



# 48

## 3Media Communicate



### Campaign

48 manage customer engagement with 'Communicate'



*We have found SMS through Communicate to be a very cost-effective and efficient way to reach out to our customer base. It has given us the ability to be creative by allowing us to personalise messages when communicating with our base.*

- Evan Duffy, 48 Months



### Brief

48 wanted an intuitive direct marketing solution that they could use to contact and engage with their customer base, but one that would also be cost effective.



### Solution

48 contacted O2 Media\* regarding our direct marketing tool - 'Communicate'.

This provided 48 with a full SMS solution to help them enhance and improve interactions with their customers.

Communicate gave 48 the opportunity to contact their base instantly, while providing them with clear reporting services to measure the success of each campaign.

48 have full control over their customer engagement through Communicate

\*Now Three Media.



### Result

**Average CTR: 15%**

**95% Deliverability on campaigns**

