

## VERIZON SEES A 51% MARKETING ROI UPLIFT WITH INTENT HQ'S AUDIENCE AI

### Verizon's Challenge

Verizon Protect - one of Verizon's phone insurance offerings - is the company's highest revenue-generating service add-on. Verizon has been refining their campaign conversion propensity models and methodologies for many years, with consistently good results and increasing sophistication. During a recent "open enrolment" campaign for Verizon Protect, the marketing team wanted to drive even more incremental lift with improved audience targeting that better matched this limited-time offer to the most relevant customers.

However, advanced modeling and audience-building are complex and time-consuming jobs, often requiring significant technical resources. The marketing team knew that they had behavioral and event-based data which could reveal insights into customer needs and intent, but they did not yet have the means to unlock this value in a scalable and privacy-secure manner.

They were looking for a solution that would empower marketers to explore their base, analyze past campaign performance, and leverage behavioral insights to augment and optimize their campaign audiences - all in an efficient manner and without a deep reliance on their data science resources.

### Intent HQ Solution

**Intent Lift** is designed to extract powerful, actionable customer insights to drive incremental value for communications providers. For Verizon Protect's Spring Enrolment, Verizon's marketing team created an optimized campaign audience using the following capability:

- **Audience AI** allowed Verizon to identify customers who would be the most likely to convert on campaigns specific to the Verizon Protect offering
- **SafeSignal Engine** was used to activate Verizon's sensitive user data while upholding customer privacy.

Want to see what the Intent HQ can do for your business?

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### Results:

# 51%

incremental take rate

# \$378k

incremental campaign revenue

*Compared to the existing audience selection model.*

"We wanted to see if we could take our audience targeting to the next level by leveraging behavioral insights developed with Intent HQ's platform.

Our goal is to create marketing that is so relevant to our customers that they view our messages as helpful suggestions as if we were a friend.

Audience AI is helping us do that by giving our marketers fingertip access to human-level insights and making them truly actionable. The results have been exceeding expectations, sometimes by a very wide margin."

- Andy Herz, Director, Value-Based Marketing, Verizon

## AUDIENCE AI DRIVES INCREMENTAL REVENUE FOR VERIZON PROTECT OPEN ENROLMENT CAMPAIGN

Verizon Protect is a device insurance product offered to customers at the time of their phone purchase and periodically on a time-limited “open enrolment” basis. Customers who purchase coverage have higher lifetime value and remain more loyal to Verizon. Customers have varying reasons to purchase Verizon Protect that are directly related to their behavior, lifestyle, and interests.

Verizon wanted to understand the different customer groupings based on the current Verizon Protect customer and past purchase behaviors. With those insights, they could then create scalable target audiences paired with personalized campaign creative, and messaging.

Applying Audience AI, Verizon successfully broadened its enrolment propensity model using consumer interests and behaviors identified within customer profile data, past campaign engagement data and insights driven by permissioned weblog analytics. By harnessing these different data sources in one place, Verizon was able to build out an optimized persona that would prove to be significantly more successful than their traditional target.

The Intent Lift product incorporates SafeSignal, a proprietary solution to create privacy-safe behavioral insights that allow Verizon to use this data in a manner consistent with their desire to keep their customer data secure & private at the highest standards.



### Intent HQ Audience AI

Audience AI is the industry’s only audience creation solution designed for communication providers to harness the power of weblogs and other behavioral data. It enables customer-facing teams to build target audiences based on customer information that would not otherwise be understood or available. It solves the all-too-common marketing challenge of inferior audience selection, which leads to missed opportunities, greater op-outs, and customer brand fatigue.

Audience AI is ideal for marketers who want to achieve better campaign conversion.