



CASE STUDY

Top telco brand steals market share syncing paid search with competitors' TV commercials

FEATURE

TV SYNC (COMPETITOR)

CHANNEL

GOOGLE ADWORDS

VERTICAL

TELECOMMUNICATIONS

REGION

U.S.



BACKGROUND

A leader in telecommunications provides wireless and internet services to thousands of people and businesses in the U.S. In the telco market, carriers heavily promote the release of new phones from major manufacturers to drive new subscribers. This creates aggressive competition for market share between carriers.

CHALLENGE

The simultaneous release of two new phones drove even greater competition between carriers. To capture the most consumer interest, the telco brand sought to increase visibility during the key moments sparking consumer interest in the new phones. With the goal of stealing market share from competitors, the brand measured effectiveness via new and renewed subscriptions to its wireless services.

SOLUTION

Working with 4C, the brand was able to increase its share of voice to capture consumer interest and intent driven by phone commercials. With 4C TV Sync for paid search, the agency team could automatically increase search bids for relevant keywords within seconds of the telco brand's TV spots airing, as well as when competitor spots aired promoting the new phones.

48%

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RESULTS

The brand's search synced moments drastically outperformed its non-synced moments across a variety of metrics.

- 48% better Offline Conversion Rate (subscriptions)
- 122% increase in Website Conversion Rate
- 57% more efficient Cost-Per-Conversion
- 23% decrease in Cost-Per-Store-Visit

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