**DIRECTV Case** **Study**

**12.28.16 V1**

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| **#** | **Video/Audio** | **Titles** |
| 1 | The DIRECTVlogo, as well as a panoply of the logos of its brand subsidiaries | Our client DIRECTVwas facing a hostile environment:   * Increasing costs * Decreasing conversion rate, both online and over the phone * Decreasing DIRECTV brand demand * Competitive pressures, from both industry competitors and authorized dealers * A new breed of competitors offering affordable streaming TV services |
| 2 | TITLES:  Over 2 million new subscribers  2.5M in dotcom sales + 1.8M in dotcom subs = $2B in gross revenue | In four years, iCrossing turned DIRECTV’s business around—with big numbers.  How did we do it?  By implementing a marketing strategy that yielded concrete results. |
| 3 | A montage of the most striking and important marketing collateral we created for the client that relate to the 6 points outlined in the performance engine to the right. | In partnership with AT&T EG, iCrossing built a powerful acquisition engine that identified the best potential customers and helped AT&T acquire them through most cost-efficient digital mediums.  The engine focused on the entire user decision journey for both residential and commercial  customers with a six-step program:   1. Driving awareness via video, native advertising, and rich media bought both programmatically and through site-direct premium buying 2. Adopting the latest ad formats in Paid Social and optimizing them according to mobile and local search engine research 3. Adopting first-party CRM data to more intelligently target cross-sell opportunities in media and paid search 4. Maintaining 100% SOV for search engine queries proven to drive the most efficient conversions 5. Matching remarketing message / offer with users‘ onsite consumption to help increase sales after potential customers have interacted with the brand 6. Optimizing and testing landing pages iteratively to help improve conversion rates |
| 4 | TITLES:  SEM: 6.4M in savings due to CPC reductions in 2015  SEO: 1.5M in savings due to onsite help center content enhancements  DISPLAY: 20% increase in CVR by serving custom creative to high-value remarketing users featuring the package they abandoned in their shopping cart  62% of dotcom subs in 2015  22% increase in call volume YoY | Our performance engine drove DIRECTV’s rekindled success a long way—with big results and big numbers. |
| 5 | TITLES:  150K net new subscriptions in the campaign’s 1st 6 weeks  33% YoY sales increase **vs. 20% goal**  634% YoY in unique site visits | Case in point: NFL SUNDAY TICKET is a critical driver of DIRECTV’s growth. But many NFL fans didn’t know they didn’t need a satellite dish to watch any NFL game they wanted to—just an app.  We partnered with Barstool Sports, a key influencer, and we deployed a targeted campaign of takeovers, social ads, videos across multiple devices, and live streaming video on Twitter.  Word got out—and NFL SUNDAY TICKET scored a major touchdown! |
| 6 | TITLES:  60% lift in sales impression  45% YoY increase in new customer calls  15% YoY increase in phone sales | How else did we drive performance for DIRECTV?  We built high-performing landing pages for every kind of visitor, and we integrated SEO conversion data and insights with best-in-class SEO optimization practices to attract additional visitors and convert them into customers. |
| 7 | How do we plan to help DIRECTV drive its business even more in the future? | As customers spend increasing time on mobile and digital channels, we plan to further boost DIRECTV’s business by connecting demand generation with demand capture. |
| 8 | Video of client comments and praise |  |
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