



**SPECTRUM**  
MEDIA SERVICES

# TELECOMMUNICATIONS CASE STUDY

- Internet Service Provider

## ISP CASE STUDY

# ACHIEVING ORDER RATES ON FACEBOOK USING SPECTRUM'S CUSTOM AUDIENCES



SPECTRUM  
MEDIA SERVICES

## OBJECTIVE

Internet service provider looked to drive site visits & orders for their residential service offerings.

## STRATEGY

We created custom audience segments to find new users who were researching cable/internet/phone providers, as well as potential/recent home buyers interested in content around packing tips, moving & relocating, and mortgages & refinancing. Spectrum audiences were refreshed throughout the campaign & the client optimized towards their primary order rate KPI.

## RESULTS

Client saw continued success throughout the year with top performing segments yielding favorable order rate results. Success using Spectrum's custom audiences resulted in renewals as well as campaigns for additional lines of business including back to college & B2B for the client's ISP offerings.

**1.03%**

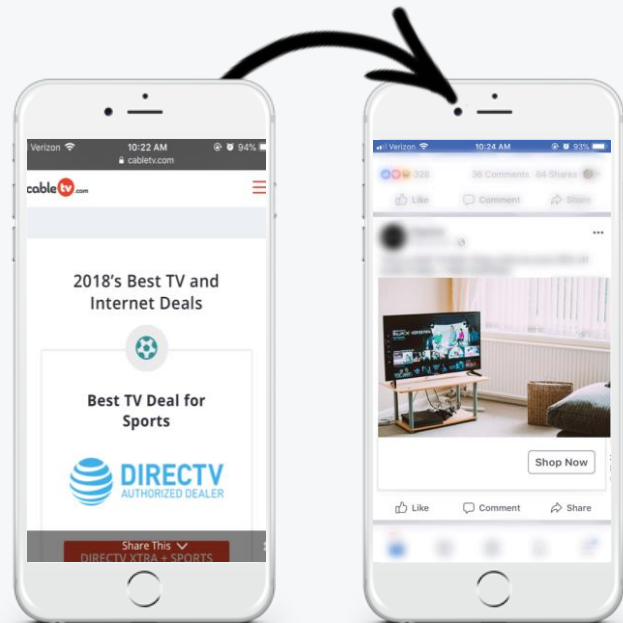
ORDER RATE  
BENCHMARK

**1.52%**

ORDER RATE  
ACHIEVED

**47.5%**

EXCEEDED CLIENT  
BENCHMARK



Spectrum discovered audiences reading relevant content across the open web.

Spectrum custom audiences exported to Facebook where targeted for social campaigns.