moengage

CONVERSION | GEN AI

Telekom Romania, a Deutsche Telekom Subsidiary, Improves Campaign CTR by a Staggering 65% with Merlin GenAI

| **65%**	**15 Hours**
increase in click-through rate	saved per month on billable time from manual copywriting

· · · T · · Deutsche Telekom

ABOUT DT GROUP — TELEKOM ROMANIA

Deutsche Telekom (DT) is a telecommunications giant in Europe that serves 65 million mobile users, 19 million broadband lines, and 6.9 million TV customers via its TSystems and Telekom TMobile subsidiaries including Telekom Romania. Telekom Romania is Romania's leading telecom company, with more than 4 million users.

MoEngage works with Telekom Romania, a subsidiary of Deutsche Telekom, as well as other DT NatCos businesses in Europe.
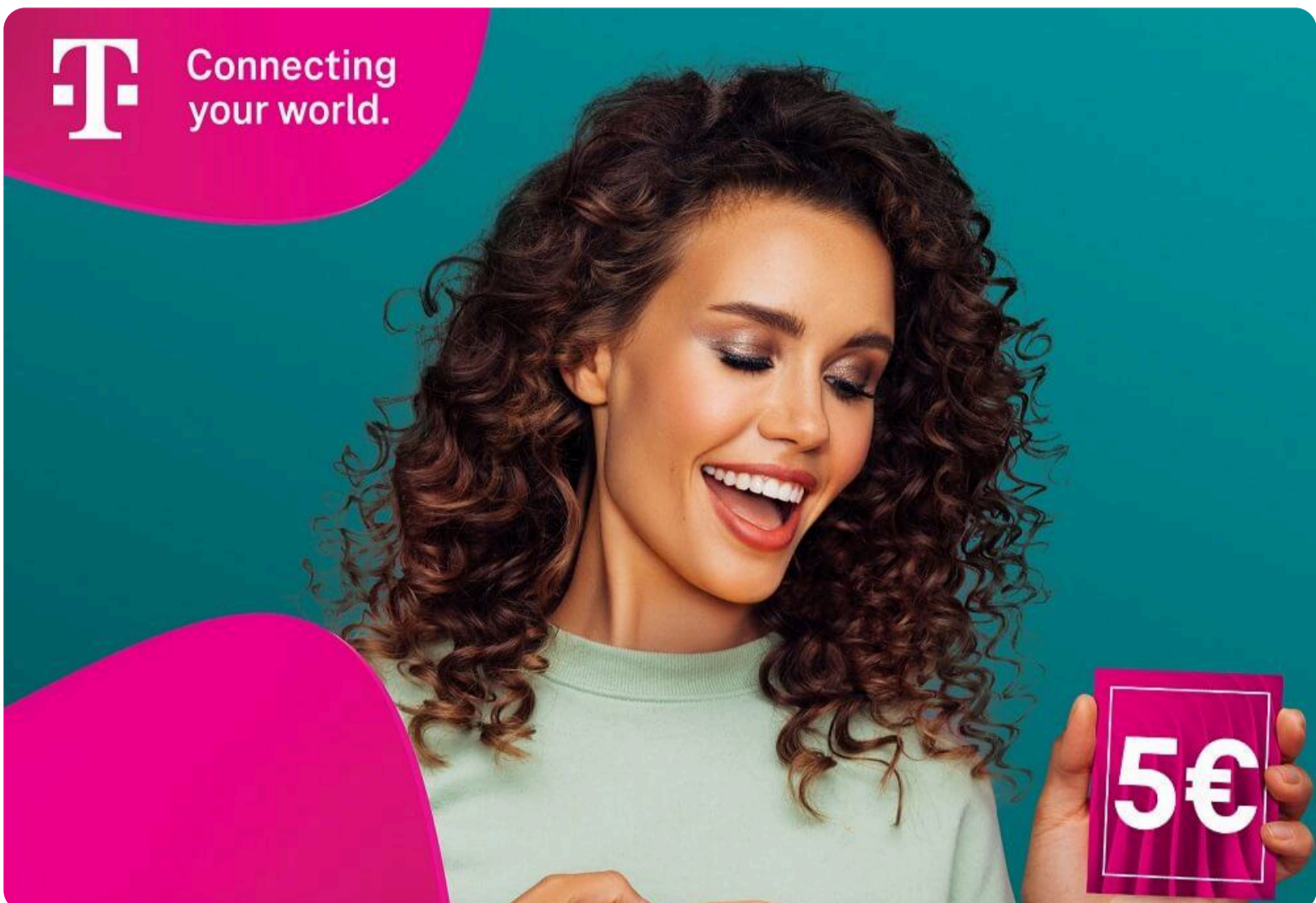
Goals and Challenges

Prepaid activation is one of Telekom Romania's continuing and significant marketing initiatives; they send a reminder to their 4 million+ users about this every week. The intention is to encourage consistent app usage by activating additional data packs, roaming packs, and other products and services that are relevant to the app users.

As with their other campaigns, it is important to use well-written copy that is specific to each user on a large scale in order to achieve the desired results. So Telekom Romania spends a significant amount of time developing and A/B testing to see which copy converts best. When they heard about MoEngage's Merlin AI for Copywriting, they wasted no time in using it.

> "
> The copy itself sounds authentic and on-brand, which is exactly what we want. Plus, it will save us a lot of time and money on copywriting for all of our campaigns, which is another win for us!
>
> **George Enache**
> Digital Product Owner at Telekom Romania

Merlin AI for Copywriting Impact

Unlike other GenAIs, Merlin AI for Copywriting uses data from past campaign performance to produce copies proven to significantly improve conversion rates. It is a generative AI engine that learns and improves over time.

After only one month of use, Merlin AI for Copywriting has gradually raised Telekom Romania's click-through rates for their prepaid activation campaigns using Push as a channel to 65%, increasing conversion as a result.

The AI engine's data-driven feature and ability to adapt to Telekom Romania's brand and tone of voice made a significant difference for the team. Not only did it improve marketing efficiency, but it also increased team productivity by freeing up time for important tasks rather than arduous copywriting.

Telekom Romania plans to roll out the use of Merlin AI for Copywriting in their other marketing efforts after seeing encouraging outcomes.

Products Used

A/B Testing
Experiment with the best performing variation using A/B testing and quickly course correct in a proactive manner to send the right marketing and transactional messages.

Customer Insights & Analytics
Create omnichannel, personalized experiences using AI-powered insights and analytics.

In-app Messaging
Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.

Push Notification
Reach customers at the right time using AI-powered, targeted, push notifications.

Segmentation
Personalize experiences by creating nuanced segments based on behavior and action.

The Results

☑ 65% CTR increase in prepaid activation campaigns

☑ 15 billable hours saved per month from manual copywriting

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,350 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage's customer engagement platform can power your growth. Get a demo of MoEngage today!

To learn more, visit www.moengage.com.