

**BT USED**

**TARGETED MAIL**

**TO SURPRISE**

**AND SWITCH**

**BROADBAND**

**CUSTOMERS**



**Royal Mail**

MarketReach

# BACKGROUND

BT knew there were specific geographic areas where its broadband Infinity speeds were faster than its competitors and identified an opportunity to steal market share.

The objective was simple: to win new customers while beating response, conversion and cost per sales goals.



# SOLUTION

Their starting point was to use data to pinpoint households with slow broadband provided by competitors. Using this insight they set out to target potential new customers with a highly relevant message.

The campaign let these prospects know how much faster they could experience the internet with BT Infinity Broadband and did so in a very BT brand style – using much-loved British humour to make its point in a warm and surprising way.

Mail might not seem the obvious channel to communicate a message about broadband but BT cleverly allowed the medium to become the message – humorously suggesting that sending something by post might be faster than trying to contact them by email.

The line on the outside of the envelope delivered the campaign message right from the doormat: “We were going to email you but we think your broadband’s so slow, it was quicker to post you this”. Without even opening the letter, the point was landed.

The letter inside went on to explain that BT Infinity Broadband would be up to five times faster than their current connection and that, at just £5 a month, there was no need for them to put up with slow internet any longer.



# RESULTS

By taking the unusual approach of using mail to communicate a message about broadband, BT was highly effective in grabbing the attention of broadband prospects.

Responses rates of 0.41% smashed the control's 0.30%. At an 11.4% conversion rate, the mail pack clearly both grabbed attention and was also successful in attracting and converting new customers.

Both cost per response and cost per sale were less than half the target making mail a highly cost-effective channel to reach new customers.

