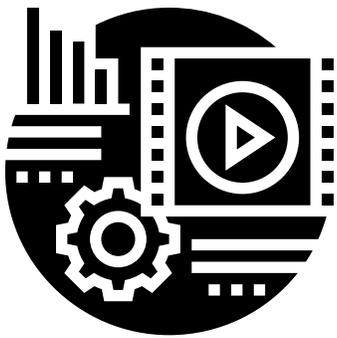


TY SO FAST

Easing entry into the purchasing process and driving conversions of cable packages



CAPABILITIES USED

- PAID SOCIAL MEDIA (FACEBOOK VIDEO ADS AND NATIVE, IN-FEED ADS)
- SOCIAL LISTENING, MONITORING, AND REPORTING
- FASTLIFEWITHTY.COM, PLUS FACEBOOK, TWITTER, INSTAGRAM, AND YOUTUBE PAGES

THE CHALLENGE

Comcast is a name synonymous with reliable service for cable television, internet, telephone, and wireless services for millions of people and businesses. However, Comcast’s Central Division did not have a unified social media presence and lacked a compelling way to connect with existing and potential customers online. one50one was tasked with easing entry into the purchasing process and driving conversions of Comcast Xfinity cable packages in three key markets: Chicago, Atlanta, and Miami.

ACTION

one50one established a strategy to develop a multi-platform, social media campaign with on- and off-line content that invited consumers to engage with the Comcast brand in ways that were both entertaining and educational. one50one executed this with the “Ty So Fast” campaign featuring Facebook video and native, in-feed ads. one50one then targeted engaged customers with direct-response ads through Facebook and display ads using branded messaging and calls to action. This helped guide customers from awareness to conversion.

RESULTS

FROM DECEMBER 2015 TO FEBRUARY 2016, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

568

conversions in first three months, nearly a 50% increase in overall conversions

43%

increase in incremental sales to the typical straight direct response benchmark Comcast sees on average

172K+

followers across seven social media channel

7,352

pieces of unique content created

93,723

clicks to the Comcast website

165.132M

impressions

98%

positive conversions around Xfinity and Comcast services

\$6.7M

worth of earned media value