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# HOW VODAFONE BOOSTED ENGAGEMENT TO 63% THANKS TO LIVE SHOPPING.

Vodafone  
Case Study  
August 2023

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# OVERVIEW



Vodafone is a global leader in the telecommunications industry and offers messaging and data services over fixed and mobile networks. In today's digital world, telecom companies are striving to connect with prospects online.

Vodafone wanted to improve engagement & increase awareness, so they made video a top priority. Merging video with real-time interaction has become their winning strategy, fostering closer customer relationships.



# MAIN KPIs

Vodafone has experienced incredible results related to conversion rate, time spent on site, and engagement thanks to live shopping.

**63%**  
average live shopping event engagement

**+500**  
increase in lead generation from first live events

**67%**  
checkout rate during live shopping events



Other key results representing growth

**10%**  
more leads with registration

**2x**  
increase in live chat interaction

**67%**  
increase in checkout rate conversion

**57%**  
increase in average watch time



In today's digital landscape, telecommunication companies strive to connect with potential clients online. Key data allowed Vodafone to view video commerce as the next step in their digital strategy. With 80% of consumers being more likely to buy from a company offering personalized experiences (according to Epsilon), live shopping was a no-brainer.

Vodafone wanted to improve audience engagement and increase awareness of products and services, so they decided to make video, their preferred content format, a top priority.

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- 1.** increase website traffic
- 2.** increase average time spent on site
- 3.** promote active audience participation
- 4.** capture leads effectively



# OBJECTIVES



## **ANALYSIS**

Vodafone first found a video commerce that would fit all their needs and growth over time: ONLIVE.SITE. They underwent an onboarding process that included TV Channel setup, platform familiarization, and interactive content trials prior to their first event.

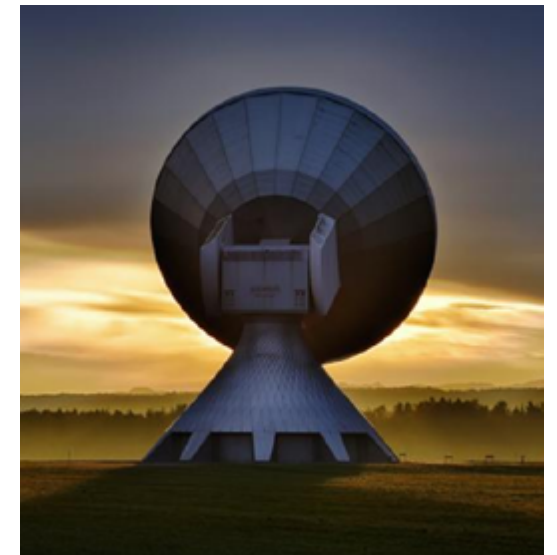
## **PROPOSAL**

They strategically announced events via SMS, social media, and email throughout their database. Vodafone team members hosted engaging events featuring games, quizzes, and discussions around a central theme. The results exceeded expectations.

## **EXECUTION**

They achieved their objectives: increased website traffic, prolonged on-site engagement, boosted interaction, and effective lead generation. Live Shopping has emerged as a key 2023 strategy, marked by ongoing innovation and satisfied teams and customers.

# **PLANNING**



# RESULTS

With the implementation of Live Shopping, Vodafone has been able to reach their digital growth objectives and more.

## **LEAD GENERATION INCREASE**

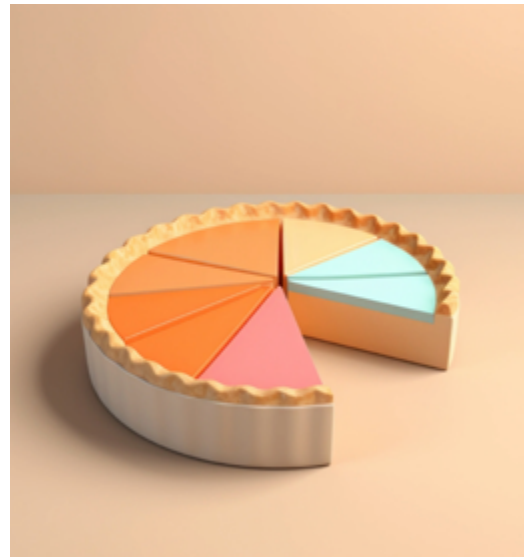
Live Shopping yielded a 22% increase in leads captured per event, offering an opportunity for re-marketing and leveraging insightful data.

## **TIME SPENT ON SITE**

They witnessed a remarkable 4x surge in time spent on site. This has increased user engagement and reduction of bounce rates.

## **WIDER DIGITAL AUDIENCE**

Vodafone has adeptly captivated a tech-savvy and diverse audience through cutting-edge live shopping experiences and trailblazing concepts that resonate with the digital generation.



## **PRIORITIZING INNOVATION**

Vodafone recognized a need for innovation. Live shopping offers real-time audience interaction, addressing queries and providing authentic brand insights, effectively boosting engagement and awareness.

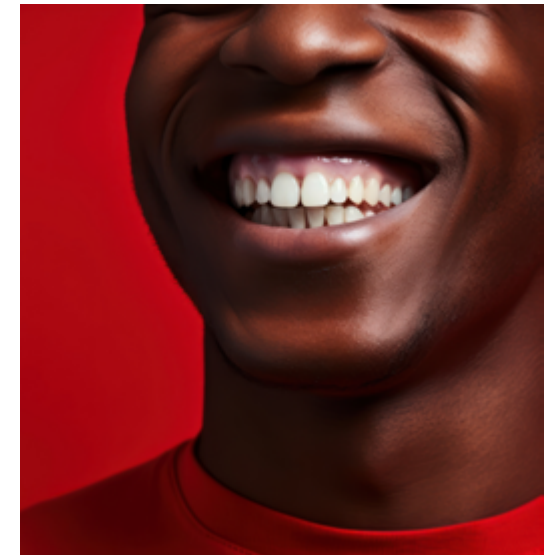
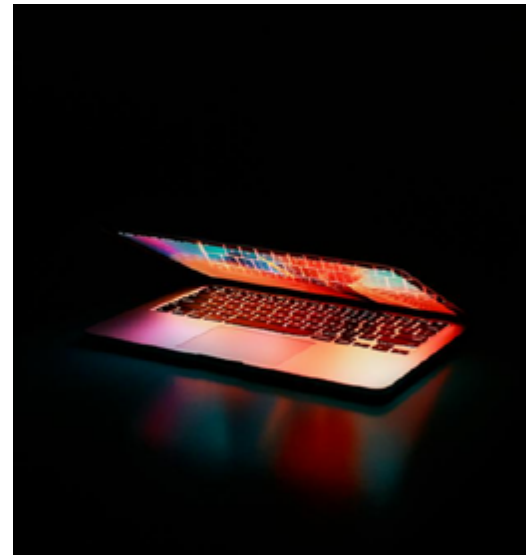
## **CUSTOMER ENGAGEMENT**

Live shopping enables immediate customer interaction. Resolving queries, offering insights and enhancing engagement was made simple. Vodafone is now able to get closer than ever to their digital audience.

## **HIGHLIGHTS**

## **BOOST IN PRODUCT APPEAL**

Vodafone wanted to incorporate live shopping to boost product appeal. By broadening showcased product variety and emphasizing midrange offerings, they have enriched the live shopping experience, catering to a wider audience & achieving balanced affordability and quality appeal..







# TESTIMONIAL

“Live commerce has been an absolute game-changer for Vodafone. It’s not just about achieving incredible goals like heightened website traffic, extended on-site engagement, heightened interaction, and successful lead generation. It’s also about renewing a connection with an audience we once thought was beyond our reach.

This innovative strategy has not only met our expectations but exceeded them, leaving us genuinely thrilled with the results.”

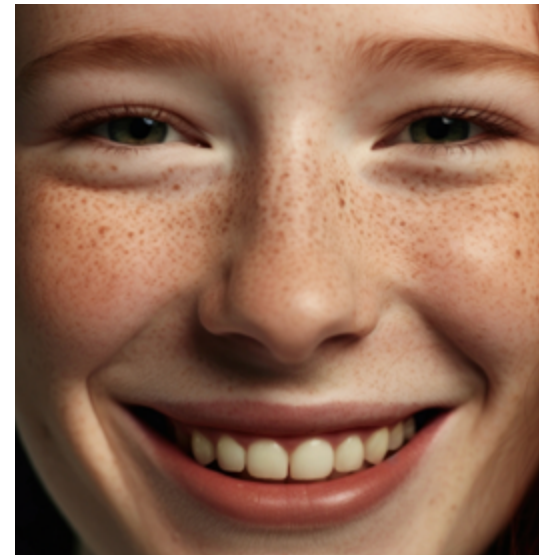
**Roberto Tamayo**  
**Brand Strategy**  
**Manager**  
**Vodafone Spain**



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