



São Paulo, Brazil  
[www.telefonica.com/en](http://www.telefonica.com/en)

*“We needed a tool that could improve our marketing processes, increase our response rates, reduce the time of developing and implementing campaigns and optimize our customer interactions. We’re reaching those goals and driving revenue growth through personalized marketing campaigns.”*

— Leandro Andrade,  
Telefonica | Vivo Director of  
Business Intelligence

## Telefonica | Vivo

*An established mobile communications company drastically increases sales and lowers costs by using highly detailed profiling and call analysis to send only customized marketing communications to its customers.*

Telefonica | Vivo is the largest mobile telecommunications provider in Brazil. It is a subsidiary brand of Telefonica, which has more than 280 million customers in approximately 25 countries, with more than two-thirds of those customers are in Latin America. As demand for mobile services has surged worldwide, Telefonica | Vivo has tripled its customer base to roughly 60 million in just seven years, growing its annual revenue to more than USD15 billion in 2010.

### The Opportunity

This leading Brazilian communications company offers voice, text and web to nearly 60 million customers and in the process generates about 2 billion call records per day. Manual list-generating processes performed by 30-plus marketing vendors created a nightmare of ineffective campaigns that didn’t offer customers the services specific to their needs and created contact fatigue that devalued the brand. The company needed a closed-loop process that would use customer behavior to generate targeted marketing campaigns that really worked.

### What Makes It Smarter

Telefonica | Vivo is using call data, demographics and predictive modeling to reach out to customers and offer them only products and services that match their needs and lifestyles. Marketing teams and vendors use detailed segmentation and customized communications via text and email to anticipate what subscribers need and present it at just the right time. For example, the solution can preemptively contact customers who recently exceeded their allotted calling minutes and give them a discount for upgrading before going over again. Not only are marketing teams given virtually instant feedback on 200 campaigns per



What if your marketing campaigns could prove their contribution to your bottom line?

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## Solution Components

- IBM® Unica® Campaign
  - IBM Unica Optimize
  - IBM Unica Marketing Operations
  - IBM Unica Interact
  - IBM Unica Detect
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month and their impact on sales, they can even make mid-campaign adjustments, such as extending holiday offers or sending follow-up offers to a subscribers' friends and family.

## Real Business Results

- Increased by 30 percent the revenue generated from direct marketing efforts
- Increased sales by five times on days that campaigns are launched
- Increased by 70 percent the opt-in rate for customers who receive marketing messages through improved segmentation and targeting
- Reduced marketing campaign operating costs by 80 percent

## For more information

Please contact your IBM sales representative or IBM Business Partner. Visit us at: [ibm.com/communications](http://ibm.com/communications)

To learn more about Telefonica | Vivo visit: [www.telefonica.com/en](http://www.telefonica.com/en)



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