



# Conversion Analytics

Benefits

Enhanced Awin reporting for strategic decision making in the **telecom sector**



## What

is Conversion Analytics?

Conversion Analytics is an advanced tracking setup that provides advertisers with enhanced reporting and commission flexibility.



## How

can I enable this?

By populating custom parameters, you can parse additional data values directly to Awin.

A full guide on the integration of custom parameters is available [here](#).

01



### Drive Growth

Gain rich channel insights based on additional data parameters. Better access where to allocate your affiliate spend, and optimise your programme growth.

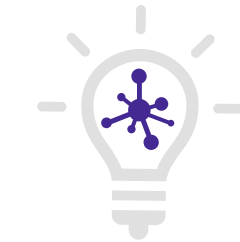
02



### See publisher contribution

Get a better overview of partner performance and learn how publishers and channels are contributing to your wider business objectives.

03



### Get comprehensive understanding

Gain a comprehensive understanding of your customers purchase journey, their lifetime value, and their purchasing behaviour. Identify trends and develop more personalised campaigns and partner specific strategies.

04



### Set up dynamic commissions

Report on the performance metrics that are most important to your brand, whilst also rewarding your partners accordingly. Set up additional conditions to your commissioning rules to get more control of your ROI.



# Conversion Analytics

Essential parameters

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## How do I get the most valuable insights?

Although there are a variety of parameters that can be passed, we recommend sector-specific data that will add the most value to your programme performance.

The telecom sector is experiencing strong growth every year, which has made it an advocate for the use of Conversion Analytics to drive and support marketing strategies. As this sector uses the channel more and more for new acquisition, churn and product strategies, it is well positioned to use data as a core part of marketing decisions. It is important to track and monitor deeper insights at the individual transaction level to identify trends and gain insights from which partner-specific strategies can be derived.

**For the telecom sector we recommend passing the following data points**

P1

### Add on products

"TV package boost" or "Fibre: TV package boost: Caller ID: Additional Security"

With any typical Broadband or Calls product, there are a number of add on products that customers can add to their account. For Mobile products customers may add on an additional data allowance, or further calling minutes. Viewing these add on products in line with traditional tracking provides a more complete picture of the customer.

P2

### Customer location

"London" or "Bristol"

Looking at customer location by city advertisers can better understand their coverage of specific regions, and then utilise this to target new areas. Location data can be mapped against both anonymous competitor coverage and a view of the UK Fibre footprint to view location specific strength.

P3

### Contract length

"12" or "12 months"

Understanding the length of customer contracts either for Broadband or Mobile products, is a great indicator of when a customer may choose to renew/ leave a service, enabling appropriate targeting for these at risk customers.

P4

### Renewal date

"24/02/2016" or "24-02-2016"

Using the precise renewal date, advertisers can potentially target partner activity around customers close within their renewal period, who may be considering a competitor proposition for Broadband or Mobile products.

P5

### Account Number

"12345678"

To aid advertisers looking at upgrade/ downgrade activity after initial purchase, an account number or anonymous unique reference can be used to analyse which customers upgrade, and which lead in products and partners promote the best basket values and retention.



# Conversion Analytics

Additional parameters

Enhanced Awin reporting for strategic decision making in the **telecom sector**

## How

do I get the most valuable insights?

To the right is additional data to consider tracking for the telecom sector.

Advertisers may not track all the following parameters, and can leave P values blank if they do not track metrics.

## Contact

If you're interested in implementing Conversion Analytics contact your account manager or [visit our wiki](#).

To keep up to date with our latest insights [follow our blog](#).

P6

### Line rental/ tariff cost

"£17.99" or "17.99"

Splitting out the cost of line rental/ tariffs separate from the total basket value, can help to show how changes in this cost affect sales volumes through affiliates, as well as enabling benchmarking on average line rental/ tariffs across the sector.

P7

### Connection fee

"£25" or "25" or "0"

Looking at the connection fee in isolation can help to see the impact this has on the customers propensity to purchase, and as a percentage of the overall basket value.

P8

### Broadband speed

"38" or "38MB"

Using this parameter value, especially in conjunction with Customer location (P2), would be interesting to see availability of faster broadband speeds vs. the partners driving faster speeds. An interesting targeting campaign could be created, for instance, in an area that has recently received Fibre Optic Broadband, through partners known to drive sales in that region.

P9

### Payment type

"Monthly" or "Annual"

Another potential parameter to look at, how direct debit customers differ from annual payments, and how this varies by publisher type and affiliate.

P10

### Existing TV/ Broadband customer

"1" or "0" or "Yes" or "No"

Looking at whether a customer already has a package/ product with the advertiser would be an interesting way to look at cross-selling for an advertiser, and how this pans out within the affiliate channel, and whether specific campaigns are responsible for this activity.



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P11

### Previous provider

"BT" or "EE"

Understanding the previous provider either from a Broadband or Mobiles perspective, would give great insight into customer switching habits in the channel, as well as an indicative view of share of customers and offers that encourage this behaviour.

P12

### Credit score

"600" or "750"

For either Broadband or Mobile advertisers a credit score, whilst still anonymous, could be one factor contributing to the quality of customer applications, and could be used to view approvals by publisher for a Mobile contract or Broadband installation.

P13

### MAC/ PAC code

"BBIP87654321/AB12C"  
or "ABC123456"

For new mobile and broadband customers, a MAC or PAC code could be used in aggregate form to look at typical customer migration patterns, and products/ packages that encourage customers to switch service providers and how this looks by affiliate campaigns.