment with demographic, behavioural, interest and transactional data using Terragon's proprietary data.

Machine Learning (ML) Segmentation and Look alike model creation was done based on the Brand's "ideal customer profiles"; to create custom audiences with similar profiles.

Activation online and offline via SMS for 30 days

Retargeting of profiles who initially interacted with the ads using our Performance Optimization Models in addition to look alikes of those profiles resulting to over 100% success rate.

terragon

Parimatch is an international sports betting company offering quality live streaming services covering sports like football, tennis, basketball and volleyball.

THE CHALLENGE:

- Foster customer loyalty via regular sport updates and features .

- Increase customer retention by communicating personalised deposit bonuses, free bets and exclusive benefits

RESULTS AND IMPACT

200k+
Unique interactions generated offline

21.23
CTR being 100% above the target of 10%

2x
Increase in customer click activities

SOLUTION:

Increase customer retention by sending relevant messaging offline via SMS.

TMC Module Utilised: Intelligent Multichannel Messaging

Our cloud-based multichannel marketing platform helps businesses deliver data-driven engagement, directly on mobile.

APPROACH

Manual upload of client's existing customer base.

Custom Audience creation using Terragon's 105 million+ audience bucket housing profiles interested in sports.

Activation via SMS for 2 weeks, excluding subscribers on DND.

Retargeting unavailable subscribers to achieve delivery rate of over 90%

terragon

Godrej is a leading FMCG company providing hair, personal care and home care products for consumers in Nigeria and globally.

THE CHALLENGE:

- The need to drive product visibility for the GoodKnight Insecticide brand.
- Drive 1 million interactions offline for two weeks

RESULTS AND IMPACT

1M+
Unique
Interactions generated offline

100%
success
Rate

11.67%
Average CTR

SOLUTION:

Use hyper-targeted messaging to reach potential customers.

TMC Module Utilised: Intelligent Multichannel Messaging

Our cloud-based multichannel marketing platform helps businesses deliver data-driven engagement, directly on mobile.

APPROACH

Manual upload of client's high, mid and low value database of existing customers.

Audience building using Terragon's 105 million+ audience bucket housing profiles interested in household items, personal care, etc.

A/B testing to know the best performing time customers engage with each messaging.

Activation done offline (SMS) through personalised messaging sent to both potential and client's existing customers, resulting in a delivery rate of over 90%

terragon

Client: FairMoney

FairMoney is a digital microfinance institution in Nigeria providing savings, lending, payment services..

THE CHALLENGE:

Loan propensity scoring for loan applicants.

RESULTS AND IMPACT

Up to 80% Match Rate

on 1P data provided

SOLUTION:

Data enrichment of client's 1P data using Insights on Demand to determine the suitability of loan applicants

Product Utilised: Insights on Demand API

First-Party Data Enrichment with high recency demographic and behavioural data, enabling Business make informed decisions on their customers,

APPROACH

Secure API connection was established between Client and Terragon Data Marketplace

Data enrichment of client's existing database using behavioural and transaction data such as mobile spend (airtime & data).

ML and AI powered algorithms carried out further data analysis to segment customers based on propensity to
- take up the loan offer, and
- repay loan

Upto 80% of Client's database was enriched with robust data, enough to make required business decision.

terragon

Customer Testimonial

"With TerragonPrime, we did not have to worry about how to get audience. With the audience list on TerragonPrime, we were able to define their persona and send the right messages to them"

- Haleemah Folagbade

Technical Product Manager - Kodobe

Customer Testimonial

"TerragonPrime has given our company the right traffic it needs and increased the acquisition of the company.

\- Elizabeth Dairo

Product Marketing Manager - Kobobid

Customer Testimonial

" I love how easy it is to create and send out SMS campaigns using the platform. Plus the customer support i received is great!"

- Queeneth Adaeze Oparaku

Strategic Relationship Officer - Agbeke Alasooke

Customer Testimonial

"Using TerragonPrime, we have gotten more registrations on our website and have had customers reach out to find out more about our brand."

- Opeyemi Osilojo

Brand and Communications Manager - Parimatch Africa

Customer Testimonial

"TerragonPrime provided a rich and improved way for us to reach customers and prospects in a way that is results oriented."

- Onyeukwu Charles

Chief Executive Officer - Don Ocso Media

Customer Testimonial

"TerragonPrime has helped to not just increase but also streamline the customer base for my business which means more and meaningful sales.."

- Martha Ezeh

Chief Executive Officer - Touchstone Apparels

CDP Testimonials

Client: Nigerian Breweries

Solution
Terragon Enterprise CDP

Opportunity
The need to build a robust database of customers, gain deeper insights and deliver personalised engagements to customers, to increase LTV and prevent churn.

Impact of Terragon's Offering to Client

→ [Winners of the "CONNECTED TEAM" award, presented by the Global Heineken Office.](#)

→ Data Gathering and Community Building of over 1 million profiles
First-Party Data is now being gathered via mobile channels (USSD and SMS) at activation events and is ingested into the CDP, building a robust customer database of all consumers that engage with the brand.

→ Enrichment and Insights
The Brand is now able to gain insights into their customers beyond their walled garden, allowing them to improve CX through relevant messaging, drive footfall to specific locations and much more.

→ Connected Events
Via the CDP, the Brand is now able to engage with customers directly on mobile (online and offline), keeping them updated on new product launches, sales, upcoming events and other activities.

Quote

"When we sought a Consumer Data Platform (CDP) vendor, it was critical for us to work with a partner with a marketing technology solution made for Africa. This means that features and functionalities such as Telco Integration for access to relevant customer data, the ability to collect and enrich profiles, availability of offline (SMS and USSD) and online (WhatsApp) activation channels for consumer engagement as well as a solution for effective digital advertising without 3rd party cookies (such as the Facebook Conversions API) were non-negotiable."

Francis Obiajulu, Digital & Data Driven
Marketing Manager, Nigerian Breweries Plc

Client: International School of Advertising, Kenya

Solution
Facebook Conversions API via the Enterprise CDP

Opportunity
The need to run effective digital advertising campaigns without third party cookies, in light of its imminent demise, is scheduled for the end of 2023.

Impact of Terragon's Offering to Client

With a direct server to server integration through the Conversions API, the ISA, Kenya is now able to:

- Track events on their website (page views and form completion)
- Use relevant event data needed for specific objectives such as lead generation, to run targeted campaigns directly on Facebook, totally independent of third party cookies.
- Optimise their campaign and realise the significant impact.

Quote

"We typically run lead generation campaigns via other platforms, but we are excited to use the Facebook Conversions API solution on the Terragon CDP, which allows us to carry out our campaigns securely and efficiently without third party cookies, which is set to be phased out in 2023"

Susan Makau,

Managing Director,

Client: Data Science Nigeria

Solution
Terragon Reward Engine

Opportunity

Offering instant virtual (airtime and voucher) rewards to consumers on mobile, to encourage sign-ups and participation/engagement.

Impact of Terragon's Offering to Client

- 100% instant delivery of airtime (across all major Telcos in Nigeria) as rewards to participants with no friction.
- Real-time transaction monitoring via a portal that also has a wallet system and a Campaign limit feature to ensure the reward budget is not exceeded

Quote

"The Group Quiz sessions were a major highlight, at this year's Artificial Intelligence Bootcamp, thanks to the airtime rewards provided by the Terragon Reward Engine; everyone was so excited about it, and all the winners confirmed receipt. Winners were rewarded with airtime accurately, irrespective of their network provider."

Mrs. Toyin Adekanmbi,
Executive Director,
Data Science Nigeria.

TerragonPrime Testimonials

terragon

Customer Testimonial

"The TerragonPrime service is just amazing.

It was the first time I was seeing the high CTR rate (9.67%) of SMS fused with the micro-targeting capabilities of social media advertising, into an awesome tool for driving sales.

After the first campaign we ran, I instantly knew our digital marketing campaign was going to be built around Terragon service for the high marketing ROI potential of the platform. Really excited for all the things TerragonPrime can empower Bunkr to do in the future."

- Chukwuemeka Kema

Founder/CEO, Bunkr

Customer Testimonial

"Setting up my mobile marketing promotions was straightforward and easy, especially because of the demo session I had with the TerragonPrime support team.

As a founder of a hardware tech startup called Every Man Technologies and running a digital agency called 'letsrankit' by the side, I can personally attest that I'm exposed to some of the best and latest industry tools for my business. TerragonPrime is currently one of the best tools for mobile marketing and I am pleased with the conversion I got from running my first campaign. I closed two deals out of which we generated significant income to plough back into our marketing and promotional activities."

- Alexander Oseji

Founder/CEO, Every Man Technologies

Customer Testimonial

"Using Terragon for my campaign was one of the best decisions I made, I got responses and the customer service was awesome.

I'd definitely recommend it to anyone trying to run ads for their business."

— Afolabi Nifesimi
Business Owner, Scents Palazzo

Customer Testimonial

"I normally use bulk SMS providers to reach out to my school parents for PTA meetings and other information. Adopting TerragonPrime has helped remove the conflicts that arise from communication gaps, and provide a more personalised form of communication. It has also helped in directing most of my clients to my online space.

Finally, I love the fact that I can include links to my SMS messages, a feature most SMS services don't offer"

- Aluko Adewunmi
Director of Operations, Prisam International Nursery and Primary School

A leading sports betting company in Nigeria; faced stiff competition among other companies within its sector.

THE CHALLENGE:

■ Gain market share through increased awareness of its services.

■ Acquire customers, by driving new registrations via its website.

RESULTS AND IMPACT

10.41%
CTR compared to the target of 5%..

30k+
Registration attempt

3x
Increase in the number of registrations.

244k+
Unique impressions via SMS.

18k+
Website visits

SOLUTION:
Targeted offline (SMS) Campaign, using data.

PLATFORM UTILIZED: TerragonPrime.
Our cloud-based multichannel marketing platform, which helps businesses deliver data-driven and cost-effective customer acquisition and engagement campaigns, directly on mobile.

APPROACH

Target audience were defined and created based on factors such as demographics, interests, behaviors, and preferences.

Campaign optimization based on data and insights gathered from client's first party data base of both existing and prospective customers.

A/B testing to adjust targeting, messaging, creative elements or distribution channel tp identify the most effective variations.

Analyze campaign performance against the expected results and identify areas of success and areas that need improvement. Insights gained to inform future campaigns.

terragon

Gobet is an online betting platform that provides expert sports betting tips for all major sports.

THE CHALLENGE:

- Gain market share through increased awareness of its services.
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terragon

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APPROACH

Manual upload of Client's database to visualize predominant characteristics of Clients existing customers.

Enrichment with demographic, location and interest data points, providing deeper insights into these customers

Audience Building targeting -profiles with similar characteristics to the Client's current customers; and - Leveraging Terragon's segmented audience of sports bettors from the 105 million profiles on the platform.

Activation via SMS over 2 weeks, excluding subscribers on DND and retargeting unavailable subscribers. Thereby achieving a delivery rate of 93%

RESULTS AND IMPACT

10.41%
Click-through rate (CTR) compared to the target of 5%..

30k+
Registration attempt

3x
Increase in the number of registrations.

244k+
Unique impressions via SMS.

18k+
Website visits

terragon

A leading Pan-African financial institution looking to leverage digital transformation for business growth.

THE CHALLENGE: ■ Create awareness of the Bank's DiamondXtra USSD channel for customers in Nigeria.

RESULTS AND IMPACT	150K+ Customers Acquired successfully.	N200 CPA	110M+ Impressions

SOLUTION:
Customer Acquisition Campaign via targeted SMS

Platform Utilised: Terragon Marketing Cloud.
Our enterprise software that aggregates, unifies, enriches and activates customer first-party data for large enterprises.

APPROACH

Custom Audience creation on the Client'sbased Identified target audience.

Segmentation of customer profiles matching this target audience.

Machine learning (ML) model creation further qualified the segmented profiles, identifying profiles with the highest propensity to take up the Bank's offer.

Activation via offline marketing channels ie SMS were leveraged to easily access those individuals -Offline matching of customer journey was done and customers were sent relevant messages based on their progress on the Bank's USSD channel.

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Feedback Loop capability enabled continuous campaign performance optimisation performance through the ingestion of additional insights added to the ML model, based on customer interaction with each message.

terragon

Client: Access Bank

A leading Pan-African financial institution looking to leverage digital transformation for business growth.

THE CHALLENGE:
- Acquire active users via installs to carry out transactions on the banking app.
- A leading financial institution in Nigeria needed to acquire active users via installs to carry out transactions on the Banking App. They sought to acquire **3,000 Installs.**

RESULTS AND IMPACT

3,924
Installs Acquired successfully ..

N200
CPA

664k+
Impressions

SOLUTION:

Customer retention through first-party data of active customers**.**

Platform Utilised: Terragon Enterprise CDP

Our enterprise software that aggregates, unifies, enriches and activates customer first party data for large enterprises.

APPROACH

1st Party Data of existing app users uploaded to the CDP for cross-matching and enrichment with 3rd party data insights.

Customer profiles matching this target audience were then segmented for this campaign.

Audience segments created using the data attributes of active customers

Multi-channel marketing applied over 4 weeks.

terragon

Client: Ecobank

A leading financial institution in Nigeria needed to drive account openings via its USSD channel.

THE CHALLENGE:

■ Acquire active users via installs to carry out transactions on the banking app.

RESULTS AND IMPACT	2500 Reach per week..	4% Conversion rate	20:1 Account opening to funding ratio

SOLUTION:

Customer acquisition through mobile app installs

Platform Utilised: Terragon Enterprise CDP

Our enterprise software that aggregates, unifies, enriches and activates customer first-party data for large enterprises.

APPROACH

The audience segment was created based on location, income level, and age distribution.

- Location (unbanked consumers loca**ted in** LGAs in the South East, and South West)

- Income level based on network spending habits, and customer value

- Demographics & Interests: Each of the institution's offering was captured by separate creatives, each of which were matched to their audience segments most closely related.

Potential customers were reached via targeted SMS (using our Adrenaline solution)..

terragon

Client: Access Bank

A leading Pan-African financial institution was looking to leverage digital transformation for business growth.

THE CHALLENGE:

- Information gaps in bank's customer data
- The need to know and understand their customers' behaviour better, outside their "walled garden".
- Deeper insights on customers needed to accurately cross-sell and upsell products tailored to their needs.
- CBN's injunction to update customers' KYC

RESULTS AND IMPACT

80%

match on all profiles shared by the client to be enriched with our data.

SOLUTION:

Customer First-Party Data Enrichment.

Platform Utilised: Terragon Enterprise CDP.

Our enterprise software that aggregates, unifies, enriches and activates customer first-party data for large enterprises.

APPROACH

Manual Upload of dormant customer's first-party data, into a secure environment

Enrichment of profiles with 3rd party data supply sources, including Telco.

Insights and Visualisation of customer profiles on the Insights dashboard, not on an individual level, but on an aggregate level.
-Customer insights were displayed based on data points including age brackets, gender, operating system, interest, customer value and location.

Activation was based on location (to drive traffic to specific branches) and device type (to drive mobile banking solutions)

terragon

A leading financial institution in Nigeria needed to drive account openings via its USSD channel.

THE CHALLENGE:

- Acquire active users via savings app installs.

RESULTS AND IMPACT	**4000+** App Installs in 2 weeks	**300+** Registrations generated within 2 weeks	**80%** Installs-to-registration rate

SOLUTION:

Customer acquisition through mobile app installs

Platform Utilised: Terragon Enterprise CDP

Our enterprise software that aggregates, unifies, enriches and activates customer first-party data for large enterprises.

APPROACH

The audience segment was created based on device type, location, and demographic distributions.

- Potential users were targeted by OS (Android)

- Location (a state-by-state breakdown was applied & performance was optimized for the state with the highest response rate)

- Demographics & Interests: Each of the institution's offering was captured by separate creatives, each of which were matched to their audience segments most closely related.

Targeted messages were sent to the segmented audience list within 2 weeks

terragon

A digital bank in Nigeria, known to give instant loans to its customers, seeks to increase loan requests

THE CHALLENGE:

- Acquire customers via app installs
- The need to encourage customers to request loans.

RESULTS AND IMPACT

8.05%
Total Campaign Click-through rate

8.89%
Average increase in weekly CTR

SOLUTION:

Customer acquisition via offline channels (SMS/USSD) to optimise app installs.

Platform Utilised: Terragon Enterprise CDP

Our enterprise software which aggregates, unifies, enriches and activates customer first-party data for large enterprises.

APPROACH

Custom audience building

- Segmentation of custom audience bucket.
- Applied Artificial Intelligence and Machine Learning to highlight customers with a higher propensity to take up loans.

Activation via offline (SMS) channel

- Targeting specific audiences based on interests, age, and the USPs of the client
- Specific ad copies were selected for the various groups in the target audience
- Messages were sent to the audience to carry out the actions required at times that have historically proven to be high response times.

terragon

A tech-enabled B2B retail platform in Nigeria, known to help small retailers source their FMCG inventory at wholesale prices offline, sought to improve communication with its retailer via WhatsApp.

THE CHALLENGE: ▪ The need for a more effective way to process retail orders. ▪ The need to communicate relevant updates to retailers.

RESULTS AND IMPACT	**4000+** 3000+ Conversations Monthly	**300+** 95% Customer Satisfaction Score	**1m 53s** First Response Time

SOLUTION:

Customer retention via the online channel - WhatsApp Business API, to effectively process retail orders.

Platform Utilised: Terragon Enterprise CDP

OneRoute provides omnichannel business to customer communication solutions for modern support, sales and marketing.
The WhatsApp Business API is a business tool designed for medium and enterprise businesses to connect one-to-one with their customers.

APPROACH

Reducing Response Time
- ○ Onboarding of a 16-man support team to the platform, to attend to retailer requests
- ○ Implementation of features like;
  - Autoresponders
  - Canned responses for frequently asked questions
  - Third-party integrations
- ○ This enabled effective measurement of individual agent performance.

terragon

Client: AjoCard

A financial institution in Nigeria, solving to reduce the friction in everyday financial transactions, sought to reduce technical support time as the business grows.

THE CHALLENGE:

■ Reduction of agent support time for faster resolution of customer issues.

■ Provision of personnel support through one effective channel

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RESULTS AND IMPACT

83%
Reduction in agent support response time in a month.

5000+
Monthly conversations

90%
Customer Satisfaction Score

2m
First Response Time

SOLUTION:

Customer acquisition management via the online channel - WhatsApp Business API, to reduce response time

PLATFORM UTILIZED: WhatsApp Business API via OneRoute

OneRoute provides omnichannel business to customer communication solutions for modern support, sales and marketing.

The WhatsApp Business API is a business tool designed for medium and enterprise businesses to connect one-to-one with their customers.

APPROACH

Reducing Response Time

■ Onboarding of a 5-man support team to the platform, to attend to the increasing number of sign-ups
■ Implementation of features like;
- Autoresponders
- Canned responses for frequently asked questions
- Third-party integrations
■ This enabled effective measurement of individual agent performance.

terragon

Client: Bet Arena

A leading sports betting company in Nigeria; faced stiff competition among other companies within its sector.

THE CHALLENGE:

- Gain market share through increased awareness of its services.
- Acquire customers, by driving new registrations via its website.

SOLUTION:
Targeted offline (SMS) Campaign, using data.

PLATFORM UTILIZED: TerragonPrime.
Our cloud-based multichannel marketing platform, which helps businesses deliver data-driven and cost-effective customer acquisition and engagement campaigns, directly on mobile.

APPROACH

Manual upload of Client's database to visualize predominant characteristics of Clients existing customers.

Enrichment with demographic, location and interest data points, providing deeper insights into these customers

Audience Building targeting -profiles with similar characteristics to the Client's current customers; and - Leveraging Terragon's segmented audience of sports bettors from the 105 million profiles on the platform.

Activation via SMS over 2 weeks, excluding subscribers on DND and retargeting unavailable subscribers. Thereby achieving a delivery rate of 93%

RESULTS AND IMPACT

10.41% Click-through rate (CTR) compared to the target of 5%..

30k+ Registration attempt

3x Increase in the number of registrations.

244k+ Unique impressions via SMS.

18k+ Website visits

terragon

Client: Bet Arena

A leading sports betting company in Nigeria; faced stiff competition among other companies within its sector.

RESULTS AND IMPACT	**10.41%** CTR compared to the target of 5%..
30k+ Registration attempt	**3x** Increase in the number of registrations.
244k+ Unique impressions via SMS.	**18k+** Website visits

THE CHALLENGE:
- Gain market share through increased awareness of its services.
- Acquire customers, by driving new registrations via its website.

SOLUTION:
Targeted offline (SMS) Engagement, using data.

PLATFORM UTILIZED: TerragonPrime.
Our cloud-based multichannel marketing platform, which helps businesses deliver data-driven engagement campaigns, directly on mobile.

APPROACH

→ **Manual upload** of Client's database to visualize predominant characteristics of Clients existing customers.

→ **Enrichment** with demographic, location and interest data points, providing deeper insights into these customers

→ **Audience Building targeting**
-profiles with similar characteristics to the Client's current customers; and
- Leveraging Terragon's segmented audience of sports bettors from the 105 million

→ profiles on the platform.
Activation via SMS over 2 weeks, excluding subscribers on DND and retargeting unavailable subscribers. Thereby achieving a delivery rate of 93%

terragon

Client: FairMoney

FairMoney, a digital banking institution in Nigeria sought to drive the reactivation of dormant accounts and reduce customer churn

THE CHALLENGE:
Reactivation of dormant customer accounts

- Increase customer deposits through account reactivation
- Reduce customer churn

RESULTS AND IMPACT

Ongoing
Match rate

100%
success Rate

17.8%
Total Campaign CTR

SOLUTION:
Activation using utilizing an effective data-based marketing & intelligent strategy through offline channels (SMS) and survey

PLATFORM UTILIZED: Tarragon Enterprise CDP

Our enterprise software drives growth for large enterprises by aggregating unifying, enriching and activating customer first party data.

APPROACH

Data Ingestion of client's 1st Party Database of dormant customer profiles into the CDP

Data Enrichment of dormant customer profiles with behavioural data insights & historic engagement data from Terragon's Customer Data Platform (CDP) provided deeper insights into the customers.

Audience segmentation was done using behavioral data insights collected to drive a successful activation.

Activation was done offline using SMS and surveys for 4 weeks

Customers who engaged with sms (clicks) were then shared with client to drive activationsreactivations

terragon

Godrej, a multinational conglomerate in Mumbai, India sought to drive product awareness for its GoodKnight Insecticide brand (PowerShots & Vaporizer)

THE CHALLENGE:

The need to generate awareness for the GoodKnight Insecticide brand.

- Drive 1 million interactions via offline reach

RESULTS AND IMPACT

1M+
Unique Interactions generated online and offline

100%
Success Rate

11.67%
Average CTR

SOLUTION:

Leverage hyper targeted sms marketing to reach potential customers offline.

Terragon Marketing Cloud Module Utilised: Terragon Enterprise CDP

Our enterprise software drives growth for large enterprises by aggregating unifying, enriching and activating customer first party data.

APPROACH

Manual upload of client's high, mid and low value customer database to visualize the predominant characteristics of customers

Data enrichment with demographic and behavioural data housed within the CDP for better insights into client's "ideal customers" and proper targeting.

Segmentation was done using these data points to target both existing and potential customers as well as look alikes created using Terragon's Machine Learning (ML) model creation.

Activation was done offline (SMS) using personalized messages to reach both existing and potential customers and also drive them to brand's landing page.

Feedback Loop capability enabled marketing performance optimisation through the ingestion of additional insights added to the ML model, based on customer interaction with each message.

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