

# Case Study

## PROJECT

**Orange Exchange online**

## CLIENT

**Everything Everywhere (Orange UK)**

## SECTOR

**Mobile/Technology/IT & Communications/Business**

## AUDIENCE

**SME B2B, B2C**

## REQUIREMENT

**Develop/launch interactive digital magazine, supporting eDM and app**

## SOLUTION

**[www.orangeexchange.co.uk](http://www.orangeexchange.co.uk) (plus email and tablet app)**

## SUMMARY

Orange Exchange is a key element of the client's ongoing commitment to customer service. This bi-monthly loyalty magazine is designed to enhance the customer experience in order to boost both engagement and retention.

Our client required an online version that would complement the existing print edition, while delivering deeper, more measurable customer engagement. In addition, the online edition promotes digital cost-efficiencies, enables data capture and delivers insight opportunities.

Also now available as a tablet app, Exchange online stands out as the only digital customer magazine in the mobile B2B SME sector.





## THE SOLUTION

With Orange Exchange online, we've gone far beyond simply replicating a print magazine. The online edition boasts exclusive additional bonus content and features including videos, online-only entry competitions, more timely news and features not found in the print edition, as well as reader surveys, exclusive offers and discounts. Reader engagement is enhanced further with animation and direct links for more info.

To optimise the user experience for the busy and time-poor readership, Exchange online and its supporting emails convey information quickly and without fuss through simple navigation and an easy-to-use, intuitive interface. Editorial content is broken down into appropriate click and roll out headings, allowing readers to instantly identify what content aspects are relevant to them, without having to spend time reading through long articles. Scrolling is used for more in-depth editorial.

Eight segmented customer versions (with supporting emails) and two segmented non-customer preview editions are produced. In April 2012, a new app version was launched for iPads and Android tablets.

The app is in direct response to an increase in traffic from tablets as well as actual customer requests. Now available for free from the Apple App Store or Google Play for Android, the Orange Exchange app delivers a highly engaging magazine experience. It also boasts customer verification and segmentation functionality, including the automatic delivery of contact details relevant to the user.

## EFFECTIVENESS & ENGAGEMENT

### Online reader survey 2011

- 92%** took positive action as a result of reading (only 8% said they did nothing)
- 62%** benefited by finding out more about Orange products/services
- 55%** went on to visit the Orange business website
- 32%** subsequently contacted Orange about products/services
- 29%** visited an Orange shop
- 28%** recommended Orange products or services
- 27%** had an increased opinion of Orange credibility as a business services provider
- 13%** changed their business tariff
- 78%** rated it 8 out of 10 or above as easy to read

### Analytics 2011 / 2010

- Unique visitors **up 26.5%** year-on-year
- Average **34% visitors return**
- Competition entries **up 27.1%** year-on-year
- New subscribers **up 29%** year-on-year
- Page views **up 22.2%** year-on-year
- Average **bounce rate** maintained at only **3.3%** (Google says average 40%)
- MS Office reader offer **sold out in 4hrs**
- Email open rate **24.8%** (benchmarks, IT 13.8%, B2B 13.9%)
- Click to open rate **27.1%** (benchmarks, IT 8.2%, B2B 10.3%)

## AWARDS

- Winner:** B2B Marketing, Marketing Society Awards for Excellence 2012
- Winner:** Grand Prix, APA International Content Marketing Awards 2011
- Winner:** Best Digital Solution (B2B/Internal), APA Awards 2011
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- Runner up:** Best Website, B2B Marketing Awards 2011
- Bronze:** News & Business Magazine of the Year, Digital Magazine Awards 2010
- Finalist:** Content Marketing Association Awards 2012
- Finalist:** B2B Marketing Awards 2012
- Finalist:** New Media Age Effectiveness Awards 2011
- Finalist:** Marketing Week Engage Awards 2010 and 2011
- Finalist:** Best use of Online Media, eCommerce Awards 2010