

Crafting a digital strategy to drive the web traffic of a European Communication Services Provider



- Industry Benchmarking
- Digital Marketing Strategy
- Web Traffic Analysis



Image Source: Shutterstock

Business need

- The digital marketing team of a European Communication Services Provider (CSP) wanted to improve the effectiveness of the firm's website and drive more inbound customer traffic.
- With this objective, it wanted to get a comparative assessment of its web analytics compared to other leading global websites in telecom and other industries.

To study industry benchmarks and adopt an effective digital marketing strategy.

The client outlined two key reasons for selecting RocSearch:

- Our proven benchmarking capabilities and a team of digital marketing specialists.
- Our wide exposure to the European Telecom Sector.

Approach & Methodology

- Our strategic advisory team benchmarked the web metrics of the leading telecom operators and cross-industry players, leveraging multiple sources, including the top web performance comparison sites, to gather data on traffic and visitor engagement, traffic sources, split of traffic by type and sources of social traffic.

We analysed metrics such as new vs. returning traffic, site speed, bounce rate, traffic from paid and organic search, page views and minutes spent per visit.



Image Source: Freepik

- We captured and analysed metrics such as new vs. returning traffic, site speed, bounce rate, pay-per-click (traffic from paid search), click-to-open rate from organic search, page views per visit and minutes spent per visit.
- We also assessed the email marketing click-through rate (CTR), text marketing CTR, Facebook/Twitter click-to-open rate, cost-per-click & conversion rate, average order value, conversion rate and shopping cart abandonment rate.

Business outcomes

- The output guided the client in bridging the gap between the client's current and desired digital marketing performance.
- The benchmarking exercise provided real-time insights on user/customer behaviour that enabled a total revamp of the client's digital strategy.
- The output helped enhance the client's marketing efforts, accelerating its web traffic by 1.5 times within a year.

The client revamped its digital strategy, accelerating its web traffic by 1.5 times within a year.

About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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