



REVJET

+



swisscom

CASE STUDY

An Industry Leader Accelerates into the Future

As the leading information and communications technology (ICT) company in Switzerland, Swisscom shapes the future and inspires their customers with a cutting-edge network, high-performance offerings, and excellent service.

Swisscom's marketing was primarily focused on brand-building and reinforcing brand messaging as they were already a well known service provider. Previous campaigns provided one unified message to the entire country in order to increase and further ingrain the positive sentiment that many Swiss have toward the company.

With a solid foundation in brand awareness, it was time for Swisscom to shift focus toward driving incremental sales, supported by a more conversion-driven approach to their online marketing. Therefore, Swisscom deprioritized typical branding goals like viewability and reach to focus on conversions and actions instead. However, a new focus on direct-response meant they needed to consider how to manage an increase in creative versioning and trafficking across multiple languages, with no additional resources. They needed a new type of technology to support their strategic evolution.

The new solution they sought had to have three major requirements in order to meet their goals and realize their vision:

1

Seamless integration with their current online marketing technology stack

2

Quick and painless onboarding period to ensure uninterrupted campaigns

3

Ability to experiment at scale while managing multi-lingual ad copy

A MODERN CREATIVE MARKETING SOLUTION TO POWER TRANSFORMATION

When considering a new creative marketing solution, “the main factor was the ability to test [campaigns],” explained Mathias Hinz, Senior Online Performance Manager at Swisscom. “We have a campaign-driven approach, and my idea was to add optimization to it.” By doing this, Hinz enabled the brand team to look at the data, see what campaign worked the best, and then iterate on it.

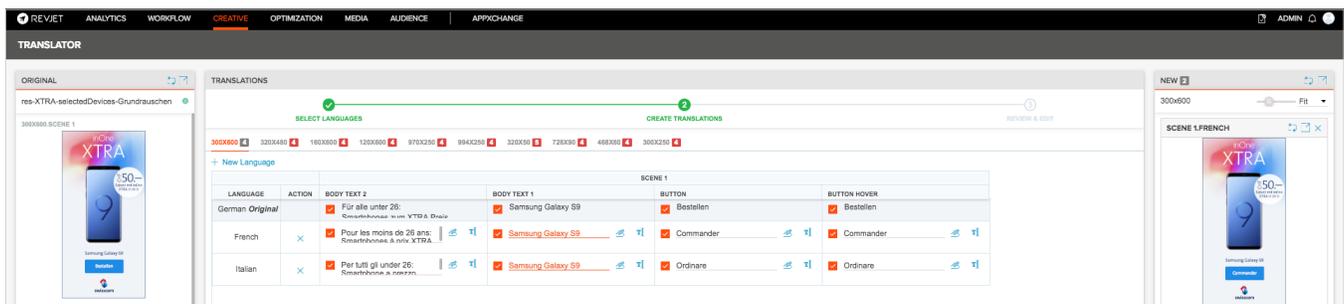
Hinz became especially interested in RevJet when he learned of Microsoft’s success with the platform. Learning how RevJet enabled the multinational technology company to drive 133% lift in overall customers and a 5x increase in conversions, Hinz became confident that Swisscom would experience similar campaign results by making the switch.

In addition, Hinz was able to experience RevJet live instead of as a sidelined spectator when demoing other platforms. It was all about “putting my hands on [the product] and clicking around a bit to see that it’s real. It’s not just a PowerPoint slideshow.”

As they already had a robust online advertising and marketing practice, Swisscom needed a marketing creative platform that easily integrated with their many existing media technology providers. Other vendors that Swisscom considered required adjustments to their entire media strategy. RevJet, however, had the capability to seamlessly plug into their Google Display Network campaigns, and to be fully compatible with the DoubleClick advertising stack.

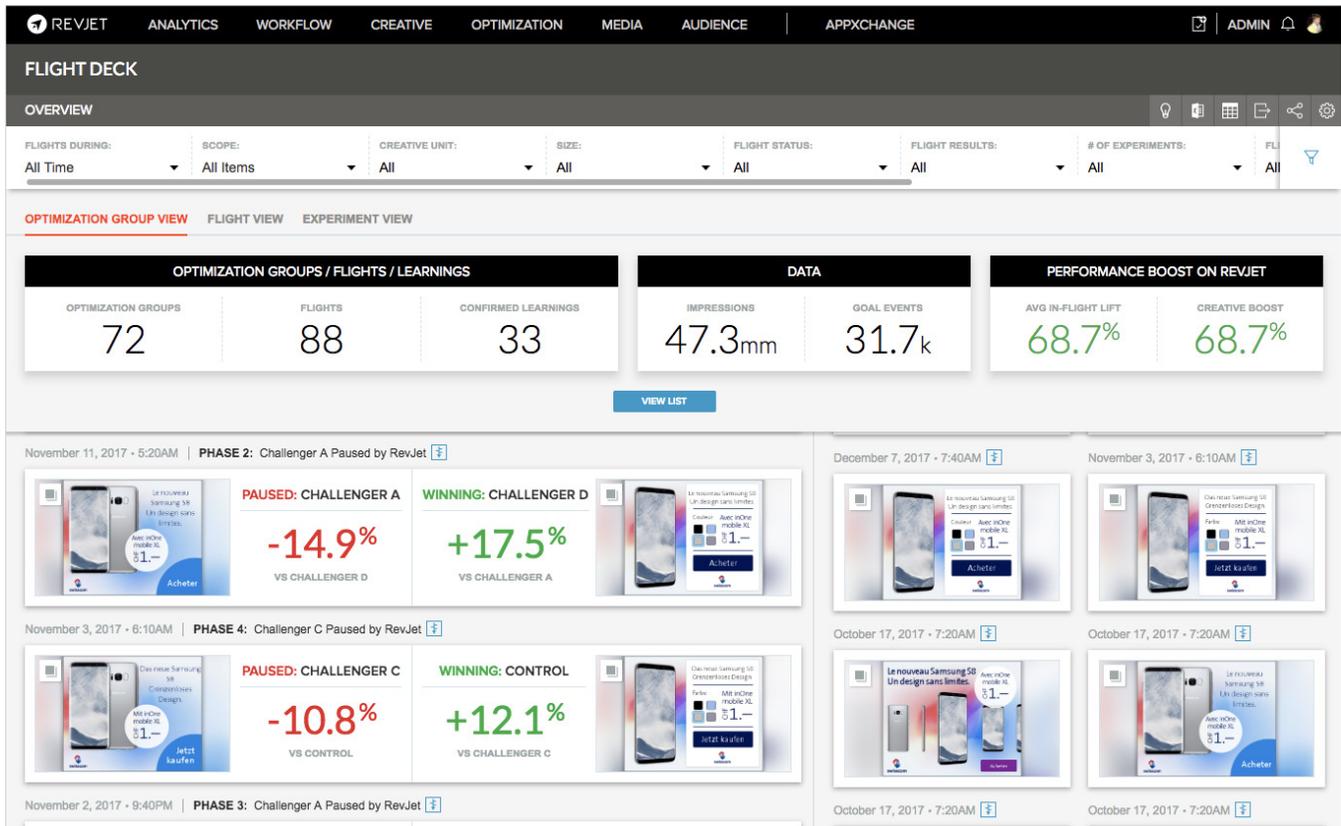
RevJet’s fixed SaaS pricing model was also a key factor for Swisscom when evaluating solutions. In comparison, traditional CPM models made it challenging for the team to estimate and allocate testing budgets, which typically led to complexities when seeking approval for a solution. However, RevJet’s simple pricing gave Swisscom the freedom to run unlimited campaigns and experiments, without having to keep an eye on their budget.

Finally, because Switzerland is a multilingual country, it was essential for Swisscom to speak to customers in their native language without hassle. RevJet’s Translator Application made this amazingly simple. As Hinz put it, after Swisscom created an asset, “a clever system is applied to provide the correct language. That’s a major benefit [of RevJet].”



The screenshot shows the RevJet Translator interface. On the left is the 'ORIGINAL' view of a mobile app advertisement for 'XTRA' with a '50%' discount. The main area is the 'TRANSLATIONS' table, which has columns for LANGUAGE, ACTION, BODY TEXT 2, BODY TEXT 1, SCENE 1, and BUTTON. The table shows translations for German (Original), French, and Italian. The French and Italian rows have a red 'x' in the ACTION column, indicating a translation error. On the right is the 'NEW' view of the translated advertisement in French.

LANGUAGE	ACTION	BODY TEXT 2	BODY TEXT 1	SCENE 1	BUTTON	BUTTON HOVER
German	Original	Für alle unter 26: Smartphone & mehr. XTRA. Drive	Samsung Galaxy S9	Bestellen	Bestellen	
French	x	Pour les moins de 26 ans: Smartphone & plus. XTRA.	Samsung Galaxy S9	Commander	Commander	
Italian	x	Per tutti gli under 26: Smartphone & molto.	Samsung Galaxy S9	Ordinare	Ordinare	



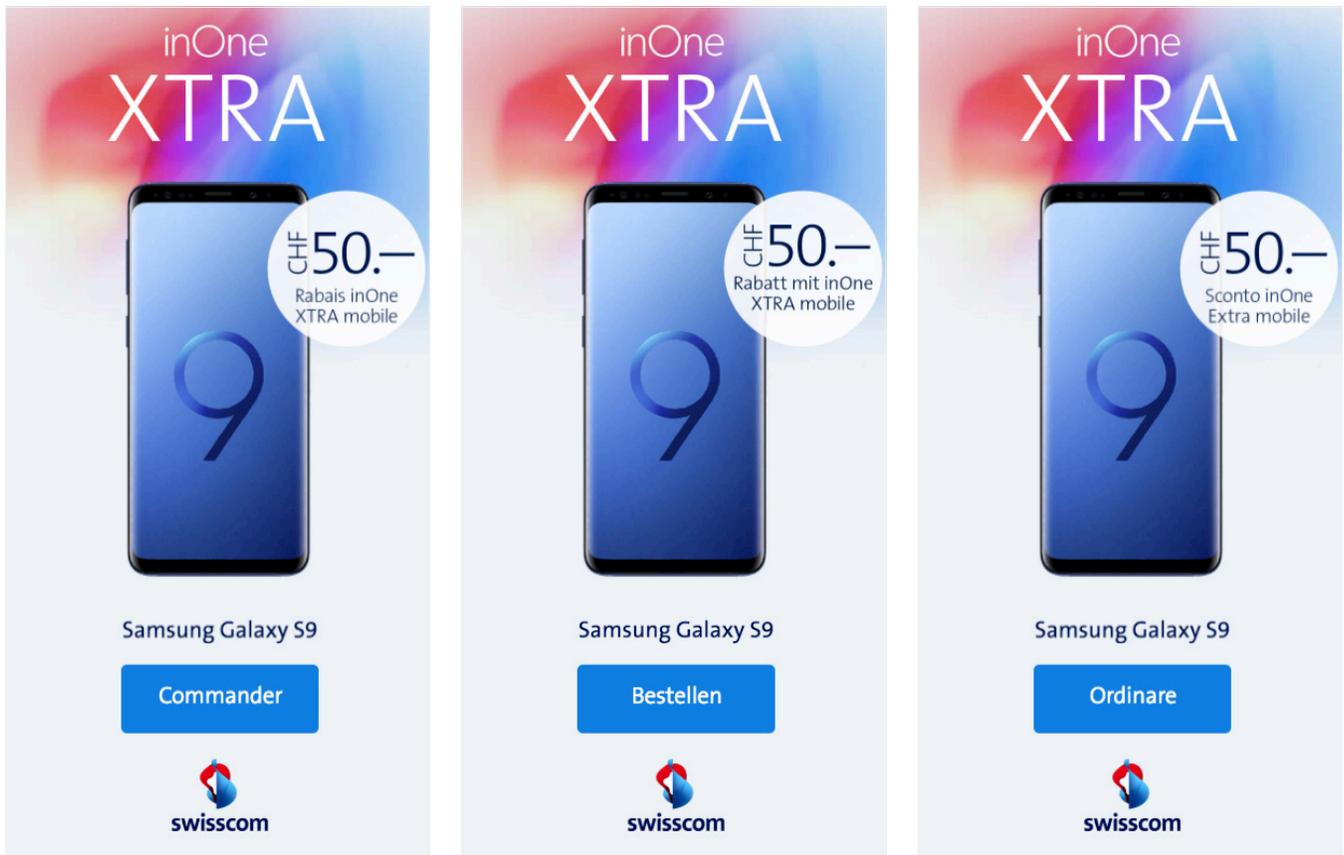
READY, SET, SMOOTH. AND EFFECTIVE

After deciding on RevJet, Swisscom focused on getting their team onboarded and up to speed quickly. Their team worked hand in hand with NextREV, RevJet’s in-house creative consultancy. NextREV helped Swisscom learn the full capabilities of the platform and how to use it efficiently. “I was impressed by how fast things were going, how good these creatives were looking, and how everything moved [forward],” Hinz said.

NextREV also helped build creatives and set up experiments which helped them understand what resonated with their customers. “It was a great, amazing experience of how things went, especially the creative creation,” Hinz continued. A short ramp-up was important for Swisscom so that their marketing campaigns could quickly develop learnings on what’s working and iterate on each success.

The practice of optimizing and iterating on creatives that were effective, at scale, was something that their creative and graphics teams had not had the opportunity to do before RevJet. These teams now have much more control over their marketing from start to finish, and they are able to learn from these real-life experiments what resonated with the target audience and what didn’t.

“[The RevJet experience] was very positive. There was no promise broken and this was an amazing experience that something a sales person promised was actually reality.”



MAKING ANOTHER LEAP FORWARD

Once RevJet enabled Swisscom to achieve their goals, the ICT company looked to further evolve their marketing strategy. Their future goal is to use RevJet to orchestrate an always-on campaign framework personalized to any audience. Ideally, specific creatives would be activated and tailored to the user, addressing multiple marketing use cases. They also plan to unlock more opportunities within the platform that will empower the creative teams to drive greater efficiencies and to continue to increase effectiveness. The Swisscom RevJet partnership has been fruitful, and is showing no sign of slowing down in the future.

“IT’S NOT JUST A POWERPOINT SLIDESHOW. THE REVJET EXPERIENCE WAS VERY POSITIVE. **THIS WAS AN AMAZING EXPERIENCE THAT SOMETHING A SALES PERSON PROMISED WAS ACTUALLY REALITY.**”