# Case Study 2: Driving Revenue by Mobile Contests for Tier-1 operator

Interactive Contests to Drive Engagement and Revenue

## Objective

Operators around the world are looking for new sources of revenue to augment declining voice and messaging revenues. Operators hold highly qualified information about customers spanning demographics to brand preferences that take out any guesswork in targeting mobile ads.

In this case study, we talk about how we helped a Telecom operator to grow its subscription by 30% and user engagement improved from 4% previously to 11%.

## Solution

Through Content Monetisation solution a subscription based SMS contest with daily recharge was launched in the month of February 2014 where the customer answered a simple question through SMS to win a prize. The incentive in this interactive contest varied from daily recharge to cars as bumper prizes to improve customer engagement.

## Results

The operator’s subscriptions grew by 30% and user engagement improved from 4% previously to 11%. The contest also contributed an additional INR 30 million to the operator topline